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FACTORS AFFECTING CUSTOMERS' BUYING BEHAVIOUR OF SOLAR POWER PACKS IN CAMEROON:

THE CASE OF PARPAR SOLAR PRO CAMEROON

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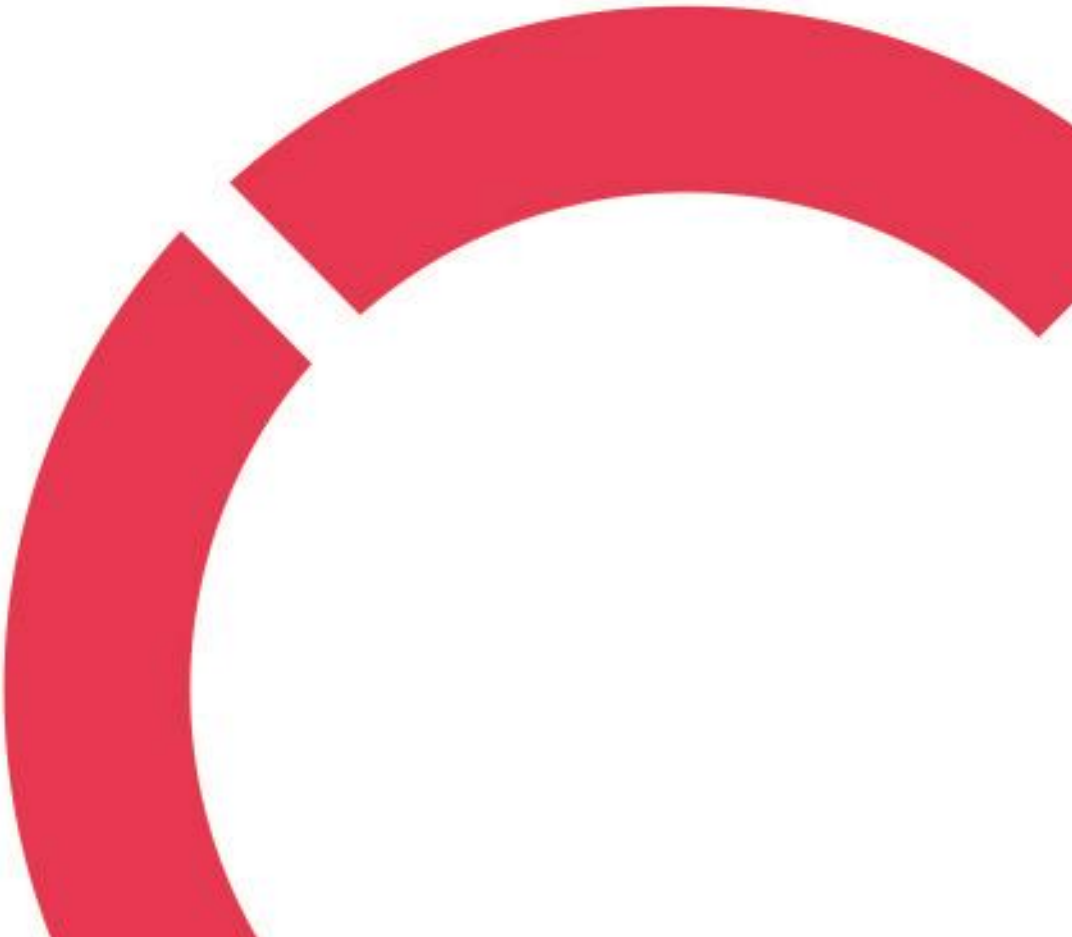

ABSTRACT

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Factors affecting customers' buying behaviour of solar power packs in Cameroon.

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The purpose of this research was to investigate factors affecting customers' buying behaviour of solar power packs in Cameroon. The company that was studied was Parpar Solar Pro Cameroon.

The data required for this study were gathered using two different methods by the researcher. There were primary (interviews and surveys) and secondary data collecting done. The secondary data collection process entailed desk research of previous studies conducted by other scholars on the issue of consumer purchasing behaviour and its impact on sales success. The exact amount of information was gathered from journals, business websites, textbooks, and the Internet. The dependent variable was customer buying behaviour while the independent variables comprised government subsidies, lower cost, promotions and advertisement, reliability, peer influence, renewable Energy, product expertise and environmental awareness, and product knowledge. It was discovered that some factors such as reliability, cost reduction, government subsidies, and environmental awareness were seen to have a more significant impact on the customer purchasing behaviour of solar power packs in Cameroon. This explains why the factors having significant impact were used for recommendations to Solar Pro and other solar companies.

Keywords

Customer buying behaviour, Photovoltaics, Solar Energy, Solar panels, Sustainability.

CONCEPT DEFINITIONS

Market potential: According to John Spacey (2017), the sales of a good or service in a market are measured by the market potential. It is fictitious since it calls for capturing the whole market for a given product.

Sales Performance: Naver and Slater (2010), believed companies use sales performance to tell employees how to improve their sales and service skills, which will result in more sales.

Buying process: The series of steps people take to purchase a specific commodity or service solely as a way to meet their demands (Puccinelli 2009).

Sustainability: This is the practice of using natural resources responsibly today in order to make them available to future generations tomorrow.

Photovoltaics: The use of solar panels or cells to convert the solar radiation that arrives at the earth's surface due to the flow of electrons to electric power is called photovoltaics**.**

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1 INTRODUCTION

Solar energy is a form of energy that is important in satisfying the desires of human beings. This energy is from solar radiation that arrives at the earth's surface and a small portion of it is used to satisfy human needs and this helps to reduce pollution emissions. This is why solar energy is a sustainable source of energy.

The use of solar panels or cells to convert the solar radiation that arrives at the earth's surface due to the flow of electrons to electric power is called photovoltaics. This solar panel produces direct electric current with sunlight that can be used to power household equipment and charge many pieces of equipment like the battery.

As a way to meet one of the sustainable development goals, every country in the world is making sustainable energy one of their strategies and Cameroon is not left out. According to Power Africa (2019, 2), Cameroon 2035 plans for 25% of the energy use in the country to be sustainable and 6% of it to be from solar energy.

1.1 Background of the study

Parpar Solar Pro is a solar installation (photovoltaics) company in Cameroon with headquarters in China. The company seek to find factors affecting customers buying behaviour of solar packs (photovoltaics) in Cameroon. This will enable them to develop a marketing plan and skills to get new customers as a means to increase sales performance. I am interested in people who started using (early adopters) or users of solar panels, the types of individuals who adopt them, and things like their socioeconomic background. However, those who oppose the solar energy system are also significant. What sort of individuals are they? I must be able to identify these persons to gain insight into the adoption process given the current activity and interest in solar energy as well as the anticipated future expansion in this industry. Currently, little scientific study is known about the people using solar panels (photovoltaics) in Cameroon. This made me carry out research in this area.

Cameroon customers are increasingly interested in solar energy solutions, such as solar panels (photovoltaics), as a substitute for increasingly expensive electric energy sources and constant power cuts

from the electric energy company. Due to the constant power cuts from the electric energy company, and increased price per unit of electricity consumed, consumer demand for solar products is anticipated to increase as a result of worries about energy use and costs, and the adoption of these systems of using sustainable energy as a means of energy supply is anticipated to grow quickly in the coming years. The number of people or households that choose to embrace or reject this technology defines the adoption of solar panels, which is motivated by consumer demand.

In this study, there will be general and specific objectives. The general objective will be to focus on solar panel installations in Cameroon and the specific objective is to identify factors affecting customers' buying behaviour of solar energy products. I will come up with some variables such as Government subsidies, Lower cost, promotions and advertisement, Peer influence Renewable Energy, Product expertise and environmental awareness, and Product knowledge and investigate if any of the factors have a relationship with or on customer buying behaviour.

The study is going to play a very important part in the solar energy (photovoltaics) industrial sector in Cameroon. This is because it is going to help them understand the buying process of the solar market in Cameroon as a means to get more customers. After all, many business owners and families want to make optimal use of their sustainable energy supply to reduce the peak consumption of electricity and use more renewable energy sources. This project seeks to find factors that can affect customers' buying behaviour of a solar energy company in Cameroon.

Finally, it will be significant as far as raising public awareness of the benefits of sustainable products (solar panels or photovoltaics) in the Cameroon market. This will also go a long way to help in their buying decision process.

It’s believed that there is a conception of the use of different green products. This is because, it is impossible to predict if someone will buy or use a green product based on whether they have bought a green product (Faiers & Neame 2006, 15).

This implies buying an electric vehicle does not generally mean the purchase or use of solar panels (photovoltaics), and customers don't avoid purchasing or using green products because they use polluting products.

I will propose a framework that can be utilized to examine and respond to the research question using the theory of market segmentation. This is because there are many ways to categorise an individual or customers. Segmentation as explained by Geest, Jansen, Mogulkoç, Vries, & Vries, S (2008), is the division of a population into smaller subpopulations with different needs, characteristics, or behaviours, including how they respond to interventions and outside influences. In this study, the segmentation notion is more useful because it highlights the numerous worldviews and worldviews that people have.

The researcher will utilize market segmentation theory and customer buying behaviour theory to illustrate the theoretical framework in chapter 2. Chapter 3 presents the data collecting and research strategy. I study and conducts a critical study of the elements influencing consumers' purchasing decisions for solar panels (photovoltaics). Section 5 elaborates on the discussion and conclusion to wrap up the thesis.

1.2 Formulation of the research problem

Every business desires expansion since it will be necessary to keep up with trends and developments in the upcoming year. There is no question that there is rivalry between businesses offering the same or comparable services or goods in a firm that installs solar panels. Because of this, every company has to comprehend the elements that affect consumer purchasing decisions to obtain a competitive edge and increase earnings. Finally, despite extensive studies on solar goods, little is known about who utilizes solar panels and their purchasing habits. The researcher decided to conduct this investigation as a result.

1.3 The Purpose of the Study

Both general and specific objectives will be set for this investigation. The overall goal is to concentrate on solar (photovoltaic) installations in Cameroon. The specific goal is to determine the variables impacting the purchasing decisions of solar (photovoltaic) modules in Cameroon, using Parpar Solar Pro as an example.

1.4 Scope of the Study

The study will concentrate on photovoltaic (solar panel) installations in Cameroon. Both businesses that install photovoltaic panels and individuals who utilize solar (photovoltaic) panels to produce power at their homes and places of business make up the target market. Data is gathered using a simple random sampling procedure, which guarantees that each responder has an equal chance of being chosen. Because it is simple to create and doesn't contribute to any systematic flaws, this method was chosen. Data analysis will employ the Webropol survey. The three-month research was conducted in Cameroon.

1.5 Importance of research

For the solar panel (photovoltaic) installation sector, the study will be crucial since it will help them better understand the elements driving consumer purchase decisions. As more houses and companies strive to use their energy as effectively as possible, this will help them draw in more clients. They must lower their maximum power usage and rely more on renewable energy sources to do this. The general public must be informed about the usage of photovoltaic (PV) modules, although that is not the least critical step. They will benefit much in their purchase choice as well.

1.6 Thesis overview

This thesis investigates the factors affecting customers' buying behaviour of solar packs in Cameroon the case of Parpar Solar Pro Cameroon.

I will utilize The Reasonable Action Theory (RAT) and the Theory of Innovative Diffusion (TID) to illustrate the theoretical framework in chapter 2. Chapter 3 presents the data collecting and research strategy. I will study and conducts a critical study of the elements influencing consumers’ purchasing decisions for solar panels (photovoltaics). Section 5 elaborates on the discussion and conclusion to wrap up the thesis.

2 THEORETICAL FRAMEWORK

This section of the study is devoted to the theories and their definitions, as well as references to pertinent scientific literature and previously developed hypotheses. Additionally, this component exhibits comprehension of ideas and concepts related to the study issue and to more general knowledge areas. For theories pertinent to the research topic under investigation, i evaluated relevant research studies and readings from the research topic. The theories in this area were chosen based on their applicability, simplicity, and capacity for explanation. This section assists me in making connections to prior information and identifying the theoretical framework's scope for generalization.

2.1 The Reasonable Action Theory (RAT) and the Theory of Innovative Diffusion (TID)

A lot of studies have been carried out using the Reasonable Action Theory or RAT (Fishbein & Ajzen 1975). As an individual's buying behaviour, it is widely used in many disciplines such as psychology, health, consumer behaviour, education and management. According to (Gotschi, Vogel, Lindenthal, & Larcher 2010, 88-100), the Reasonable Action Theory is an excellent theory for predicting ecological purchasing behaviour. For example, the Reasonable Action Theory has been used to explain factors influencing the green purchasing behaviour of environmental volunteers in Penang (Abdul Wahid, Elham & Tan 2011, 38-49).

Another example from the study carried out by Ooi, Kwek & Tan (2012, 246-358); the Reasonable Action Theory was used to explain the green purchasing intentions of Malaysian consumers. Furthermore, it is used to describe the influence of knowledge and respect for the environment on the aim to buy green and examines the effect of mediation attitudes (Aman, Harun & Hussein 2012, 145-167). It should be noted that the Reasonable Action Theory is based on three conditions that must be met to be used for research purposes. To begin with, it assumes that the intent to purchase is fully under the control of the consumer. Secondly, it assumes that consumers are realistic individuals and would therefore use the information available to them effectively. Finally, consumers are also believed to evaluate the impact of their actions before deciding whether or not to engage in a particular behavior (Fishbein & Ajzen 1975, 797-806). According to the Reasonable Action Theory, beliefs are the precursors of attitudes and subjective norms. Therefore, both attitude and subjective norms determine behavioural intentions and thus actual behaviour.

Alongside the Reasonable Action Theory, the Theory of Innovative Diffusion is a theory that describes the diffusion of new ideas, products, or technologies among members of a particular culture (Rogers 2010, 168 – 178). According to Rogers (2010, 168 – 178), it is typical that when a new product or idea is introduced, it is only adopted by a small number of people, referred to as innovators (2.5%), before being adopted by other members, like the early adopters, (13.0.5%), early majority (34%), late majority (34%) and latecomers (16%). Beal & Bohlen (1957) have suggested the importance of demographic factors such as age, education level, and income as predictors of any type of adoption intent. The Theory of Innovative Diffusion relies heavily on innovation, communication channels, social systems, and timing to ensure dissemination. As (Rogers 2010, 168 – 178) explained, effective communication spreads a new idea or innovation that eventually reaches critical mass. At this moment, the welfare system, like government policies, is crucial to motivate the masses to embrace innovation. Furthermore, Rogers (2010, 168 – 178) identified knowledge, belief, decision, implementation, and validation as five stages of the innovation process. These phases suggest that a person's decision to adopt an innovation may be motivated by positive or negative aspects of the product. Therefore, a person's intention to adopt or buy a solar panel can be determined by the perceived benefits and aesthetics of the product (positive reviews) or the costs and maintenance costs involved (negative reviews).

Like the Reasonable Action Theory, the Theory of Innovative Diffusion is used in many disciplines dealing with technological innovation. For example, it is considered to be the most appropriate theory to study the acceptance of technology in the higher education community (Medlin 2001; Jacobsen 1998). A similar conclusion was drawn by other researchers such as Goslar (1987, 42-48) examining the acceptance of microcomputers in the marketing community and (Faiers & Neame 2006, 797-806) who researched to understand consumer behaviour regarding households' energy consumption.

In summary, the Reasonable Action Theory, and the Theory of Innovative Diffusion are well-established theories for predicting consumer buying behaviour towards innovative products that may contain green energy. Joining the factors from both theories can provide a better understanding of why people behave the way they do on purpose. (Nik Abdul Aziz & Abdul Wahid 2015) suggested that perceived government policies, perceived costs and maintenance, solar panel aesthetics, product benefits, and demographic factors (educational level and income) can all be factors by the Reasonable Action Theory and the Theory of Innovative Diffusion, which can be studied together in the same research. They believed that the factors and theories would lead to an increase in awareness about green energy consumption.

2.2 Customers buying behaviour.

According to Rashid (2009, 132-149), customers' purchasing behaviour refers to people's tendency and inclination to prefer green energy goods over conventional ones like electric energy when making a purchasing decision. When it comes to green purchasing, the drive to act in a specific way is intended to demonstrate one's pro-environmental understanding or concern for the environment. Therefore, the idea of "green consumption" refers to the practice of purchasing goods that protect the environment, prevent pollution, and use non-renewable resources sparingly. Numerous studies on sustainability have been done about how consumers choose to purchase green products. According to this study, a few variables affect consumers' purchasing patterns and decisions about green products.

Studying the elements affecting Malaysian landowners' choices for the usage of solar energy revealed that environmental concerns, perceived costs, perceived upkeep, government incentives, the aesthetics of solar panels, exposure, and experience were all important. In addition, the study on solar energy for water heating (Lee 2011) found that self-efficacy, measles exposure, health and safety concerns, and environmental attitudes were factors that were examined to influence consumer purchasing behaviour. Other researchers have confirmed that a variety of elements, including environmental concerns, product knowledge and experience, attitudes, social impact, product cost and maintenance, governmental legislation, and demographics, have been shown to affect consumers' purchasing decisions (Qader 2008, 178–211).

2.3 Renewable energy

The consumption of electricity makes up a higher share of global energy consumption, which might increase over the next decades. As a result, there is a need for more energy sources, such as renewable energy. Currently, nuclear power is favoured over renewable energy in all economies due to the decreased risk of disasters. This contributes to a reduction in carbon dioxide (CO2) emissions. The technology for creating renewable power will also be improved (Ali Q & Al-Shetwi 2022).

In research carried out by Kubiszewski, Cleveland, C.J, Endres & P.K (2010, 218-225) who held the view that energy efficiency technology is used to improve energy consumption efficiency as well as energy supply technology, which includes alternative renewable energy sources (such as wind and solar power). Due to people's increased apprehension about this technology, the current study only takes

into account alternative renewable energy sources, particularly solar electricity. They make it abundantly evident that revitalizing the energy industry and converting to renewable energy sources are evolutionary processes linked to technical advancement and the creation of markets.

2.4 Product expertise and environmental awareness

Customers' knowledge helped them understand a product's applications, but lesser environmental concerns among humans are upsetting the natural order with a desire to manage it (Khan, Lee, H.Y, Bae & J.H 2019). Higher understanding leads to higher care for the environment (Schiffman & Kanuk 2009, 87–93).

Environmental altruism is the practice of preserving others' health, particularly the health of family members and future generations, against pollution. The new environmental pattern measures environmental worry as a one-dimensional notion, ranging from having no care at all to having extreme concern (Mostafa 2009, 97–126).

This was supported by McFarlane & Ogazon (2011, 81-107) who stipulated that consumer awareness of the product's environmental impact, human health effects, and its positive and negative effects contributes to the growth of environmental concern.

In my point of view, people who lack knowledge may be perceived as being at a disadvantage when product knowledge and environmental concerns are involved. I say so because I believe knowledge is an important tool in promoting sustainable consumption and increasing consumer motivation or interest in sustainable energy goods using social media and educational options.

2.5 Product knowledge and customer buying behaviour.

A basic problem with energy, according to IEA (2021) working in the International Energy Agency, is the lack of an appropriate supply of energy at reasonable prices. It will significantly enhance both human and economic development if priced reasonably.

It was thought that every nation's government should make an attempt to provide subsidies to solar companies as a way to assist them and educate the public on environmental problems like sustainability (Vikas,K., Bikramjjt, S,H., & Amanjotm S,S. 2020). The government should promote or encourage the use of eco-friendly products, which was also advocated by Tan (2011, 14–27).

Hemsley-Brown, J, Oplatka & I (2009) contend that social status is determined by a person's friends, family, and affiliations, which leads to consumers making social status-based purchases. Additionally, according to Nesai (2009), the influence of reference groups, such as families, social networks, and professional organizations, on a person's purchasing behaviour is highly significant.

Promotion plays a very important role in influencing consumers' buying behaviour (Kotler et al. 2009). The promotion acts as a catalyst to encourage consumers' buying behaviour (Dennis W& Rook 1987). This was also supported by Peter J.P.& Olson J.C (2010) who believed consumers' buying behaviour is greatly influenced by giving them rewards like discounts and incentives.

In the study carried out by Prakash & Pathak (2017), they believed that the environment and customers' knowledge influence the use of social energy products positively. Since the consumers are not only consenting to the price and quality of the product but also the effect on the environment. Eco–friendly products will go a long way to protect the environment and help in sustainability.

Research work carried out by previous scholars shows that about 1.2 billion people in the world are living without access to power or energy supply which is one of the biggest challenges in the energy monitory sector (Siddik & Kabiraj 2018). To improve the living standard, reduce poverty, access to energy is a vital tool.

In numerous villages in India, kerosene is used to provide light and costs the home around $8 per month (Reyes & Rajagopal 2017; Tove 2017, 664-680). However, if a solar panel with roughly 70 watts is placed, a household may generate energy and only pay $5 per month. Solar power generation is a fantastic alternative since it is safe, affordable, and widely available. Additionally, many studies must be conducted to creatively lower the cost of this product for it to meet these aims of the energy product so that it will be affordable for all (Machado, Alexandra & Fortunato, G 2018, 471-485).

Customer loyalty was examined in a different study, and the results showed that various price reductions and discounts offered by the business have a significant impact on consumers' purchasing decisions (Horakova 2017).

A client passes through a purchase cycle when utilizing a certain service or purchasing a product, as discussed by Ankit Prakash (2021). Customers travel from one step of the cycle to the next to educate themselves before making a final purchasing choice. This holds for all goods and services.

These phases involve customers acknowledging they have a problem and desire a solution, looking for information and weighing their alternatives for possible fixes. Then selecting the ideal product to buy follows with purchasing choice and purchase and post-purchase assessment.

Understanding how clients make decisions is essential to the ongoing operation of the company and the improvement of sales results. This is yet another justification for Parpar Solar Pro Cameroon's desire to identify factors influencing consumers' purchasing decisions for solar packs in Cameroon.

3 RESEARCH METHODOLOGY

I discuss the study's application of information in this part. I will briefly describe the systematic design process the researcher uses to provide outcomes that are both valid and trustworthy and address the research's goals and questions. In this instance, I will describe the kind of data that were gathered, who did it, how it was done, and how it was analysed. The chapter also demonstrates how the selected methodologies and approaches best meet the goals, objectives, and research questions in order to support the design choices.

3.1 Research approach

A methodical approach to gathering and analysing numerical data is known as quantitative research. It is used to describe, explain, and predict relationships between variables. In the photovoltaics technology business sector, quantitative research may be performed to analyse the factors affecting customers' buying behaviour of solar packs in Cameroon. The case company studied will be Parpar Solar Pro Cameroon.

Companies can gain insight into how customer buying behaviour affects photovoltaic sales performance by gathering data on customer buying behaviour related to government subsidies, Lower cost, promotions and advertisement, reliability, Peer influence, Renewable Energy, Product expertise and environmental awareness, and Product knowledge. Quantitative research can also be used to analyse the cost savings associated with customer buying behaviour, such as reducing the peak of consumption. Companies can determine the elements influencing consumers' purchasing behaviour in their business by employing quantitative data.

Additionally, the survey is appropriate for the study's topic and the business sector of sustainable technology. In addition to factors like peer influence, renewable energy, product expertise and environmental awareness, and product knowledge and its effects on sales performance, the survey also covers a wide range of topics related to customer buying behaviour. Overall, the study addresses all pertinent issues about the variables influencing customers' purchasing decisions in the solar technology industry and offers specifics on how the company might improve sales performance.

Just like the quantitative research method, the qualitative method was equally done by sending emails to some users and workers of companies that deal with the installation and monitoring of solar packs. In these emails, I requested a 30-minute meeting to collect some information that will help me in my school research, but most respondents gave feedback that they already answered the survey sent to them. Out of the emails sent, I got one positive response from a worker at Solar Pro who is a solar engineer involved in the design, sales, and installation of solar systems. To do the qualitative analysis, five sample questions were asked.

3.2 Research design

Employees of sustainable product technology firms that deal with photovoltaics, not to mention their supervisors and corporate leaders, would certainly make up the population of the study on consumer buying behaviour. The population may also include external participants like clients, vendors, and solar panel installation businesses.

A representative sample (or probability sample) of the population must be gathered to identify the variables influencing customer purchasing behaviour for solar packs. The most effective method for doing this is simple random sampling, which entails segmenting the population into separate levels (such as gender, location, product knowledge, etc.) before randomly choosing a sample to represent the population. By using this technique, the sample is guaranteed to be representative of the population and accurate comparisons may be conducted. Additionally, because each stratum is sampled evenly, the sample's level of bias is reduced. Consequently, the population is represented more accurately, leading to more accurate findings.

The stages involved in constructing a questionnaire were broken down by me into various steps or processes.
In determining the questionnaire's goal, which involves questions like why is the questionnaire necessary? Am I attempting to answer consumer purchasing patterns, etc.?

Secondly, deciding which essential ideas, the questionnaire should attempt to measure. What elements influence consumers' solar energy pack purchasing decisions in Cameroon?

In addition, select the scales and question kinds that will be used. Use multiple-choice, open-ended, Likert, or other scales, at your discretion.

Arrange the questions in a sensible sequence. This is done by having a concise introduction that details the questionnaire's objectives and offers guidelines.

Utilize an internet application like Webropol to create an online survey. I will be able to create and manage surveys online thanks to these tools.

Test the survey and make changes as necessary. Make sure the questionnaire is simple to use and that the questions are clear.

Distribute the survey to everyone. Share it on social media, email, or other websites.

Examine the outcomes. After receiving the replies, the researcher will analyse the data to reach conclusions and act.

3.3 Survey and interviews

Saunders, Lewis & Thornhill (2009) believed that if the right research strategy is selected, it will help in achieving the purpose of the study. In this study, I have in mind the exploratory, interpretation, descriptive, and predictiveness for the research purpose. The research method is often easy to select when the purpose of the research has been achieved. Having in mind the purpose of the research is to find factors affecting customers' buying behaviour of solar packs in Cameroon in the case of paper Solar Pro. In this case, interpretative and exploratory categories will better fit the purpose of the study since they will explain the reason associated with it.

I designed the survey and interviews in such a way that I will achieve the research purpose and objective of factors affecting customers' buying behaviour. Below are the research questions for the study.

Demographic information about the respondent like what is your gender and what is your nationality?

In knowledgeability about the product, i ask a question like do you know what solar panels are used for?

In the next question, I ask which energy source do respondent use in their home business or community? And why did the respondent decide to use the energy source?

In addition, what is or are the Advantage(s) of using solar energy? Was also a very important question. This brings me to the question which factor contributed to the respondent's purchase of solar energy?

What percentage of respondents' home business or community energy use is sustainable (Solar energy)? Was the final question.

The interview questions, just like the questionnaire, were structured to answer the research question. Below are the sample interview questions designed.

Introduction of the respondent and position in the company was the first question.

Secondly, before the coming of solar energy to Cameroon, many households used electric energy. What do most customers tell you are their reasons for embracing solar energy?

The next question was, in respondent opinion should the government give subsidies to start-up solar companies like yours? and why?

In respondents' opinion, what is or are the Advantages of using Solar Energy over electric energy in Cameroon?

Finally, since the respondent is based in Cameroon, are most communities embracing solar energy? and what can be the estimated percentage of respondent community's sustainable energy (Solar energy) use?

3.4 Types of research

The qualitative and quantitative research techniques are the two different sorts of research methods that Saunders et al. (2009, 128) discuss. They said that both approaches may be utilized to answer any research issue and that each technique is not unique. They went on to say that while picking a research method, one must either employ many data-gathering techniques and analytic procedures to address the research issue or use a single data collection methodology (the mono method). A single research study may include both qualitative and quantitative approaches and processes, as well as employing both primary and secondary data, and this is most frequently used in business and management research.

When a researcher decides to conduct just one type of research, they will combine a single qualitative data collection method, such as in-depth interviews, with a single quantitative data collection method, such as questionnaires, with a single quantitative data analysis procedure. On the other hand, selecting a combined data-gathering method and procedure that uses a variety of approaches is a good idea. The term "multi-method" refers to a combination of multiple data-gathering methods with their associated protocols, which is only applicable to qualitative and quantitative research. As a result, by using a multi-method approach, the researcher will avoid combining quantitative and qualitative methods.

Saunders et al. (2009, 173) define the mixed method as the employment of both quantitative and qualitative data gathering and analysis approaches in a study design. By employing both quantitative and qualitative data gathering approaches and analysis procedures, but without combining them, this is further subdivided into categories. Below is a diagram that explains this.

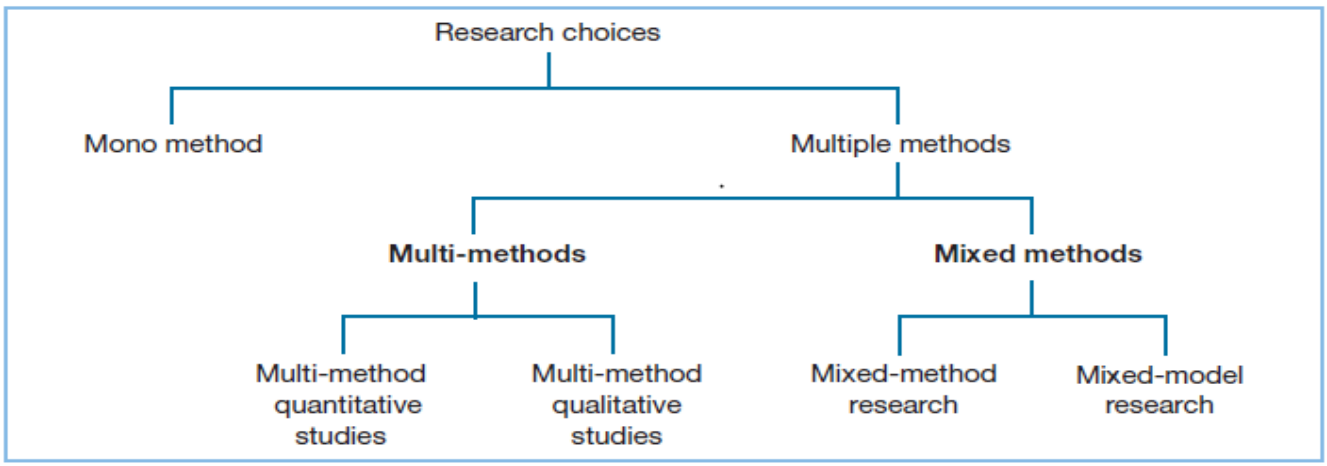


FIGURE 1. Types of research (adapted from Saunders et al 2009, 173)

In this study, I will make use of the mixed method which involved both quantitative and qualitative data gathering and analysis approaches in a study design. The analysis was done separately to have an in-depth understanding of the research question. This will also help the researcher to have greater confidence at the end of the conclusion and the analysis of the result.

3.5 Sampling method

Using subgroup data instead of all potential cases or items, as suggested by Saunders et al. (2009, 232), it is possible to reduce the amount of data to be collected by using different sampling approaches. However, to generalize about the situations from which the sample was drawn, research questions sometimes require sample data. They went on to say that case study selection is necessary to collect data through unstructured interviews, even when a large organization is involved. For this purpose, a representative sample of employees and managers working for the organization is selected for an interview. This leads the researcher to sampling methods which are of paramount importance in this study.

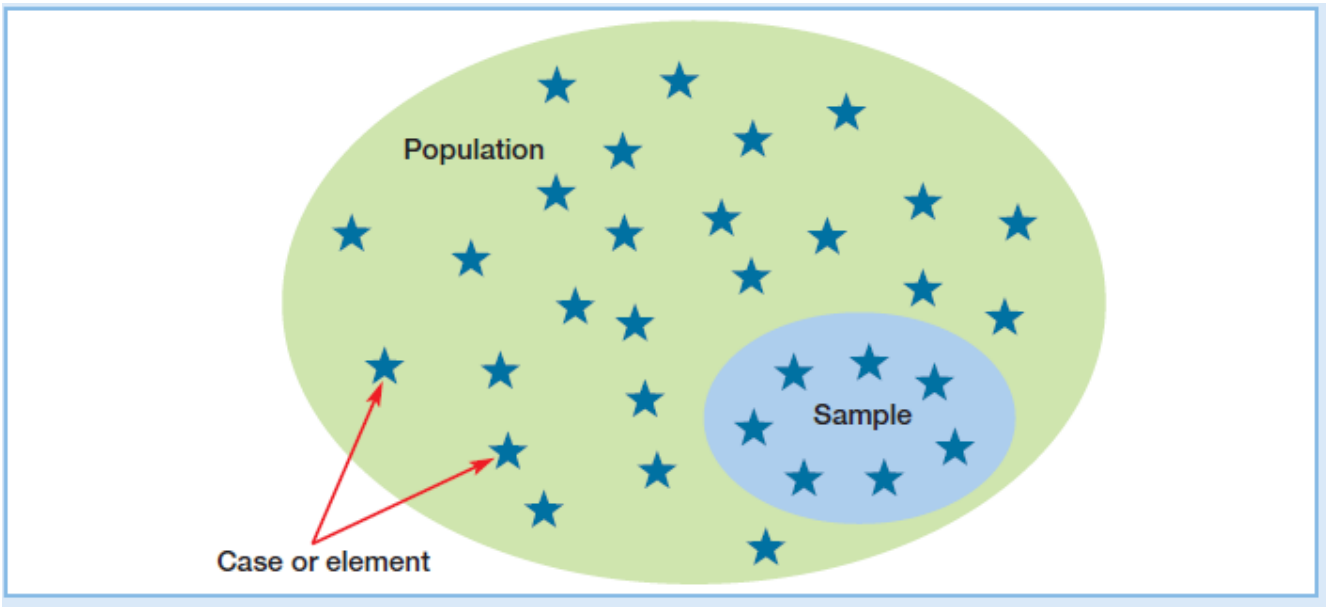


FIGURE 2. Population and Sample with individual element (adapted from Saunders et al 2009, 233)

The sampling method as explained by Saunders et al. (2009, 235) is made up of two important types which are probability or representative sampling and non – non-probability or judgmental sampling. Probability sampling is made up of simple random, stratified, systematic and cluster with multi-stage.

While non – non-probability involves quota, snowball, convenience, purposive, self-selection, and homogeneous sampling with extreme and typical cases.

For this research, probability sampling will be used since it is survey-based in which inference is needed from the researcher as a means to sample the population and answer the research questions to attend to the objectives. A subset of a population is chosen at random in a basic simple random sampling. Each person in the population has an exactly equal probability of getting chosen using this sampling technique.

Given that it only needs one random pick and minimal prior information about the population, this approach is the easiest of all for probability sampling. Any research conducted with this sample should have high internal and external validity and be less likely to be biased by factors like sampling bias and selection bias which is as a result of the use of randomization. Unlike non-probability samples, where it is impossible to address objectives or respond to research questions that call for drawing statistical conclusions about the features of the population, each case's likelihood of being chosen from the entire population is unknown.

To select the sample, the researcher decides on a sampling frame for the sample based on the research topic. A reasonable sample size that can adequately reflect the total population is then chosen by the researcher. The most suitable sampling technique is chosen, and its representation of the population is verified.

For the sampling frame, it involves the list of all the cases in the population from which the sample will be drawn. To answer the research question of factors affecting customers' buying behaviour of Salar power packs in Cameroon, A sample is then chosen from this list of community members or users of solar packs as well as businesses deploying solar packs throughout the nation. This will guarantee that the sampling frame is full because an incomplete list would mean that certain instances were left out, which would render the sample unrepresentative of the entire population and make room for bias.

Using probability random sampling, the researcher gathers the data to determine the appropriate sample size. The higher the sample size, the lower the likelihood of mistakes when generalizing to the population. To determine the sample size the researcher takes into consideration the confidence he needs

to have in the data concerning certainty and the margin of error that could be tolerated not forgetting the type of analyses to be done (Saunders et al 2009, 238.)'

3.6 Data collection method

This investigation was started by determining the most crucial research issues and goals that must be addressed. The most effective data collection technique was chosen to aid in choosing the research design and strategy to aid in answering the research question.

Specific strategies for gathering and interpreting data are known as research methodologies. Any research design must include the development of research methodologies. There are two important choices you will have to make while designing your tactics (Saunders et al 2009).

Determine the data collection strategy first, and the research question's data requirements will determine the methodology. The researcher will decide on any of the options for the data collection method which will help in achieving the aim of the research. If the data is qualitative, will it be presented as words or numbers?

In addition, for primary and secondary data, will the researcher use data that has already been acquired by someone else, or will he gather new data on his own? Finally, for experimental and descriptive analysis, will the researcher experiment or collect measurements of something as it is?

The researcher has in mind that the information gathered will go a long way to finding an answer to your research topic known as data. And the research's objectives will determine the kind of data required. In this research, I will make use of the following methods of data collection.

3.7 Primary vs secondary research

According to the concept of primary research, this type of study has to do with gathering unique data that is relevant to a certain research subject. When conducting primary research, the researcher collects data directly from sources rather than relying on material that is already available in databases and other publications.

Primary research is sometimes known as original research since it is frequently conducted with the intention of generating new information. The researchers want to provide answers to topics that have never been addressed or even posed by the case company. Primary research differs from secondary research in terms of its level of originality.

With secondary research, the researcher collects data from other researchers which is based on the data that has previously been collected and analysed. This involves a low level of involvement from the researcher, unlike primary data which has a high level of involvement from the researcher. These secondary data sources are from academic journals, published books and articles, government agencies and educational institutions.

3.8 Qualitative vs. quantitative

To get a better understanding of the research question, I made use of both qualitative and quantitative methods of data collection. In the qualitative research method, I use interviews to collect data from the customers (APPENDIX 2). This method is important because it is flexible, and the researcher can adjust it to develop new ideas and it can be conducted with small samples.

However, it was regarded essential to integrate the workers or users of solar pack points of view and opinions in the entire research in Cameroon to analyse the research findings and provide recommendations for future activities. Through semi-structured interviews with five questions concerning the research topic, this assessment is carried out in the second stage of the study. In order to allow for comparison, the interview questions for the user and worker groups were intended to cover the same ground as those covered in the employee survey, but from somewhat different angles. It's critical to go beyond the consumer's and workers' personal experiences working with Solar Pro in Cameroon while looking at this organization. I make also the point that, although the goal of qualitative research is not to make generalizations, the need for a good investigation of individual viewpoints can reveal crucial, universal truths about the research issue. Recognizing that qualitative research is constantly influenced by the researcher's interpretation and the context of the study is equally crucial.

In the quantitative research method, the research made use of a survey or questionnaire to gather and interpret the numerical data. The researcher equally uses it to identify trends and averages and formulate hypotheses that help in answering the research question (Saunders et al 2009).

In this study, I decided to use a survey which is one of the most popular data collection techniques in quantitative research, and it involves gathering information from a target group made up of a defined sample of the general population. A crucial aspect of the survey is that the questions be given uniformly to every responder. Additionally, a survey allows for the simultaneous collection of data from many respondents. When studying, for instance, the purchasing habits of thousands of employees at a corporation, the findings cannot be regarded as genuine and accurate if just 15 members of one specific personnel group have the opportunity to participate.

Additionally, the resources needed to gather data, for instance, through interviews with 11000 respondents, may be deemed excessive.

The downsides of collecting data using a survey cannot be left out. Most of the time, it is impossible to confirm that the replies are from the invited individuals. Furthermore, it is impossible to verify the truthfulness of the answers or the accuracy with which the questions were comprehended by the respondents. Sometimes when surveys are sent out, the rate of response can be incredibly low, which undermines the reliability of the findings. The questionnaire used in this study's survey was disseminated electronically via emails and WhatsApp, which can only be viewed by users and workers of solar installation companies like Solar Pro.

3.9 Techniques of analysis

Saunders et al. (2009), explained some different methods of data analysis descriptive analysis, statistical analysis, thematic analysis, and content analysis. This method deals with interacting with data to extract relevant information that may be useful in guiding decisions. Data may be utilized in a variety of ways to assist choices and provide answers to issues. Knowing the four forms of data analysis that are frequently employed in the industry will help every researcher decide how to analyze data in the best possible way.

In this research, descriptive analysis with a focus on quantitative analysis involves analysing numerical data to identify trends. This could include analysing the number of customers who use solar panels because of peer influence or knowledge about sustainable products, government subsidies, reliability, and cost reduction. So, it is important to illustrate the results of the analysis clearly and concisely. This could include using charts and graphs to present the data, as well as using a narrative to explain the implications of the findings. All these findings will help in describing the factors that could affect the reliability, validity, and ethics of planned research.

Combining qualitative and quantitative analytic techniques is one way to examine and describe the responses that were provided. Open-ended question replies can be analysed qualitatively to uncover the research and patterns in the data. For instance, an employee survey may include open-ended questions on government subsidies, environmental awareness, and questions like "What inspired you to use solar panels? What do you understand by photovoltaics? Why should the government provide startup businesses with subsidies? The research issue can be resolved by analysing the replies to these questions.

3.10 Factors affecting reliability and validity

No matter how carefully a study is put together, there will always be differences in the accuracy and validity of the findings. From the perspective of the researcher, the concept of reliability may be viewed as a notion that determines whether the findings of a study would be the same if it were carried out by a different person or at a different period. In other words, reliability evaluates whether the study methods and metrics used can answer the research objectives. This explains why Saunders et al (2009, 177) said reliability and validity are two particular focuses on a research design that must be paid attention to, to reduce the likelihood of obtaining the response incorrect.

To provide accurate findings, the quality of the questions used to gather the data must be professional and clear. Also, to guarantee that results are trustworthy and similar across investigations, standardized data-gathering procedures should be followed. Finally, to ensure the validity of the findings, all individuals participating in the study's execution should have access to the data gathered.

According to Saunders et al 2009, 178), validity comes into effect when findings are indeed about what they seem to be about. The sample size must be large enough to ensure the validity of the results. Moreover, the sample must be carefully selected to ensure that the results represent the study population. The data must be carefully analysed to ensure that the results are valid.

All participants must be provided with detailed information about the study and asked for informed consent before participation. All data collected must be kept confidential and used for research purposes only, and all data collected must be protected from unauthorized access and stored securely.

4 RESULT AND CRITICAL ANALYSIS

To respond to research questions in this area, I used a frequency table, pie chart, histogram, and percentage. This ought to help people comprehend the sample research questions more fully and thoroughly. The target population was surveyed, and a Solar Pro employee was interviewed as part of the primary data collection. Quantitative research had a total sample size of 129 replies when the survey was sent out, whereas qualitative research only had one response, making up the entire sample for qualitative analysis. Therefore, 129 replies will be included in the quantitative analysis of the research. This made up the variables that affect consumer behaviour while purchasing solar packages in Cameroon. Some of these were examined by me to determine how they connected to consumer purchasing patterns. Data visualizations are employed to help the presentation of each factor of the study.

4.1 Presentation of data

The data chosen to represent the total sample space was collected using simple random sampling. This went a long way to reduce bias since the survey was sent to the target population like the clients, vendors, and solar panel installation businesses through the help of my external supervisor. The data set was made up of 129 responses with 46 males, 81 females, and 2 preferred not to disclose their gender. The table below shows that the majority of the respondents 62.2% are females.

TABLE 1. Response rate per gender

Gender	Frequency (n)	Percentage (%)
Male	46	35.7%
Female	81	62.2%
Prefer not to say	2	1.5%
Total	129	100%

4.2 Presentation of variable

The dependent and independent variables are shown in the table below.

TABLE 2.Dependent and independent variables

Dependent variable	**Independent variables**
Customer buying behaviour	Government subsidies
	Lower cost
	promotions and advertisement
	Reliability
	Peer influence
	Renewable Energy
	Product expertise and environmental awareness
	Product knowledge

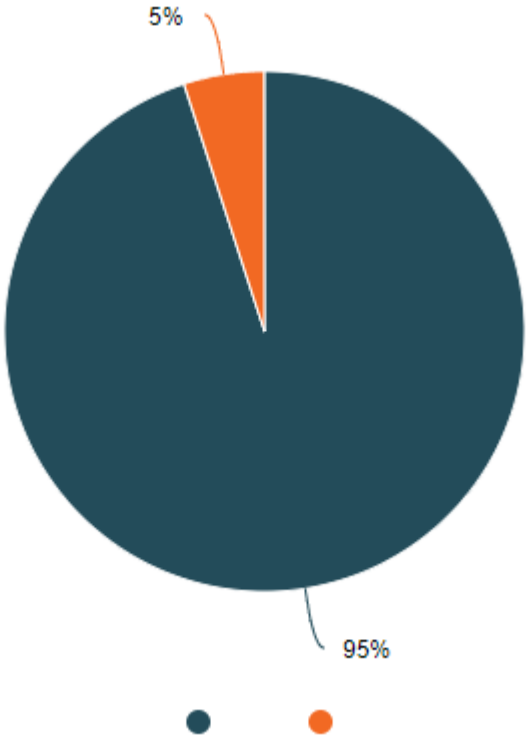
4.3 Data presentation for quantitative analysis

To answer the research question on factors affecting customers' buying behaviour of solar packs in Cameroon, the case of Parpar Solar Pro closed-ended questions were used for data collection as far as quantitative analysis is concerned. The use of bar graphs, frequency distribution and histograms will be used for data visualisation.

4.4 Response rate per country

The survey was sent to some selected individuals in Cameroon who made up the target population. From the chart below, 95% of the respondents indicated that they are Cameroonians while the remaining 5% indicated from other countries. This is assumed to be other nationals that are resident in Cameroon.

FIGURE 3. Response rate per country



4.5 Response rate on product knowledgeability

Based on the response rate, the majority 89% (n = 115) of the respondents are knowledgeable about the product while 9% (n = 11) were not knowledgeable and 2.3% (n = 3) prefer not to say. The figure below shows the data visualisation.

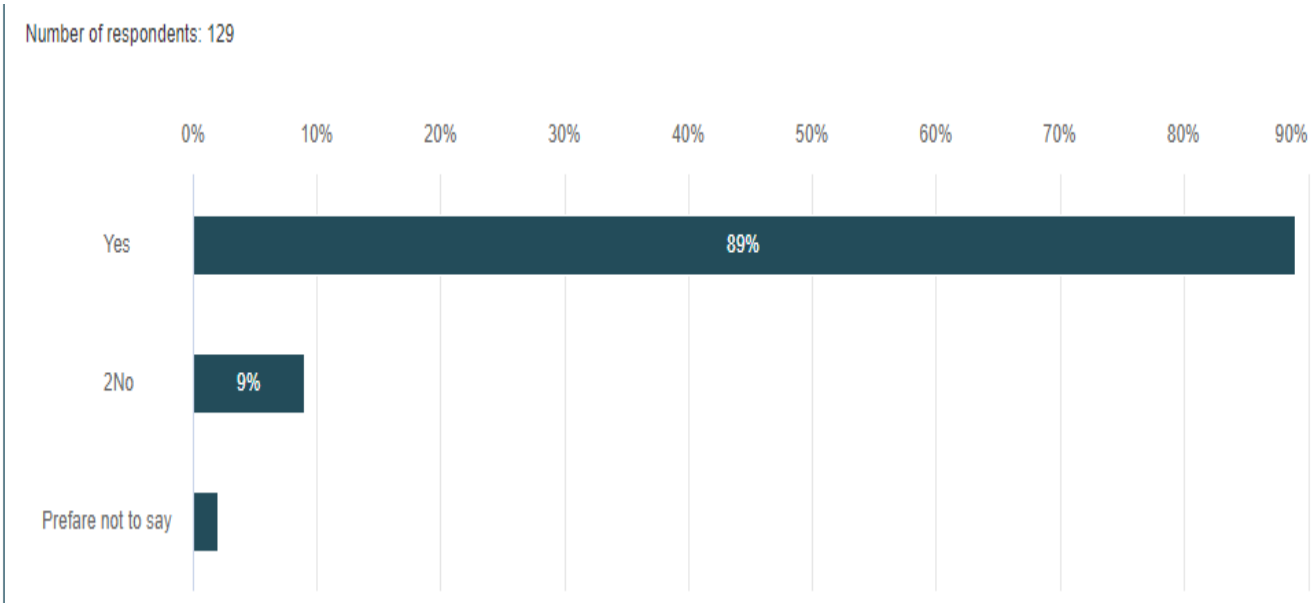


FIGURE 4. Response rate on product knowledgeability

4.6 Response rate on the energy source use in respondents' home or businesses or community

In this question, 50% (n = 65) of the respondents said they use solar energy, and 49% (n = 63) of the respondents use electric energy as part of their energy use. This is mostly because of switching to solar energy when there are electric shortage or electric power cut. 0.8% (n = 1) of the respondents use fossil fuels energy.

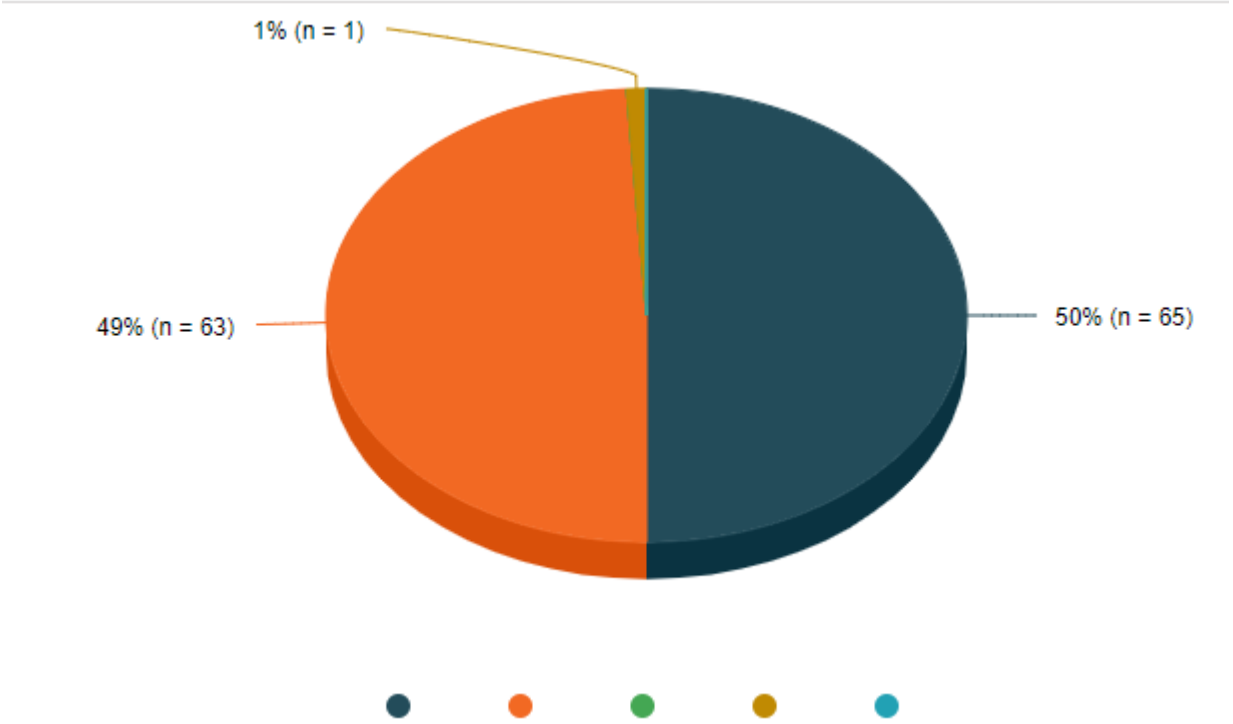


FIGURE 5. The response rate on the energy source use in respondents' home or businesses or community

4.7 Response rate on the advantage for the use of solar energy in respondents' home businesses or communities

In this research question, the majority of the respondents 68.8% (n = 88) believed that the use of solar energy is cost-effective for their business, home, or community. Environmentally friendly was another important reason for respondents using solar energy with 48.4% (n = 62). This was closely followed by effective use of land space with 11.7% (n = 15). This is illustrated in the figure below.

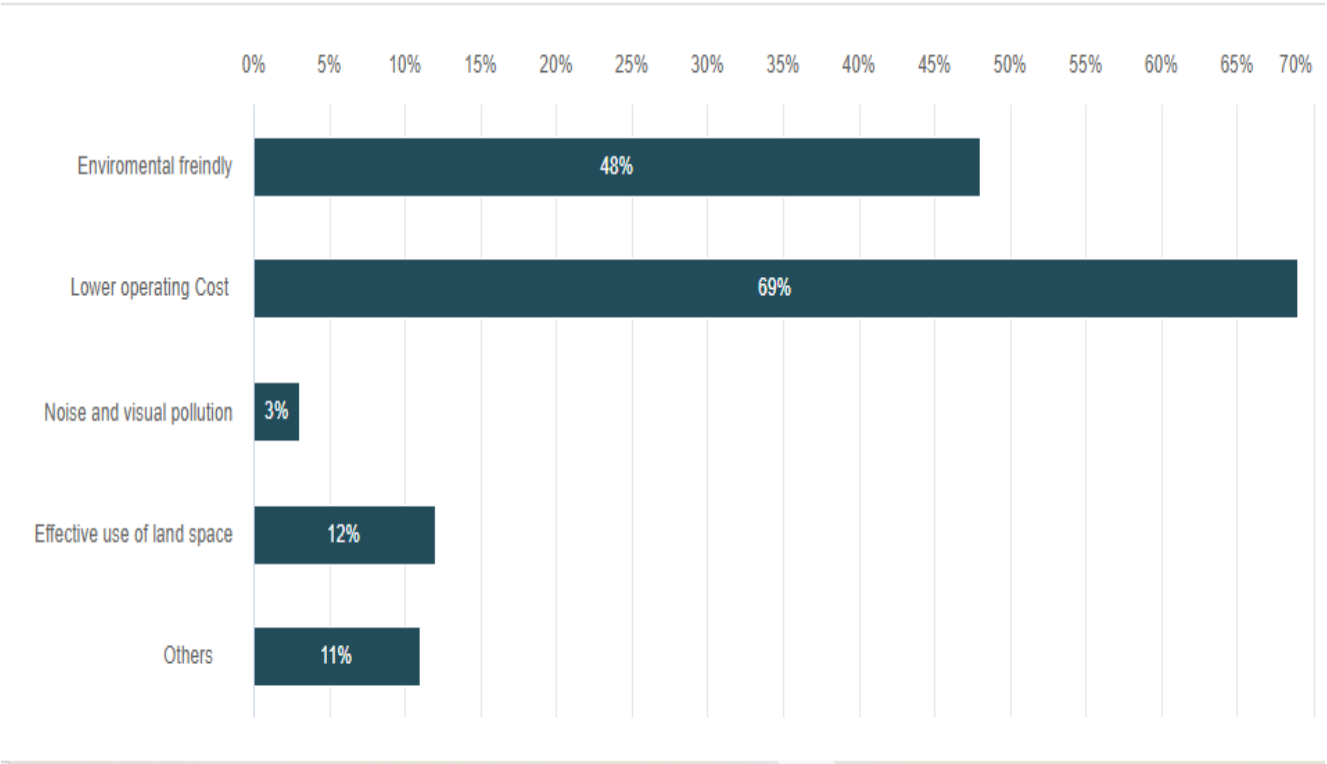


FIGURE 6. Response rate on the advantage for the use of solar energy

4.8 Response rate on the reason for purchasing solar energy

In Cameroon before the introduction of solar energy, the majority of households used electric energy. In this research, the majority of the respondents 62.5% (n = 70) said they decided to use solar energy because of lower cost. While in most communities they use solar energy because of government subsidies and product knowledge with 10.7% (n = 12), and 11.6% (n = 13) respectively. This was closely followed by product expertise and environmental awareness with 8.0% (n = 9). promotion and advertisement was also the least factor affecting customers buying behaviour with 5.4% (n = 6). The figure below shows the data representation.

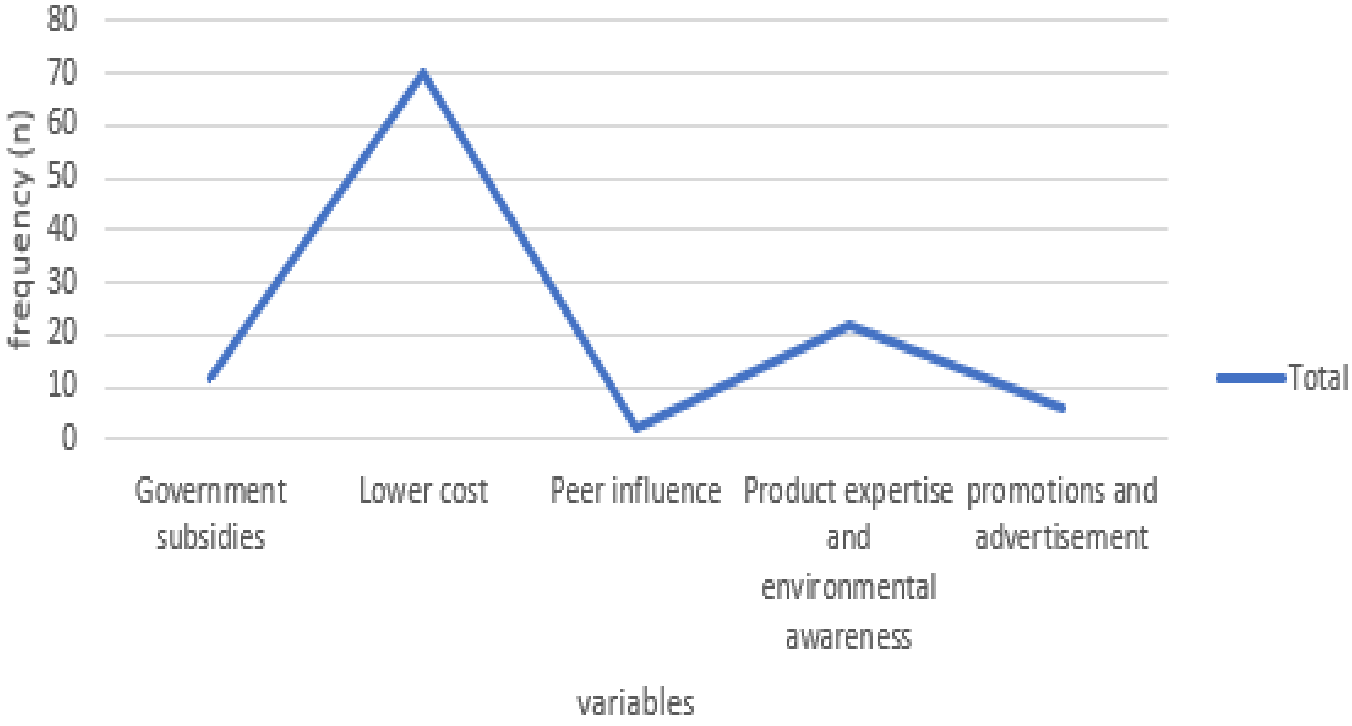


FIGURE 7. The response rate on the reason for purchasing solar energy.

4.9 Response rate on factors contributing to purchase of solar energy.

Most of the respondents 48% (n = 59) believed that cost reduction was also one of the most important factors that contributed to buying the solar energy product. Another important factor that contributed to the purchase of solar energy is because it is renewable energy with 35.5% (n = 43), promotion and advertisement with other reasons was also a factor with 15.4% (n = 19) government subsidies and peer influence with 7.3% (n = 9), and 1.6% (n = 2) respectively were other factors affecting customers buying behaviour. This is illustrated in the figure below.

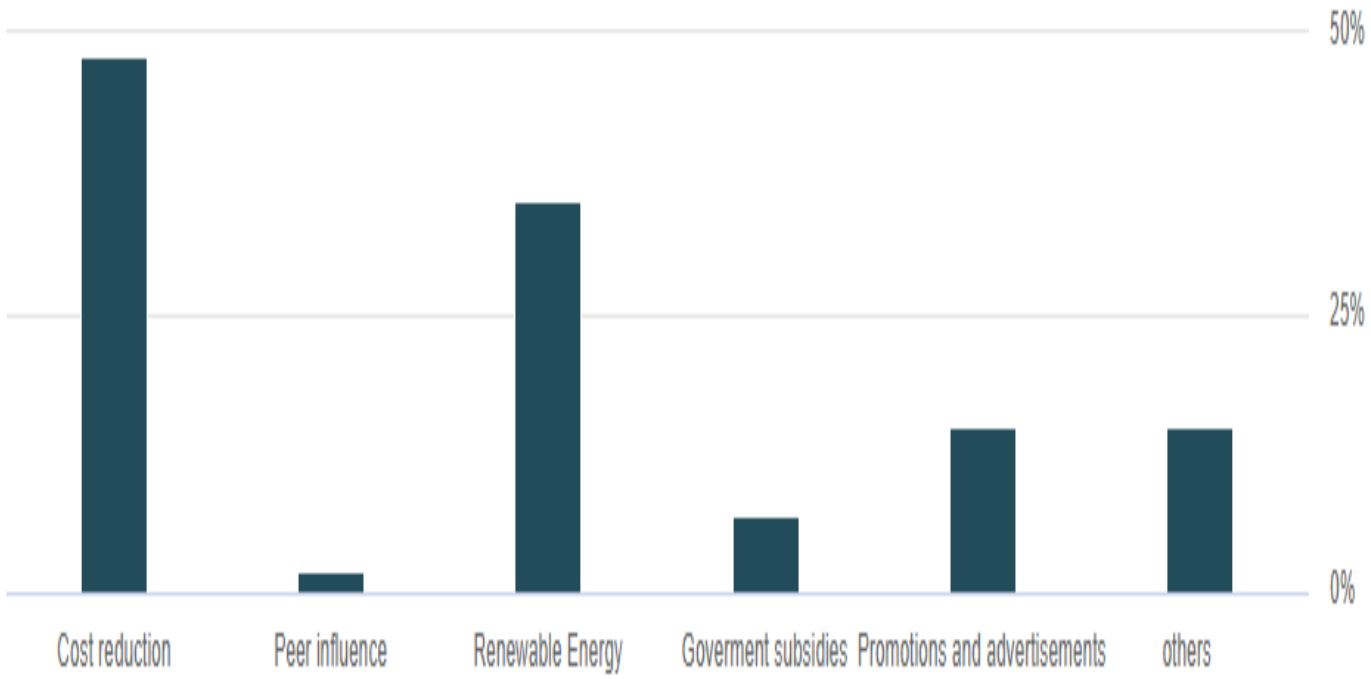


FIGURE 8. Response rate on factors contributing to purchase of solar energy.

4.10 Repose rate on percentage of respondent home or business or community sustainable (solar energy) energy use

This question was necessary because the majority of the target population uses both electrical energy and solar energy since electricity is one of the most used energy sources in the country. In this research, 33% of the respondents use 0 – 25% sustainable energy, and 30% of the respondents use 51 – 75% sustainable energy. While 23% of the respondents use 26 – 50%, 14% of the respondents use 76 – 100%. The table below illustrates the explanation in a tabular form.

	n	Percent
0 -25%	42	33,3%
26-50%	29	23,0%
51-75%	38	30,2%
76-100%	17	13,5%

TABLE 3. Repose rate on percentage of respondent home or business or community sustainable (solar energy) energy use.

4.11 Data analysis for qualitative analysis

To get insight and a better understanding of the research question on factors affecting customers' buying behaviour of solar packs in Cameroon. In the case of Parpar Solar Pro Cameroon, qualitative research was also carried out. This was done with the help of interviews and below is the qualitative analysis based on the question.

To begin with, when it concerns the coming of solar energy to Cameroon majority of households used electric energy. So, in the analysis of what are some of the reasons customers said is the main aim for them embracing solar energy since the interviewee interact with most of the in the field? In his opinion he said.

The reasons are so many but to begin with, since the main source of energy in the country is electric energy generated from dams across the country. This energy is not enough to supply the total population. Moreover, this energy is mostly circulated only in urban areas and the energy supply is not stable which makes the population or customers stay most of the time for 2 days without electric energy. Reliability is one of the main reasons for them embracing solar energy since they will not face power shortages or blackouts. **(**Interviewee 1)

Secondly in literature review, the use of solar energy help household safe some revenue even though the cost of installation is expensive than electric energy. In the interviewee opinion, when it consents the idea of weather the installation and use of solar panels is cost-effective, he said.
Even though the cost of connecting to the national grid is far less than the cost of getting solar energy installed because of the import duty from the government since the equipment is not produced in Cameroon, the use of solar energy is cost-effective in the long run since the customer will not have to be paying monthly electric bills. In addition, they will not face power shortages and blackouts in their business or home. This will help them save some income as their foodstuff will not get back like those selling cold foodstuff. **(**Interviewee 1)

In addition, the advantages of solar energy cannot be over emphasized due to it sustainability nature and eco-friendly environment that it creates. According to the interviewee's opinion on what is or are some of the advantages of using solar energy over electric energy, he made mention of the fact that.
Just like I said before, reliability is one of the reasons because customer installed solar energy in their home or business even though they are still connected to the national grid. With this when they are electric cut or shortage they switch to solar energy. In addition, most rural areas are not connected (cut off) to the national grid which is electric energy with this, they don't have access to electricity and the only option is to use solar energy. **(**Interviewee 1)

Furthermore, in many countries the government always support startup companies by giving them financial support to add to what they have. This support will help the companies not to collapse but stand strong in the competitive market. In line with the idea of the government giving support to startup companies, in the interviewee opinion on whether the government should give subsidies to start-up solar companies, he said.
This will be a very good idea and the government can give these subsidies in many ways. For example, making the importation of solar panels free for the companies in this way will encourage a lot of the population to get connected with solar energy. This is because they will be a reduction in prices and a win–win for both the government and the companies. After all, the government will not have to spend more money on connecting the rural areas with the national grid. In addition, the government can also give start-up companies capital with the help of projects for them to be established and join other big companies so that they will supply the communities at a lower cost. **(**Interviewee 1)

Finally, customers are always looking for means to reduce cost and try new technological innovations. This is why most companies invest a lot of resources on innovation, product development and market penetration. In finding if in Cameroon most communities are embracing solar energy with what can be the estimated percentage of the respondent community's sustainable energy (solar energy) use. The interviewee in his opinion said.

Most communities are embracing solar energy in Cameroon. I say so because communities and cities are carrying out projects on street lighting which explains why most streets now in Cameroon are using solar energy in the streetlight. These streetlights are sponsored by the local and urban council but approximately about 10% of the population in Cameroon are using solar energy but it's increasing every day due to high demand. But generally, it is expensive to install solar systems but cost-effective in the long run which can last for about 25 years. **(**Interviewee 1)

5 DISCUSSION, LIMITATION, CONCLUSIONS, AND RECOMMENDATIONS

In this final chapter of the thesis, I will expand on the topic by interpreting and discussing the significance of the findings in light of the research question. I will describe any new knowledge or insight gained from the research. I will also take into account any shortcomings or limits because they can be factors beyond their control and could result from a lack of knowledge about the subject under discussion. I will equally summarize the important points in the conclusion and leave the reader with a positive overall impression of my work. Finally, the suggestions are highly important in this study since the data collection and analysis revealed several concepts that might not be within the purview of the research.

5.1 Discussion

With the example of Solar Pro Cameroon, the results of this research have given an insight into the factors influencing consumers of solar panel buying behaviour. Due to the research's limitations, the outcome should be considered carefully. In this section, I will reflect on the research process and explore the significance and applicability of the findings. The major emphasis will be on outlining, assessing, and relating my findings to the literature review.

Every company wants to grow since doing so will help them stay up with trends and advances in the following year. It’s no longer strange that there is competition among companies that provide the same or similar services or items in a company that installs solar panels. Because of this, for any company to gain a competitive advantage and increase profits, there is a need for organizations to understand the factors that influence customer buying behaviour. With the vast research on solar panels, little is known about who uses solar panels and their buying behaviour which constitutes the research problem.

The result indicates that from the independent variables which are made up of government subsidies, lower cost, promotions and advertisement, reliability, Peer influence, Renewable Energy, Product expertise and environmental awareness, and Product knowledge. I deduced that some factors like reliability, cost reduction, government subsidies, and environmental awareness were seen to have a more significant impact on the customer purchasing behaviour of solar packs in Cameroon. This research therefore demonstrates a positive relationship between these selected factors and the dependent variable of customer buying behaviour. This was supported in the literature review by Rogers (2010, 168 – 178) who believed the welfare system, like government policies, to be crucial in motivating the masses

to embrace innovation. In addition, the majority of the respondents in this research are embracing or accepting the new technology (solar energy). This was in line with the Theory of Innovative Diffusion which deals with technological innovation. This was equally supported in the literature review by Goslar (1987, 42-48) who concluded that acceptance of microcomputers in the marketing community influences customers purchasing behaviour. Furthermore, the research carried out by Rashid (2009, 132-149), also reviews that some elements like environmental concerns, perceived costs, perceived upkeep, government incentives, the aesthetics of solar panels, exposure, and experience affect Malaysian landowners' choices for the usage of solar energy. In addition, the study on solar energy for water heating (Lee 2011) found that self-efficacy, measles exposure, health and safety concerns, and environmental attitudes were factors that were examined to influence consumer purchasing behaviour.

The result may suggest that reliability, cost reduction, government subsidies, and environmental awareness were seen to have a greater impact on the customer purchasing behaviour of solar packs in Cameroon. However, based on the findings of similar studies, some other factors like product knowledge and experience, attitudes, social impact, product cost and maintenance, governmental legislation, and demographics, have been shown to affect consumers' purchasing decisions (Qader 2008, 178–211).

This analysis supports The Reasonable Action Theory (RAT) which according to (Aman et al 2012, 145-167) is used to describe the influence of knowledge and respect for the environment on the aim to buy green and examines the effect of mediation attitudes. This also supports the theory of Innovative Diffusion (TID) which describes the diffusion of new ideas, products or technologies among members of a particular culture (Rogers 2010, 168 – 178).

Finally, the research provided a new insight into the study as it brings out another important factor reliability that has a positive relationship with customer buying behaviour.

5.2 Limitations

The research was limited to a sample space of 129 in some selected communities in Cameroon. I see this to be limited because Cameroon is made up of about 16 million people having 10 regions. This implies that the conclusion of a better result will need to be done with further research involving a larger sample in all regions of Cameroon.

In addition, I see the possibility of bias in the responses given by the respondents. This is because most of the questions had options answer for the respondents to choose from and this in one way or another may affect the respondent's choice of response.

5.3 Conclusion

In this research both quantitative and qualitative research analysis was used to study the factors affecting customer buying behaviour of solar pack in Cameroon, the case of solar pro. The dependent variable was customer buying behaviour while the independent variables were made up of government subsidies, lower cost, promotions and advertisement, Reliability, Peer influence, Renewable Energy, Product expertise and environmental awareness, and Product knowledge.

From the research analysis, it can be deduced that some factors like reliability, cost reduction, government subsidies, and environmental awareness were seen to have a greater impact on the customer purchasing behaviour of solar packs in Cameroon.

This was also in line with the qualitative research as reliability, cost-effectiveness in the long run, and government subsidies were also seen to affect the customer purchasing behaviour of solar packs in Cameroon.

5.4 Recommendations

In this research, I took the following recommendations into consideration which I believed help the company Solar Pro to find answers to further research on factors affecting customers' purchasing behaviour of solar packs in Cameroon. To begin with, some of the respondents indicated that some factors affect customers' buying behaviour apart from the ones listed in the closed-ended question. This means that other variables may affect the customer purchasing behaviour of solar packs in Cameroon. So, to fully answer these questions it is important to ask more questions and do further research.

In addition, since the solar industry is fast growing in Cameroon, more research work must be done on this topic to have an insight into other factors that can have an impact on customers purchasing behaviour of solar packs in Cameroon.

I equally also strongly recommend that to be able to gain a competitive advantage in the solar market, the company should engage itself in a project that will make the government give them subsidies. This

is because, with subsidies, every company will have finance that will help them to stand up and grow to the level of other established solar companies.

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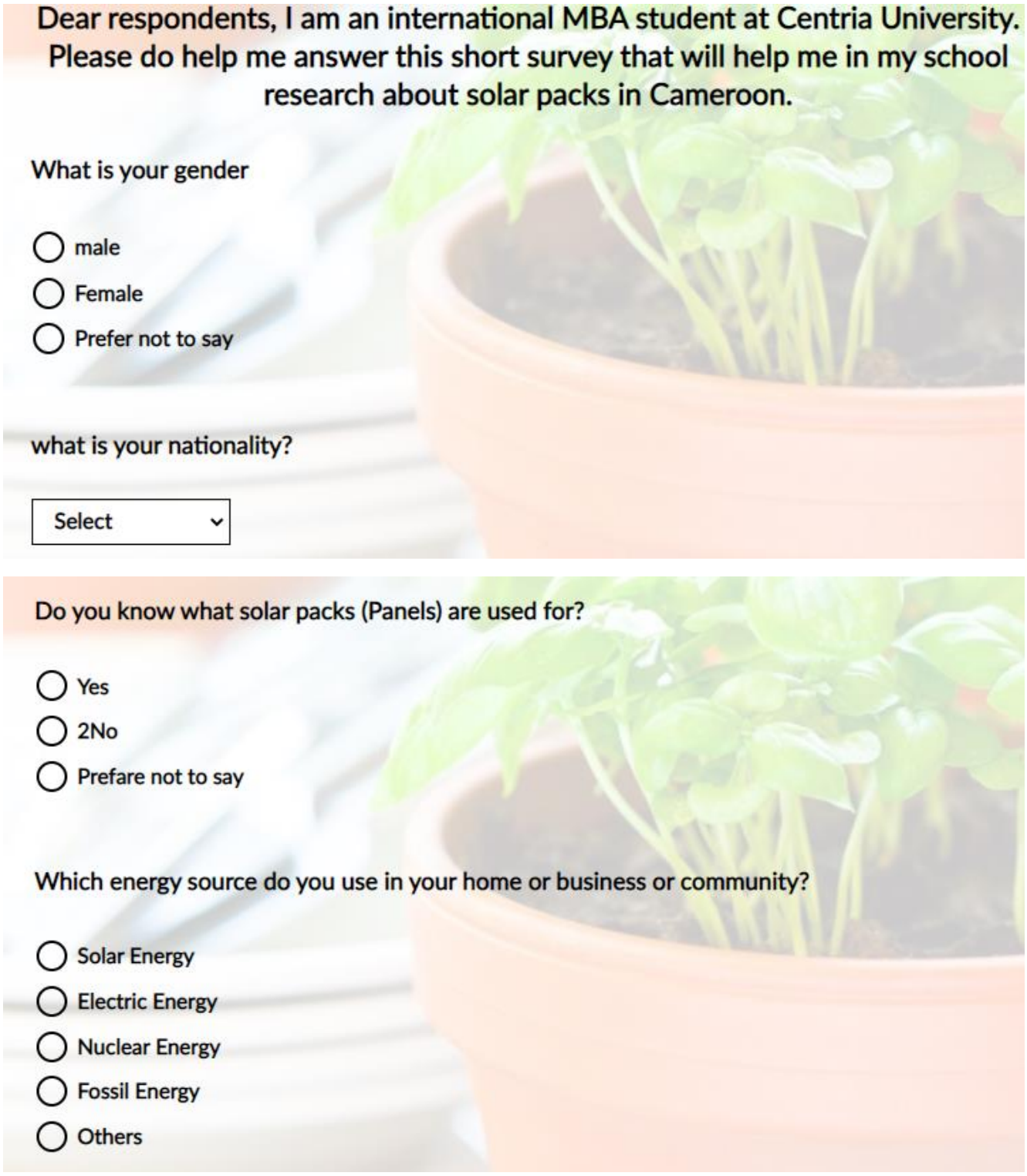
APPENDIX 1 / 1


Dear respondents, I am an international MBA student at Centria University. Please do help me answer this short survey that will help me in my school research about solar packs in Cameroon.
What is your gender
male
Female
Prefer not to say
what is your nationality?
Select
Do you know what solar packs (Panels) are used for?
Yes
2No
Prefare not to say
Which energy source do you use in your home or business or community?
Solar Energy
Electric Energy
Nuclear Energy
Fossil Energy
Others

Which factor contributed to your purchase of solar energy?

- [ ] Cost reduction
- [ ] Peer influence
- [ ] Renewable Energy
- [ ] Goverment subsidies
- [ ] Promotions and advertisements
- [ ] others

What is or are the Advantage(s) of using Solar Energy

- [ ] Enviromental freindly
- [ ] Lower operating Cost
- [ ] Noise and visual pollution
- [ ] Effective use of land space
- [ ] Others

Why did you decide to use the energy source?

Select

What percentage of your home or business or community energy use is sustainable (Solar energy)?

- ◯ 0 -25%
- ◯ 26-50%
- ◯ 51-75%
- ◯ 76-100%

Submit

Thank you

APPENDIX 2

Qualitative interview

- Introduction of the respondent and possition in the company.
- Before the coming of solar energy to Cameroon, many households use electric energy. What do most customers tell you are their reason for embracing solar energy?
- In respondent opinion should the government give subsidies to start-up solar companies like yours? and why?
- In respondent opinion, what is or are the Advantage(s) of using Solar Energy over electric energy in Cameroon?
- Finally, since the respondent are based in Cameroon, are most communities embracing solar energy? and what can be the estimated percentage of respondent community's sustainable energy (Solar energy) use?