

FACTORS INFLUENCING HOUSEHOLD PURCHASE INTENTION TOWARDS RENEWABLE ENERGY WITH SPECIAL REFERENCE TO SOLAR PHOTOVOLTAIC IN WESTERN PROVINCE SRI LANKA

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1. Introduction

Renewable energy consumption has received attention, and indeed, solar photovoltaic systems are at the top of household renewable energy alternatives in Sri Lanka. Since renewable energy is a novel concept, limited prior investigation on consumer intentions towards household consumption of solar photovoltaics is evident. Thus, this study aims to bridge the gap by exploring factors impacting the renewable energy consumption intention of households in the western province. It provides crucial insights into broader implications for private and governmental sectors in the energy domain, particularly household electricity consumption.

2. Research Methodology

A positivist research philosophy with a deductive approach and a quantitative survey method was used to examine the factors influencing household purchase intention toward solar photovoltaic systems in the western province. 140 respondents were selected using systematic sampling, and multiple regression was used to test the hypothesis.

3. Findings and Discussion

Results revealed a positive impact of attitudes, social influence, and perceived behavioural control on consumers' purchase intention toward solar photovoltaics.

4. Conclusion and Implications

The study reveals that the factors, especially social influence, emerged as the most influential factor, suggesting that societal and peer opinions significantly affect Sri Lankan consumers' renewable energy consumption decisions. This research provides an opportunity for solar companies to develop strategies to increase the use of solar photovoltaic systems as a renewable energy source.

Keywords: Household electricity, Purchase Intention, Solar photovoltaic systems, Social Influence, Renewable energy.