

# SOCIAL SURVEY FOR SEAC BUYERS

(A Qualitative Study/Survey to assess benefits of using Energy Efficient Technologies)



(Source: <https://eeslmart.in/>)

**Super Efficient Air Conditioner (SEAC) Programme**

**Energy Efficiency Services Limited (EESL), New Delhi**

## 1. INTRODUCTION

With the goal of integrating energy efficiency into India's cooling sector, Energy Efficiency Services Limited (EESL) has initiated a first of its kind, Super-Efficient Air Conditioning programme. The buyers under this program can buy the Super-Efficient Air Conditioners distributed by EESL at prices that are comparable to the most energy efficient ACs in the market. A dedicated website has also been developed for this purpose over the URL/Webaddress - <https://eeslmart.in/>

The Super-Efficient ACs provides 1.5-TR cooling capacity at a high ambient temperature, while reducing the cost of cooling by 50%. The first phase of distribution of this super energy efficient and environment friendly SEACs across India is in progress and was rolled out in July 2019. The target customer segment for the Air Conditioners included individual buyers as well as organizations. In order to ensure wide publicity of the program, it was promoted through print media, presentations and also through development of an online mart for the benefit of interested customers for buying ACs (EESLMART). The SEAC Program of EESL is being implemented with support from Asian Development Bank (ADB). During the period of survey (March 2021, i.e. program time period of 21 months), around 2109 nos. units SEAC were sold (i.e. around 806 nos. to individual buyers and 1303 nos. units to corporate buyers).

## 2. SOCIAL SURVEY – REQUIREMENT & PLANNING

In line with requirements under the Gender Action Plan (GAP) of the ADB loan L- 3436- IND: Demand Side Energy Efficiency Sector Project, an activity towards Qualitative Study/Survey to assess benefits of using Energy Efficient Technologies among SEAC buyers has been conducted. The Survey aims at analysing the overall user experience and highlights the feedback received from female buyers. The Survey was conducted for the individual buyers under the SEAC Program in the FY 2020-21.

The Survey form (Annexure 1) was developed by the Sustainable Development Unit (SDU) and the SEAC Program Team of EESL, in consultation with the ADB Gender Expert. Keeping in view the post COVID-19 challenges associated in reaching the end-users directly, the survey was implemented in two stages - i.e. Online Survey over e-mail followed by Offline Survey over Telephone by EESL Mart to ensure maximum outreach.

The Survey was targeted to obtain responses from at least 200 buyers (Individuals including Male and

Female buyers) among all individuals (806 nos. approx. including 24 female buyers) to assess the benefits of using the SEACs.

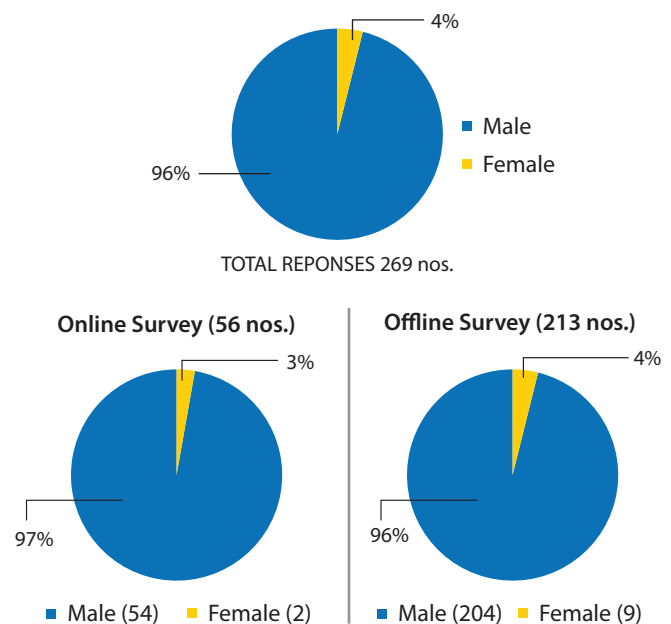
## 3. SEAC SOCIAL SURVEY & RESPONSES

Initially the Social Survey was conducted as Online Survey (Feb. 2021), wherein the survey link was circulated among all the individual SEAC buyers who purchased through EESL mart for their feedback on the purchase of the SEAC (Make - Voltas). Response was received from 56 SEAC buyers (consisting of 54 males & 02 Females) (**Annexure 2**).

Thereafter, Telephonic Survey was conducted through the concerned Program team/EESL mart Customer Care Service Centre in the month of March 2021. During this process, around 600 SEAC buyers were contacted telephonically, out of which response was received from 213 SEAC buyers (consisting of 204 males & 09 Females) (**Annexure 3**). Around 387 nos. buyers did not participated/responded during the telephonic survey.

Considering both the surveys as above, a total of 269 no. of responses were received, which included responses from both Males (258 nos.) as well as Females (11 nos.).

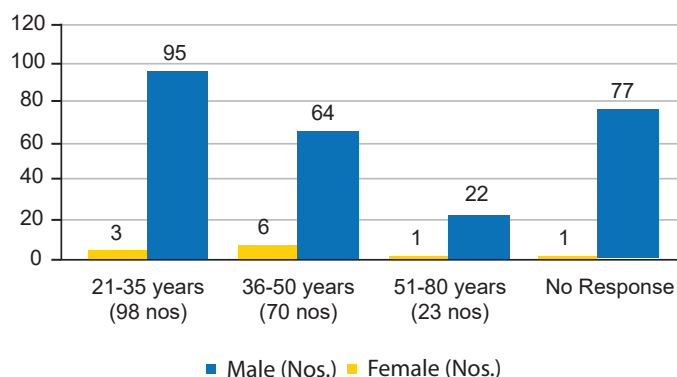
SEAC Social Survey 2021



## 4. SURVEY - KEY OUTCOMES:

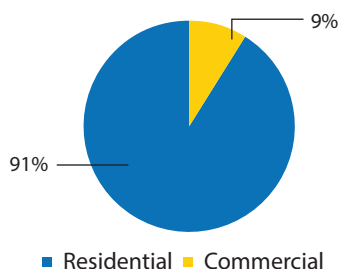
1. Customer age group: Out of 269 respondents, around 36% buyers are in the age group of 21-35 years. Around 29% respondents did not respond to mention upon their age. Majority of Female retail buyers are in the age group of 36 to 50 years while majority of the male buyers who responded to the question are in the age group of 21- 35 years.

## SEAC Buyers - Representation by age group



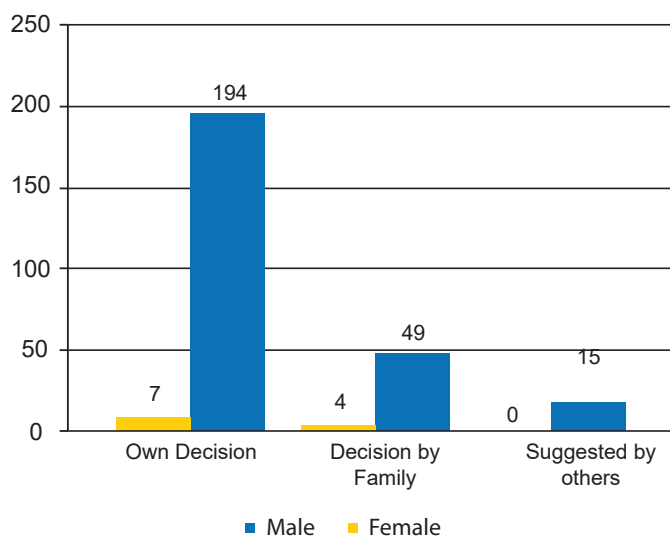
- 2. Purpose of Purchase:** Majority of individual buyers including females have purchased SEAC for Residential Purpose (246 nos. includes 10 no. females). Only 23 Nos. buyers (including 01 female) have purchased SEAC for Commercial purpose.

## SEAC Buyers - Purpose of use



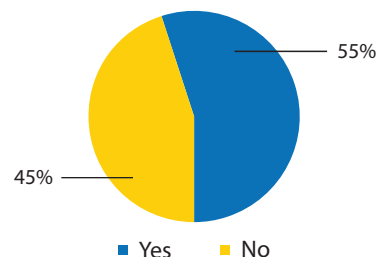
- 3. Decision to purchase:** Majority of the individuals (201 nos. including 07 nos. females) have purchased SEAC based on their own decision. In 53 nos. cases decision was taken by the family, indicating the indirect role of the Female members in the purchase decision.

## SEAC Purchase Decision



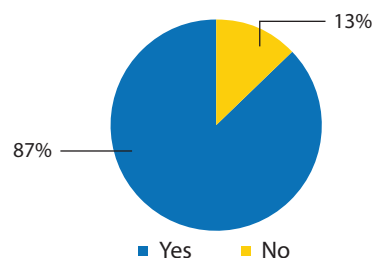
- 4. Role of female family members:** The purchase decision of around 55% of the total buyers (141 males and 7 females) has been influenced by the opinion of the other female members at family/workplace.

## Purchase decision v/s opinion from other Female members/partners



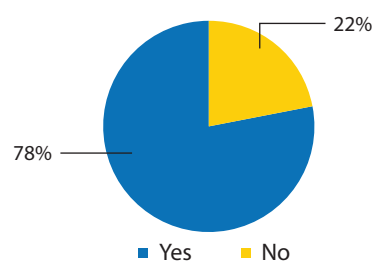
- 5. Awareness on EE technology:** Around 87% of the total individuals (233 nos., including 8 females) were aware about various Energy Efficient Technologies/SEACs. Also, 100% SEAC buyers who responded were aware that use of Energy Efficient appliances can result in Electricity Savings.

## Awareness on EE Technologies

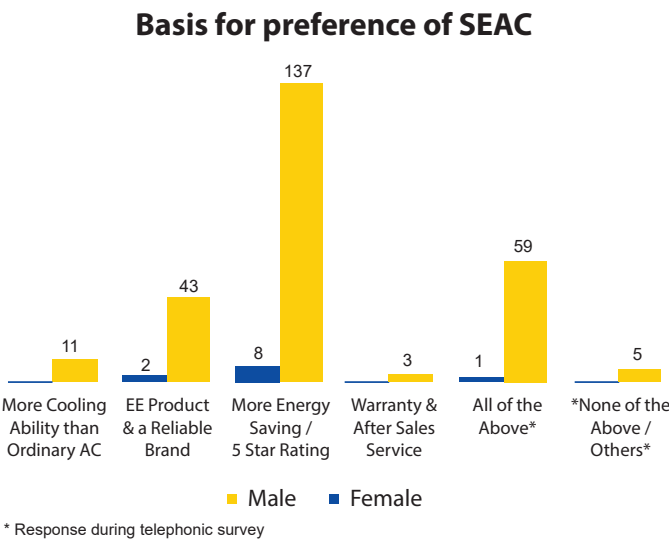


- 6. Awareness on impact of EE technology on Electricity cost:** 78% buyers (209 nos. including 09 females) have reported awareness of the electricity cost/share associated with the SEAC.

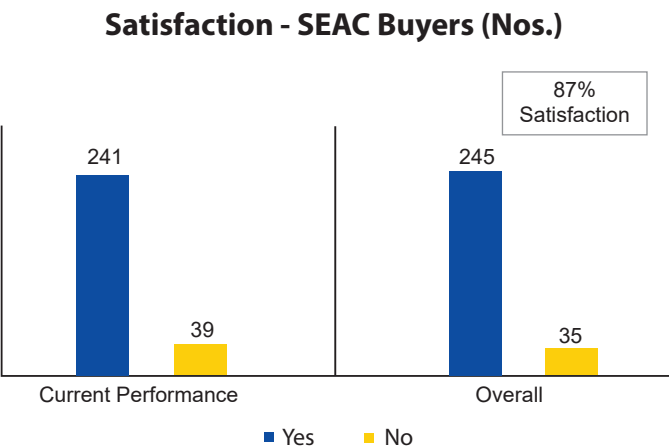
## Share of Electricity Cost associated with AC



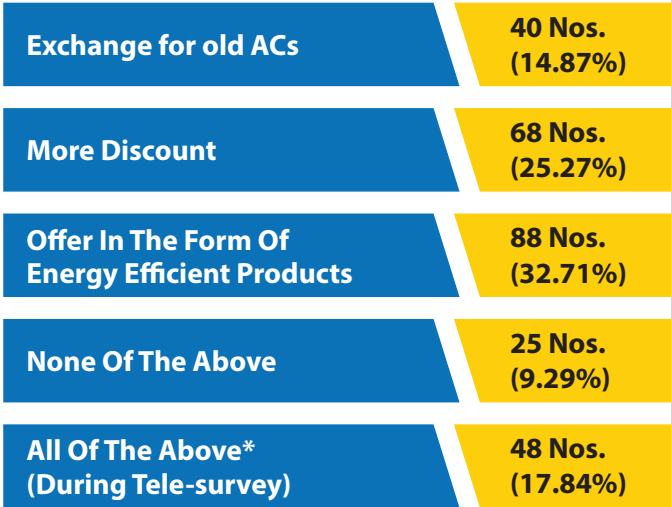
7. **Reasons for preferring SEAC:** Majority (around 54%) of the SEAC buyers (137 nos. Male and 8 nos. Female) have preferred buying SEAC as it is more energy saving (5 Star rated efficiency). The reliability of the brand was also an important reason that influenced the decision for purchase.



8. **Level of satisfaction:** Around 87% of the SEAC buyers (including all 11 nos. female buyers) were found overall satisfied with the SEAC purchase. Additionally, around 86% of the SEAC buyers (including all female buyers) also reported satisfied with the current functioning of the SEAC. Some of the buyers reported few issues mostly related to maintenance/service of the SEAC.



9. **Motivation for next purchase:** More than 50% of the buyers (136 nos. including 08 female buyers - as at S. No. 3 & 5 in the table below) recommended an offer in the form of Energy Efficiency Products, during their next SEAC purchase. Almost 25% buyers recommended more discounts during their next purchase while almost 15% have recommended exchange offer for old ACs.



10. **Interest in knowing more about benefits of EE products:** Around 72 % of the SEAC buyers (including 7 female buyers) have expressed their interest in knowing more about the Energy Efficiency Products and their benefits.

### 5. KEY LEARNINGS FROM THE SURVEY:

1. Energy Saving through use of 5 Star rated appliances from a reliable brand has been a preferred option by buyers towards purchase of the SEAC. Regular interaction and promotional activities among potential buyers/groups across various regions may aid for more promotion of such an Energy Efficient product.
2. The awareness activities may be planned with more focus on potential buyers including equal participation opportunity for female buyers.
3. A strategy for information dissemination on Energy Efficiency products like SEAC may be developed not only for generating awareness among end users but also benefitting society at a large to adopt use of Energy Efficient appliances.
4. In order to cover various sections of society based on the age group, locations, type of buyers (individual/institutions) etc. the promotional programs on EE may be organized at diverse platforms (Print media, social media, Television, Interactive sessions with Stakeholders/Discoms) from time to time.
5. A lucrative offer/discount may play a vital role in converting the individuals from one brand to other Energy Efficient Product.

## 6. CONCLUSION:

Based on the survey conducted, it has been observed that SEAC buyers including the female buyers have shown interest in the purchase of the SEAC due to their awareness about the benefits of using Energy Efficient Technologies. The buyers have purchased the SEAC as it is a more energy saving (5 star rated efficiency) product.

Though the number of individual female buyers and female respondents are less, the survey still highlights the role of women in the purchase decision for SEAC indirectly. The need for increasing awareness on EE technology amongst women and initiating special promotional programmes targeting female customers through offers on other EE products and discounts can further improve the outreach of EE technology amongst the masses.

### ANNEXURE 1 - EESL SUPER EFFICIENT A.C. SURVEY

A Survey to assess the awareness on Energy Efficiency and level of satisfaction about the purchase of the Energy Efficient Air Conditioners

\* Required

Name\*: \_\_\_\_\_

Gender\*: ☐ Male ☐ Female ☐ Other Age: \_\_\_\_\_

Contact Number: \_\_\_\_\_ E-mail ID\*: \_\_\_\_\_

Details of Appliance purchased: \_\_\_\_\_

Purpose of the SEAC purchase? \*:

- ☐ For Commercial purpose/ Offices/ Buildings.
- ☐ For Residential purposes

Please let us know about the decision for purchasing the Super-Efficient Air Conditioner. \*

- ☐ Own Decision
- ☐ Decision by Family
- ☐ Suggested by Others

Does the purchase decision includes an opinion from Female members/partners in your family or Workplace? \*

- ☐ Yes
- ☐ No

Are you aware of Energy Efficient Technologies? \*

- ☐ Yes
- ☐ No

Are you aware that use of energy efficient appliances can result in electricity savings? \*

- ☐ Yes
- ☐ No

Are you aware of the electricity cost/share associated with AC? \*

- ☐ Yes
- ☐ No

**On what basis did you prefer buying Super Efficient Air Conditioners? \***

- ☐ More Cooling ability than ordinary AC
- ☐ More Energy Saving / 5 Star rating
- ☐ Warranty and after sales service
- ☐ Energy Efficient Product and a Reliable Brand

**Are you satisfied with EESL SEAC Purchase? \***

- ☐ Yes
- ☐ No

**Are you satisfied with the current functioning of the AC? \***

- ☐ Yes
- ☐ No

**If no, provide details.:** \_\_\_\_\_  
\_\_\_\_\_

**During your next Energy Efficient SEAC Purchase, what offer would you prefer the most? \***

- ☐ Exchange offer for Old ACs
- ☐ More Discount
- ☐ Offers in the form of Energy Efficient products
- ☐ None of the above.

**Are you interested in knowing more about Energy Efficient products, and their benefits? \***

- ☐ Yes
- ☐ No

**Any suggestions may please elaborate.:** \_\_\_\_\_  
\_\_\_\_\_