Study on Consumer Behavior towards the Purchase of Energy Efficient Household Products in Context of Bareilly Region of Uttar Pradesh

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Abstract
With the increasing population and declining conventional Energy resources, energy conservation has been the need of the hour for everyone. Various government bodies are framing and implementing energy conservation strategies using both private and public partnerships. In this contest various studies and research regarding consumer attitude and behavioral studies has already been done. However there is still a need for regionally focused study on consumer attitude towards energy efficient products. With this consideration this research is done in Bareilly region of Uttar Pradesh due to maximum power cutoff over here. Several objectives has been drafted like Criteria used by consumers to purchase energy efficient products, Intentions to Purchase these products, consumer awareness regarding such products, frequency of purchase and category of purchase. Various demographic variables like age, gender, occupation and Income has been considered for study. Appropriate statistical technique has been used and suitable inference has been provided in the paper using empirical data collected and analyzed. Paper has also drawn several implications that is useful for marketers, policy makers, government bodies, consumers and retailers dealing with energy efficient household products.

Key Words: consumer behavior, attitude, energy efficient products, energy conservation