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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON SITUATION ANALYSIS FOR MARKETING RENEWABLE ENERGY PRODUCTS - WITH SPECIAL REFERENCE TO ESSORPE HOLDINGS PVT. LTD., COIMBATORE, TAMIL NADU

**DEEPIKA A
ASST. PROFESSOR
KARPAGAM UNIVERSITY
EACHANARI POST**

ABSTRACT

A Situation analysis is regarded as a systematic analysis of the situation in which the organization finds it as the basis for identifying opportunities to satisfy unfulfilled customer needs. In addition to identifying the customer needs, the organization must understand its own capabilities and the environment in which it is operating. The study is carried out using secondary and primary data. There are three frameworks used in this study to add structure to the situation analysis namely 5C analysis, PEST analysis, and SWOT analysis. The study was conducted: to appraise the awareness of the renewable products in the industries, to analyse the demand of the customers in purchasing the renewable energy products, to scrutinize the factors that intrudes and influences the business and to identify the target market. Exploratory research technique was adopted in this project. The type of the sampling used in this study is convenience sampling. In this study, the industries in Coimbatore district are concentrated. The industries are categorized into small scale, medium scale, large scale, service and commercial sectors are considered as samples. In this study the data are gathered from 80 respondents. From the study, it is understood that the Government is taking more initiative to promote renewable energy products and the market conditions are favorable for the companies to promote Solar and LED products. It is recommended that the manufacturers should improve awareness regarding the use of renewable energy products among the public. They should also improve the quality of after sales service and educate the users regarding the maintenance of those products.

KEYWORDS

PEST analysis, situation analysis, 5C analysis.

INTRODUCTION

The project titled "A Study on Situation Analysis for Marketing Renewable Energy Products" is undertaken for ESSORPE HOLDINGS Pvt Ltd, one of the emerging Green Marketing company in Coimbatore. A thorough analysis of the situation in which the firm finds it serves as the basis for identifying opportunities to satisfy unfulfilled customer needs and to understand its own capabilities. The study helps in evaluating the situation and trends in a particular company's market and is aimed at identifying the internal and external forces that may influence the organization's performance and choice of strategies, and assessment of the organization's current and future strengths, weaknesses, opportunities, and strengths. There are three frameworks used in this study to add structure to the situation analysis namely 5C analysis, PEST analysis and SWOT analysis. The 5C analysis is an environmental check on five key areas especially applicable to marketing decisions. This includes analyzing the company, competitors, customers, collaborators and climate. PEST Analysis is a type of situation analysis in which political-legal, economic, socio-cultural, and technological factors are examined to identify an organization's long-term plans. A SWOT analysis can be used to analyse the most relevant problems and opportunities and to assess how well the firm is equipped to deal with them. The research was conducted to spot out the various environmental factors that affect the business and the factors that influence the growth of the business there by identifying opportunities to satisfy the customer needs.

REVIEW OF LITERATURE

According to DR. V.V. BEDEKAR (*Energy Use and Carbon Emissions*, p.17) Majority of energy needs in India are met by commercial energy sources and is stated that in 1998 the industrial sector energy consumption accounted for 41% of total energy consumption in through Renewable sources. BOB VAN DER ZWAAN, (*Canadian Journal on Electrical and Electronics Engineering*, p.124, Vol. 1, No. 6, October 2010) states that nearly 27 percent of India's total energy consumption are from combustible renewable and waste. CUTLER J. CLEVELAND, (*Encyclopedia of Energy*, Academic Press/Elsevier Science, 2004) considers six different types of policies that affect renewable energy development, both directly and indirectly: renewable energy promotion policies, transport bio fuels policies, emissions reduction policies, electric power restructuring policies, distributed generation policies, and rural electrification policies. DR. BARBARA FARHAR, (*Energy and the Environment: The Public View*, November 12, 1996) reveals broad favor for renewable energy across society, and demonstrates that the support has remained high even as energy prices have dropped.

NEED FOR THE STUDY

Renewable energy has enormous potential to meet the growing energy requirements of the increasing population of the developing world, while offering sustainable solutions to the global threats of climate change. Renewable energy sources are indigenous and can contribute towards reduction in dependency on fossil fuels. Renewable energy sources assume special significance in India when viewed in the context of the geographic diversity and size of the country, not to mention the size of its rural economy. Since renewable energy resources are diffused and decentralised, they are more appropriate as local energy systems to meet the ever expanding and diversified energy needs. In this perspective, this study helps in identifying the numerous possibilities for manufacturing the renewable energy products to meet the basic energy needs of the rural poor.

STATEMENT OF THE PROBLEM

Essorpe Holdings Private Limited is one of the emerging green energy companies in Coimbatore. Since the company has just stepped into the green energy business,

- The company desires to know the environmental factors that affects and influences the business,
- The company needs to find the target market where it could trade the renewable products in bulk, mainly the solar as well as LED lighting.

OBJECTIVES OF THE STUDY

1. To assess the awareness of the renewable products in the industries.
2. To study the demand of the customers in purchasing the renewable energy products.
3. To analyze the factors that intrudes and influences the business.
4. To find the target market.

HYPOTHESIS

(H0): There is no significant relationship between the location of the company and the power consumed for lightings by the company.

(H1): There is no significant relationship between the location of the company and the monthly expenses on power utilization for lightings.

- (H2): There is no significant relationship between the period of line of activity and the personal experience in utilizing the renewable energy.
- (H3): There is no significant relationship between type of industry and the belief on renewable energy sources helps to improve the environment.
- (H4): There is no significant relationship between economic consideration and improvement in the reliability of electric service.
- (H5): There is no significant relationship between personal experience and consideration on installing solar/LED lighting.

RESEARCH METHODOLOGY

TYPE OF RESEARCH

The type of research used to analyze the problem is the exploratory research. Exploratory research is conducted into an issue or problem where there are only few earlier studies to refer to. The focus is on gaining insights and familiarity for later investigation.

SAMPLING METHOD

The type of the sampling method used in this study is convenience sampling. In this study, for Customer analysis, the industries in Coimbatore district are concentrated. The industries are categorized into small scale, medium scale, large scale, service and commercial sectors are considered as samples. The industries which are readily available for providing data are chosen as samples for the study.

SAMPLE SIZE

Sampling size is the number of respondents selected in order to provide information. In this study the data are gathered from 80 respondents.

DATA COLLECTION

In 5C analysis, customers and company were analyzed using questionnaire. Competitors, collaborators and climate are analyzed through reviewing the literature and also through secondary data. PEST analysis was carried out using secondary data.

ANALYSIS AND INTERPRETATION

Customer analysis is made in order to analyze the demand of the customer, their preference and their level of interest in purchasing the product. The tools used for analyzing the customer interest are percentage analysis, Chi – Square test, regression and correlation.

TABLE 1: AWARENESS REGARDING RENEWABLE ENERGY

Renewable Energy Source	Not at all familiar		Somewhat Familiar		No idea		Familiar		Very Familiar		Total	
	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%
Solar Energy	8	10	16	20	24	30	32	40	0	0	80	100
LED	12	15	4	5	4	5	22	28	38	48	80	100
Wind Energy	8	10	43	54	7	9	22	28	0	0	80	100
Photovoltaic cells	20	25	16	20	33	41	11	14	0	0	80	100
Thermal energy	20	25	12	15	22	28	10	13	16	20	80	100

INTERPRETATION

It is evident from the above table that most (40%) of the respondents are aware regarding the solar renewable energy, 30% of the respondents do not have any idea and the remaining 30% of the respondents are not at all and somewhat familiar. Nearly half (48%) of the respondents are very familiar and 28% of the respondents are familiar towards the LED renewable energy, 15% of the respondents are not at all familiar, and the remaining 5% each of the respondents are somewhat familiar and no idea respectively.

More than half (54%) of the respondents are somewhat familiar towards wind energy, 28% of the respondents are familiar and only 10 & 9% of the respondents are not aware and have no idea respectively. Less than half (41%) of the respondents are having no idea about the photovoltaic cell energy 16% of the respondents are somewhat aware, 25% of the respondents are not at all familiar and 14% of the respondents are familiar about the photovoltaic cell energy. 28% of the respondents do not have any idea towards the thermal energy, 20% of the respondents are very familiar, 15% of the respondents are somewhat familiar, 13% of the respondents are familiar and the remaining 25% of the respondents are not at all familiar towards the thermal energy.

TABLE 2: PURCHASE CONSIDERATIONS

Purchase Consideration	Very Important		Important		Neutral		Somewhat Important		Not at all Important		Total	
	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%
improve reliability of my electric service	0	0	23	29	12	15	37	46	8	10	80	100
environmental concerns	0	0	49	61	15	19	0	0	16	20	80	100
economic consideration	0	0	15	19	22	28	0	0	43	54	80	100
investment for the future	0	0	17	21	19	24	32	40	12	15	80	100
personal values for saving money	23	29	16	20	19	24	14	18	8	10	80	100
personal interest in tech	0	0	15	19	38	48	23	29	4	5	80	100
less reliance on electric utility	0	0	38	48	18	23	20	25	4	5	80	100
Global climate change	0	0	26	33	11	14	0	0	43	54	80	100
independence from electric utility	19	24	37	46	12	15	8	10	4	5	80	100
cost of extending electric utility lines	30	38	30	38	12	15	4	5	4	5	80	100
Availability of support/sales/design/service	0	0	11	14	8	10	45	56	16	20	80	100

INTERPRETATION

The above table shows that nearly half (46%) of the respondents feel somewhat important toward improving reliability of their electric services, most (61%) of the respondents feel it is important to change towards renewable energy for the purpose of environmental concerns, 54% of the respondents feel not at all important towards economic consideration, 40% of the respondents feel somewhat important towards the investment for the future, 29% of the respondents feel very important towards the personal values for saving money. Nearly half (48%) of the respondents feel less reliance on electric utility, 33% of the respondents feel it is important because of global climate change, 38% each of the respondents feel important and very important towards the cost of extending electric utility lines and the remaining 56% of the respondents feel somewhat important about the availability of support / sales /. Design and services that can be utilized towards the renewable energy sources.

TABLE 3: SIGNIFICANT BARRIERS IN PURCHASING RENEWABLE ENERGY PRODUCTS

Factors	Significant Factors		NA		Total	
	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%
Electric Utility Interconnection	21	26	59	74	80	100
Consumer Understanding Tech	41	51	39	49	80	100
Local Building Dept Permits	20	25	60	75	80	100
Availability Of Products/Trained Installers	12	15	68	85	80	100
Availability Of Financing At Reasonable Rates	19	24	61	76	80	100
Concerns With Performance Or Product Reliability	15	19	65	81	80	100
Environmental Instability	20	25	60	75	80	100
	0	0	80	100	80	100

INTERPRETATION

The nature of the above table is a multi response table in which the respondents opted multiple choices from the given attributes. It is evident from the above table that more than half (51%) of the respondents feel believe the most significant barriers are consumer understanding the technology towards the existing renewable energy system, 25% of the respondents opined local building department permits as a barrier, 26% of the respondents believe electric utility interconnection, 24% feel availability of financing at reasonable rates, 25% of the respondents feel environmental instability and the remaining 19% and 15% of the respondents feel concerns with performance or product reliability and availability of products trained installers are the major barriers for considering opting renewable energy.

Null Hypothesis (H0): There is no significant relationship between the location of the company and the power consumed for lightings by the company.

Alternate Hypothesis (H1): There is significant relationship between the location of the company and the power consumed for lightings by the company.

TABLE 4: RELATIONSHIP BETWEEN LOCATION OF THE COMPANY AND POWER CONSUMPTION BY THE COMPANY FOR LIGHTINGS

Location of the comp#	Power consumption by the company for lightings				Total
	>3500	1500-2500	2500-3500	500-1500	
Rural	24	15	15	8	62
	21.7	16.3	14.7	9.3	62.0
Urban	4	6	4	4	18
	6.3	4.7	4.3	2.7	18.0
Total	28	21	19	12	80
	28.0	21.0	19.0	12.0	80.0

Chi-Square Tests

	Value	df	5% Level of Significance
Pearson Chi-Square	2.358(a)	3	NS

Chi-Square Value : 2.358

Degree of Freedom : 3

Table Value : 7.815

Result : Not Significant

INTERPRETATION

The result of the chi-square test reveals that the calculated chi-square value (1.25) is less than the table chi-square value (7.815) at 5% level of significance and therefore, the relationship between Location of the company and Power consumption by the company lightings is not significant. Thus the hypothesis is that between the two factors does not hold good. Hence the null hypothesis is accepted.

Null Hypothesis (H0): There is no significant relationship between the location of the company and the monthly expenses on power utilization for lightings.

Alternate Hypothesis (H1): There is significant relationship between the location of the company and the monthly expenses on power utilization for lightings.

TABLE 5: RELATIONSHIP BETWEEN LOCATION OF THE COMPANY AND MONTHLY EXPENSES ON POWER UTILIZATION FOR LIGHTINGS

Location of the comp#			Monthly expenses on power utilisation for lightings				Total
			>15000	1000-5000	10000-15000	5000-10000	
Rural	Count	24	8	15	15	62	
	Expected Count	24.8	9.3	14.0	14.0	62.0	
Urban	Count	8	4	3	3	18	
	Expected Count	7.2	2.7	4.1	4.1	18.0	
Total	Count	32	12	18	18	80	
	Expected Count	32.0	12.0	18.0	18.0	80.0	

Chi-Square Tests

	Value	df	5% Level of Significance
Pearson Chi-Square	1.625(a)	3	NS

Chi-Square Value : 1.625

Degree of Freedom : 3

Table Value : 7.815

Result : Not Significant

INTERPRETATION

The result of the chi-square test reveals that the calculated chi-square value (1.625) is less than the table chi-square value (7.815) at 5% level of significance and therefore, the relationship between location of the company and Monthly expenses on power utilization for lightings is not significant. Thus the hypothesis is that between the two factors does not hold good. Hence the null hypothesis is accepted.

Null Hypothesis (H0): There is no significant relationship between type of industry and the belief on renewable energy sources helps to improve the environment.

Alternate Hypothesis (H1): There is significant relationship between type of industry and the belief on renewable energy sources helps to improve the environment.

TABLE 6: RELATIONSHIP BETWEEN TYPE OF INDUSTRY AND BELIEF ON USING RENEWABLE ENERGY SOURCES IMPROVING THE ENVIRONMENT

		believe using renewable energy sources helps to improve t		Total
		not sure	yes	
Type of Industry	Large Scale Industry	Count	4	19
		Expected Count	4.3	18.7
	Medium Scale Industry	Count	8	27
		Expected Count	6.6	28.4
	Service Sector	Count	3	3
		Expected Count	1.1	4.9
	Small Scale Industry	Count	0	16
		Expected Count	3.0	13.0
Total		Count	15	65
		Expected Count	15.0	65.0

Chi-Square Tests

	Value	df	5% Level of Significance
Pearson Chi-Square	7.954(a)	3	*

Chi-Square Value : 7.954
 Degree of Freedom : 3
 Table Value : 7.815
 Result : Significant

INTERPRETATION

The result of the chi-square test reveals that the calculated chi-square value (7.954) is more than the table chi-square value (7.815) at 5% level of significance and therefore, the relationship between type of industry and whether they believe using renewable energy sources helps to improve the environment is significant. Thus the hypothesis is that the relationship between the two factors holds good. Hence the null hypothesis is rejected.

Null Hypothesis (H0): There is no significant relationship between economic consideration and improvement in the reliability of electric service.

Alternate Hypothesis (H1): There is significant relationship between economic consideration and improvement in the reliability of electric service.

TABLE 7 OPINION ON ECONOMIC CONSIDERATION IMPROVING RELIABILITY OF ELECTRIC SERVICE

Correlations			
		improve reliability of my electric service	economic consideration
improve reliability of my electric service	Pearson Correlation	1	.252*
	Sig. (2-tailed)		.024
	N	80	80
economic consideration	Pearson Correlation	.252*	1
	Sig. (2-tailed)	.024	
	N	80	80

*. Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION

From the above table, there is significant relationship between the economic consideration and the improvement in the reliability of electric service. It represents that the respondents are ready to spend based on the level of improvement of the electric service the product provides. Therefore, alternate hypothesis is accepted.

Null Hypothesis (H0): There is no significant relationship between types of industry, power shut down per day on the expense on power utilization for lightings.

Alternate Hypothesis (H1): There is significant relationship between types of industry, power shut down per day on the expense on power utilization for lightings.

TABLE 8: RELATIONSHIP BETWEEN THE FACTORS INFLUENCING THE MONTHLY EXPENSE ON POWER UTILIZATION FOR LIGHTINGS

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.711	.488		3.506	.001
	Type of Industry	.283	.135	.250	2.099	.039
	Power shut down per day	.416	.181	.252	2.297	.024

a. Dependent Variable: Monthly expenses on power utilization for lightings

Dependence of monthly expense = \sum of factor1+ \sum of factor2+ \sum of factor 3

= 2.099 + 2.297

= 4.316

INTERPRETATION

The result of the regression test reveals that the calculated regression value (2.305) is more than the table regression value (0.75) at 5% level of significance and therefore, the relationship between type of industry, power shut down per day and location of the company influences the monthly expense on power utilization for lightings. Thus the hypothesis is that the relationship between the factors holds good. Hence the null hypothesis is rejected

FINDINGS

- A significant chunk of renewable energy investment in the next five-year economic plan is expected to come from the private sector.
- Renewable grow at a much faster rate than the overall generation capacity, with a thirteen times increase in renewable capacity over 2000 to 2035.
- Majority (81%) of the respondents accepted that using renewable energy helps to improve the environment.
- Most (61%) of the respondents feel it is important to change towards renewable energy for the purpose of environmental concerns.
- The relationship between Location of the company and Power consumption by the company lightings is not significant.
- The relationship between location of the company and Monthly expenses on power utilization for lightings is not significant.
- The relationship between Period of line of activity and the Personal experience in utilizing the renewable energy is significant.

- The relationship between Type of Industry and whether they believe using renewable energy sources helps to improve the environment is significant.
- Fluctuating generation costs create problems in cost recovery under fixed power purchase terms.
- Subsidy on fossil fuels and irrational electricity tariff structure hinder development.
- Lack of financing institutions to back the huge capital cost investment that wind farms require.
- Various states give financial subsidies on renewable energy utilities like PV, home lighting systems, solar water heater etc. The Ministry of New and Renewable Energy also gives various incentives to individuals for installing various such utilities.
- ESSORPE HOLDINGS Pvt Ltd is among the few sellers of renewable energy products in Coimbatore. So we can create good reputation of the company through competitive price.
- The company makes use of green energy-latest pollution free project utilizing the natural resource.
- ESSORPE HOLDINGS Pvt Ltd is more socially responsible and hence it ensures sustained long-term growth along with profitability.
- The major threat for the business is existing competitors and major Chinese producers are next in line. Also the small scale industries may not afford the product.

SUGGESTIONS

- The green energy company can concentrate more on promoting the product to the manufacturing industries than commercial sector.
- The commercial sectors are interested in using show lights. If the company concentrates on designing solar lights according to the specifications of the commercial sectors it can acquire the market share.
- The company can concentrate on yarn production units for marketing solar and LED lightings, where the requirements of lighting are more.
- The company can target much on the industries in the rural area to market the renewable energy products.
- The companies which have more industrial experience are very interested towards the renewable energy products. So the green energy companies can target the company that has more industrial experience.
- Now – a- days the hours of power shut down are per day. So, it will be more suitable for the company to market the renewable products in areas of power shut down as a means of alternate source.
- The companies which spend more amount on power consumption can be targeted by the company.
- The green energy companies must create the awareness among the people regarding the benefits of renewable energy as well as product availability.
- The green energy companies should conduct awareness programme among the public in order to provide insight of the products.
- The company should design the product in order to improve the reliability of the electric service and should be eco – friendly.
- The green energy companies can try to offer the renewable energy products at reasonable price because most of the industries feel initial cost is high and this prevents them from investing in renewable energy products.
- The companies offering renewable energy products must give the customers the proper input regarding the technology used.
- The green energy company can include the periodic maintenance in its after sales service.

CONCLUSION

Renewable energy remains a promising tool for companies that can identify, concrete, factually supported environmental benefits associated with their products or services. Green marketing can be a very powerful marketing strategy, when it's done right. Marketers need to understand the implications of renewable energy. If one thinks customers are not concerned about environmental issues or will not pay a premium for the products that are more eco-responsible, think again. One must find an opportunity to enhance the product's performance and strengthen the customer's loyalty and command a higher price.

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