
Solar panel intention

Does informational and normative social influence the willingness to buy solar panels? Drawing on the earlier mentioned literature, we hypothesized that examining the impacts of informational and normative social influence on the willingness to buy solar P.V. panels later convert into purchase intention should be a unique research field in the sustainable purchase intention.

Do solar photovoltaic panels have social influence?

This research explores the social influence on consumers' purchase willingness or intention of solar photovoltaic panels in the online context. According to social influence theory, we identify two social influence dimensions: informational social influence and normative social influence.

Does social influence influence willingness to buy solar PV panels?

Emotional social support has a stronger relationship with normative social influence than informational social influence. Additionally, our study also reveals that perceived monetary benefits and environmental concerns positively moderate the relationships between social influence and willingness to buy solar P.V. panels.

Do variables affect the intention to adopt solar photovoltaic technology?

The effect size analysis investigates the impact of various variables on the intention to adopt solar photovoltaic technology, with the results presented in Table 3. Initially, it is observed that all variables, except for "Perceived Cost-benefit" and "Perceived Behavioral Control", pass the significance test ($p < 0.05$).

Furthermore, it was discovered that the knowledge of consumers can significantly enhance the support for government incentives and the intention to install solar photovoltaic ...

Attitudes, however, have only marginally significant impact on intention in this target group. The results from this paper can provide suggestions for shaping pro-solar panel ...

The inclusion of social curiosity in the model revealed that the belief in the personal benefits of solar panels had the most powerful direct and overall impact on interest.

To facilitate this process, it is crucial to identify the determinants of solar adoption. This paper follows a meta-analytical structural equation modeling approach, presenting a meta ...

In recent years, research on the intention to adopt solar photovoltaic technology has yielded rich results. However, controversy still exists regarding the key antecedents of ...

The study investigates the intention of adopting solar panels and incorporating renewable energy sources into the electrical mix, providing insightful information on the ...

This study reviews residents' behavioral adoption of rooftop solar photovoltaics (solar PV). Solar PV imparts many benefits towards the environment, economic and social ...

Due to China's massive usage of fossil fuels, climate change concerns have become serious challenges to the country's sustainable development. Despite the fact that ...

Solar photovoltaic panels are green products that can alleviate the threat of global warming, but the rate of adoption remains low. This research explores the social influence on ...

The inclusion of social curiosity in the model revealed that the belief in the personal benefits of solar panels had the most powerful direct and overall impact on interest. This was ...

The current slow adoption of solar PV in Indonesia underscores the need to thoroughly evaluate the factors driving this trend; in particular, understanding the barriers to ...

Sustainable development advocates for an energy transition as it is central to economic growth. Jordan is actively pursuing an energy transition agenda in line with its ...

The use of solar panels as renewable energy in Indonesia experienced significant growth in 2024 although it was still below the expected prediction. Hope to develop the Technology ...

Abstract In this study, we investigated the relationships between personal traits (sustainable lifestyle and consumer innovativeness), psychological and physical benefits ...

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