



CONSUMER'S AWARENESS AND PREFERENCE TOWARDS SOLAR ENERGY DEVICES WITH SPECIAL REFERENCE TOWARDS COIMBATORE, TAMILNADU

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Abstract - The key to using this vast source of energy is developing effective methods for collecting and storing this energy. Once this is done solar energy can contribute significantly to satisfying man's every growing energy requirements. The main aim of the study to know about the awareness and preference towards solar energy devices with special reference to Coimbatore district, Tamilnadu. To find the solution the researcher has used Percentage analysis and Garratt ranking method to rank the preference of the customer. The result shows that price of the solar is low and usage level high so most of the consumers are purchasing of solar energy.