

Stimulants of the Perceived Customer Value of Rooftop Solar Photovoltaic Panels and its Impact on Intention to become a Prosumers through the Moderation of Innovative Energy Consumption in Sri Lanka

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The global recognition of unsustainable energy sources has propelled the need for a shift toward sustainable energy sources at the household level, necessitating a social change. This study seeks to explore the motivating factors that drive Sri Lankan households to become prosumers by generating electricity through photovoltaic solar panels. Key stimulants include the need for power, economic factors, and an interest in solar power. The research will employ a questionnaire prepared as a Google Form and shared with the public via an online platform. This study holds significance in guiding marketers and policymakers to develop strategies for attracting potential consumers and alleviating the strain on the national grid. Additionally, the findings may provide valuable insights into consumer behavior and the adoption of renewable energy sources in Sri Lanka and other developing nations. While this study won't directly assess the impact of prosumers on energy consumption patterns and grid stability, it may pave the way for future research in this direction. The study is grounded in the Ecological Modernization theory and the Optimal Stimulation theory along with the concept of innovative consumption.

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