

Impact of Education and Income on Awareness Creation and Buying Decision in case of Solar Products in Visakhapatnam, INDIA

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Consumer buying behavior for Solar products is a typical phenomenon, since the attributes that drive to purchase this are slightly different as that of usual products. Here the interest comes mostly from the producers or policy makers to promote consumption of such products when compared to consumers. The driver for boosting the consumption is limited by awareness and this in turn is influenced by income and education. This study found that there is strong influence of education and income on awareness but income has a relative weightage on influencing the buying decision of these products. There is need for creating confidence in the consumers from producers about the usage and after sales services.

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