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'' A STUDY ON THEEFFECTIVENESS OF DE-MARKETTING STRATERGY OF KSEB AMONG HOUSEHOLDS IN MALAPPURAM DISTRICT"

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Abstract

Electricity is one of the remarkable discoveries of human invention. It has become the part of our daily life and unbearable to think a world in its absence. Electricity has many uses in our day to day life. It helps to provide sufficient lights in rooms, provide energy to work the domestic appliances such as fans, electric stoves, refrigerator, A/C etc .this reduce the physical effort of man and facilitate has life in to a comfortable zone. In factories, large machines are worked with the help of electricity. Essential items like food, cloth, paper and many other things are the product of electricity. Modern means of transportation and communication have been revolutionized by electricity. Electric trains and battery cars are quick means of travel. Radio and television, which are the most popular forms of entertainment. Are discovered and work as a result of electricity. Modern equipment like computers and Roberts has also been developed because of electricity. Electricity plays a pivotal role in the fields of medicines and surgery too. The essential device in a hospital such as X-ray, ECG etc work with the help of electricity. Electricity is a critical element that plays a vital and positive role in the socio – economic development and human welfare of any country.

Key words: demarketing, labha prabha, households.

INTRODUCTION

The usage of electricity is increasing by day by day. The main reason behind the increasing consumption of electricity is the growth of Indian economy and as a result of the globalization, modernization and liberalization. This over exploitation leads to lack of electricity, not only causes the inconvenience, but also the

economic loss due to the reducing rate of industrial production. It is very important for each customer to manage their electricity usage.

In order to reduce the usage of electricity and save energy, The Kerala State Electricity Board (KSEB) has launched certain programs. Kerala State Electricity Board –KSEB is one of the best power utilities in India and the driving force behind development of the state of Kerala. The main function of KSEB is transmission and distribution of electricity. They provide electricity with much quality in the affordable cost to all class of consumers in the state of Kerala. Nowadays there are serve power cuts in order to save energy in the state of Kerala. The cost of electricity has also increased to a considerable rate.

There is a campaign held for households in the state, on the need of controlling the power consumption. All domestic category consumers would be issued notices warning them that uncontrolled power consumption would result in additional surcharge. Notice would also include tips to reduce the usage and conserve energy. CFL and LED are the bulbs that introduce to save energy; also the star labeled product can save electricity. KSEB has around 85 laky consumers in the domestic category of its 1.03 core consumers. The Board has launched 25 percent restrictions on industrial concerns KSEB introduced 'Labha Prabha, the schemes, launched as part of promotion of energy conservation practices among domestic consumers, offers cash incentives and number of other prizes. KSEB formulates the strategy of using celebrities to endorse public awareness campaigns which focus on the energy conservation campaigns. All these are the de-marketing strategy of KSEB, which reduce the usage of energy in home results in saving the money and energy security.

STATEMENT OF PROBLEM

Kerala is a state whose primary energy source is electricity generated from its hydroelectric projects. Till mid 1980 s Kerala was a state with excess supply ofelectricity which it is used to sell its neighboring states. But from 1985onwards the trend started reversing mainly due to the unprecedented increase of household users basically due to the massive home electrification campaigns by the state government currently the state face acute shortage of electricity in summer especially in the years of monsoon failures. Adding fuel to the fire misuse of electricity by the consumers, lack of awareness of the people regarding the need to save electricity.Increased usage of modern electric gadgets and home appliances etc make the crisis much worse. Many a times the government and Kerala State Electricity Board [KSEB] which is the monopoly electricity supplier in the state are forced to increase the tariff rates, impose power cuts and load shedding etc so it is necessary to study the effectiveness of de-marketing strategy strategy initiated by KSEB. The study highlights the methods used by KSEB for de-marketing. And also it analyzes the awareness among the public about conservation of electricity through the way of de-marketing techniques used by KSEB. Hence the project is entitled as the "effectiveness of de marketing strategies of KSEB among households.

OBJECTIVES OF THE STUDY

1) To study the effectiveness de-marketing strategy of KSEB among households.
2) To analyze different methods used by KSEB for reducing consumption of electricity.
3) To understand the awareness of de- marketing strategy of KSEB among households.
4) To analyze the effect of de-marketing strategies on the domestic consumer behavior towards electricity.

SCOPE OF THE STUDY

We depend on the need of energy for almost every purpose in our lives. we wish to make our lives comfortable, productive and enjoyable. As if the outside temperature rises for a while, we immediately switch on the air coordinator to keep the house cool. Highly quantity energy consumption takes place again. Unfortunately, what we do not realize is that we are wasting energy unnecessarily, and should transfer this energy to next generation. So the present study is ambitious attempt to highlight the de-marketing strategy of KSEB. The scope of the study is limited to the households in Malappuram District.

SIGNIFICANCE OF THE STUDY

Electricity plays a vital role in the socio- economic development of the nation. in the present days, electricity is highly essential for the growth of economy. No single industry can run or exist without electricity. Scarcity of energy is the important issue of these days. KSEB has introduced certain campaigns to reduce the usage of electricity. It is anticipated that the outcome of the study will certainly contributes for the better understandings of the impact of KSEB for introducing better de-marketing strategies. The general people also get awareness about the need for usage of electricity.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Since this is a primary study on ‘’EFFECTIVENESS OF DE-MARKETTING STRATERGY OF KSEB’’. This is an explorative research study and which can be employed for further descriptive research.

AREA OF THE STUDY

Malappuram district was selected as the study of area of the study.

SAMPLESIZE

Sample size is the number persons chosen for data collection. Here 50samples are selected for the study.

SAMPLING DESIGN

Sampling techniques used in this study is non-responsibility convenience sampling. Convenience sampling is one in which a sample obtained by selecting such units of the universe which may be conveniently located and contacted.

SOURCE OF DATA

1) **Primary data**

   For the study, primary data is mainly used. Primary data do not exist already in record. Primary data is collected from customers through questionnaire which contained a formal list of questions.

2) **Secondary data**

   It refers to those data, which gathered for other purpose and already available in records. Secondary data is necessary for the study have been collected from the published source like journals, articles and websites etc.

TOOLS FOR DATA ANALYSIS

1) Chi square
2) Simple average
3) Rank

TOOLS FOR PRESETATION

- Table
- Chart
- Diagram

HYPOTHESIS

H0: Awareness of de- marketing strategy and usage of electricity are independent.

H1: Awareness of de- marketing strategy and usage of electricity are dependent.

REWIEW OF LITRATURE

- **Parameswaran-** (2000) says that even during the energy deficiency till 1983, the state of Kerala was capable to export electricity to other states. For two decades from 1962 only profit making had been the prime motto through abundant hydro-power/ export of energy for the Kerala State Electricity Board. This deterred 27the board from thinking about thermal power. Today the state depends entirely on the hydro-system for its electricity needs. However, realistic hydro-energy estimates fall for short of the projected electricity demand.
- **Abey George (2001)** has observed that the States have been looking for options to meet the demand for power from non-hydro 30sources such as coal, diesel etc. The statistics indicate the growing shift towards non-hydro options. However, the search for non-hydro options is not going to be very smooth, on the following grounds. The coal bearing regions being situated far from the state, it may not be economically..
- **Yasushi Suzuki (2002)** made an attempt to throw light on indigenous structure as well as foreign aid policy towards India's electricity power development in this light
- **Sylvie Choukroun (2002)-**reported that Maharashtra state government built a 2,015 megawatt power station. The Dabhol project, requiring $2.8 billion in capital investment represented the largest contract ever signed in India and the first foreign investment in its power sector. In the aftermath of India's economic crisis of 1991, Enron was proposing to build a modern power plant that would satisfy 31India's electricity needs at a time when most foreign companies could not conceive of managing the risks of investing in India. According to one banker, "to think that Enron planned to raise, as it had originally contemplated, $1.75 billion in the debt markets at a time when international banks were making loans to India no longer than 365 days was nothing short of inspired lunacy. It was visionary." Enron was rewriting the rules of power plant development for both the Indian government and the international investment community.
- **Navroz K. Dubash (2003)**-explained that in 1990s, conventional wisdom about the electricity sector was turned on its head. Previously, electricity had been considered a "natural monopoly," and the electricity sector in most countries was either owned or strictly regulated by the government. Particularly in developing countries, government leadership in the development and use of electricity was part of a broader "social compact". Also analyzed 28imperative is to embed public debate over electricity sector reforms in a system of sound governance, featuring transparent,
- **UNEP (2005)**-explained that the dual challenge of ensuring electricity for national economic development and at the same time 29provide increased electricity access to the poor parts of the population. The aim of the workshops was to stimulate new, cost-effective approaches to help create a sustainable energy future. Special focus was put on the role of energy in achieving the Millennium Development Goals (MDGs).

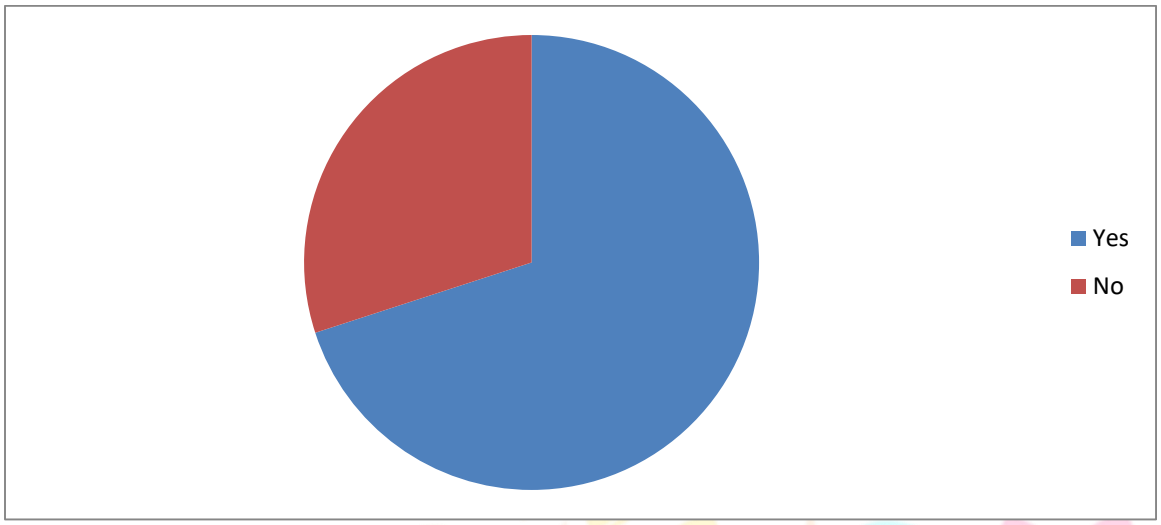
- **JaskiranKaurMathur, DhirajMathur (2005)**-have stated in their paper that state electricity boards are commercially unviable and is responsible for the financial mess that the state electricity boards are in. This paper examines rural electrification from a socio-developmental perspective and argues that the direct and indirect benefits of rural electrification in reducing the burden on women, its positive impact on health, education and farm income, justifies the expense of network expansion for universal access. It also advocates multiple uses of electricity as this would enhance these benefits have a beneficial effect on the environment, increase the viability of rural electrification and result in savings on household (total) energy expenditure.
- **Carreon, V., Jimenez, A. and Rosellon, J. (2006**)-'The Political Economy of Power Sector Reform in Mexico, in Victor and Heller, eds. The Political Economy of Power Sector Reform: The Experiences of Five Major Developing Countries', Cambridge University Press, Cambridge. agricultural tariffs declined in the 1970s, which aided electrification, but progress in electrification has continued even through the flat and rising tariffs of the 1980s.
- **Bishnu Dash (2010)**-studied that The National Thermal Power Corporation (NTPC), the state owned power generator, has evinced interest to set up solar and wind projects in Orissa with aggregate generation capacity of 500 MW. NTPC aims to become accompany of 75,000 MW plus company by 2017. Since the public sector company plans to add 1000 MW through renewable energy sources, it is keen to develop some renewable energy based projects in the state. Orissa, which has untapped potential in wind and solar energy sectors at locations like Chanidpur, Gopalapu and Paradeep, is considered as an attractive investment destination. In the recent meeting with NTPC, it was decided that OREDA would select land for these projects either in the identified locations or any other potential locations, NTPC team would finalize the pre-feasibility study of wind and solar based projects at potential sites selected by OREDA.
- **Abey George (2000)** expressed the views that several factors namely high levels of transmission and distribution losses, increasing domestic consumption by a few, subsidized supply electricity to the industrial and the tourism sector, decreasing capacity of reservoirs, the unreliability of Monsoons etc., have led to a very vulnerable electricity generation system in Kerala. The KSEB's answers to this very complex issue were rather simple viz., in the form of fssil fuel based electricity generation system. Three of these are already operational and another five are in the pipeline including both public and private sector undertakings.
- **K. P. Kannan., N. ViayamohanPillai (2001**) wrote on plight of power sector in India. They explained the significant aspects of inefficiency costs involved in SEBs functioning. They examine physical performances and financial performance. The physical performance focuses on such aspects as technical efficiency, transmission and distribution loss. There is possible underestimation of institutional and organizational inefficiency.the financial performances focusing on performance of SEBs are examind.

RESULT AND DISCUSSION

AWARENESS ABOUT DE-MARKETING TECHNIQUES

Opinion	Number of respondents	Percentage
Yes	35	70
No	15	30
Total	**50**	**100**

AWARENESS ABOUT DE-MARKETING TECHNIQUES



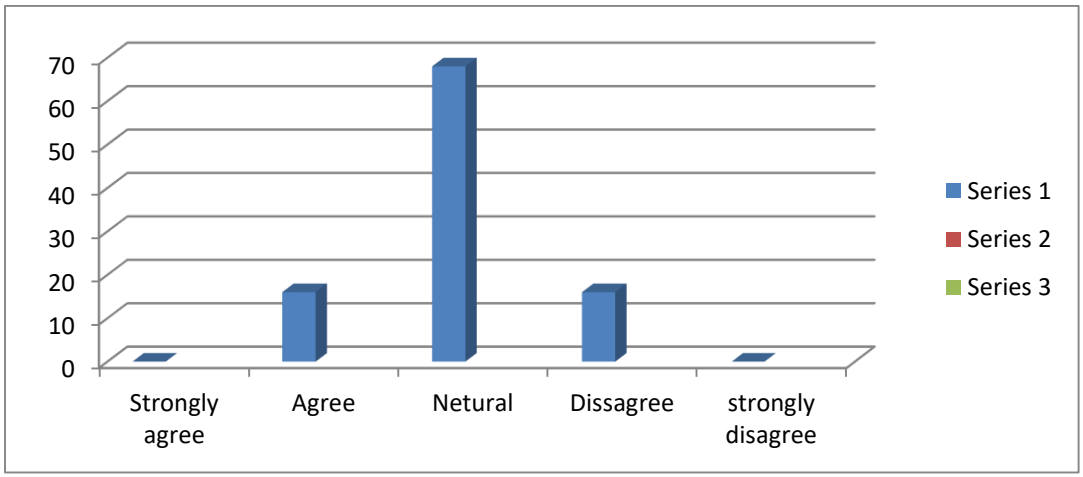
INTERPRETATION

From the above table and chart shows that majority of respondents are aware about de-marketing techniques.

ACCEPETANCE OF CELEBRITIES ADVERTISEMENT REGARDING ENERGEY SAVINGS

Opinion	Number of respondents	mark
Strongly agree	0	0
Agree	8	16
Neutral	34	68
Disagree	8	16
Strongly disagree	0	0
Total	**50**	**100**

ACCEPETANCE OF CELEBRITIES ADVERTISMENT REGARDING ENERGEY SAVINGS



INTERPRETATION

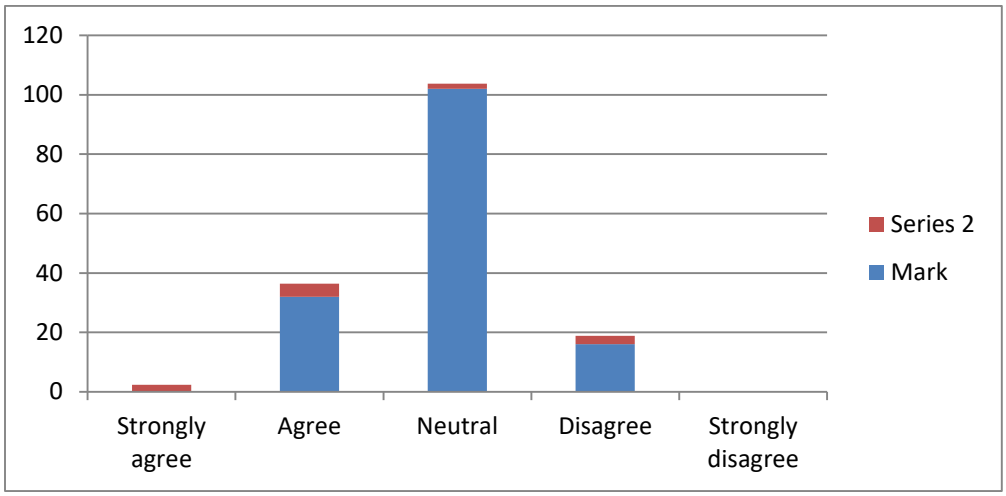
Table shows the average mark is 3. So the overall opinion of the respondents is that they are neutral with the fact that advertisements of celebrities have an influence on people.

OPINION ABOUT PUBLIC AWARENESS CAMPAIGNS

OPINION	**Number of respondents**	**Mark**
Strongly agree	0	0
Agree	8	32
Neutral	34	102
Disagree	8	16
Strongly disagree	0	**0**
Total	**50**	**150**

(source primary data)

OPINION ABOUT PUBLIC AWARENESS CAMPAIGN



INTERPREATION

The mean value is 3. So the overall response from the respondents is that they neutral public awareness campaigns are effective.

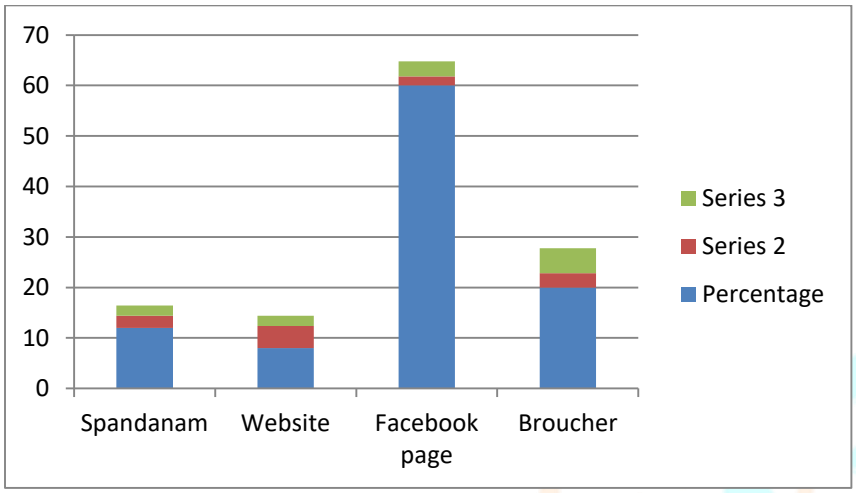
AWARENESS ABOUT DIFFERENT ACTIVITIES DONE BY KSEB

Activities	Number of respondents	Percentage
Spandanam	6	12
Website	4	8
Facebook page	30	60
Broucher	10	20

(source primary data)

CHART 4.21

AWARENESS ABOUT DIFFERENT ACTIVITIES DONE BY KSEB



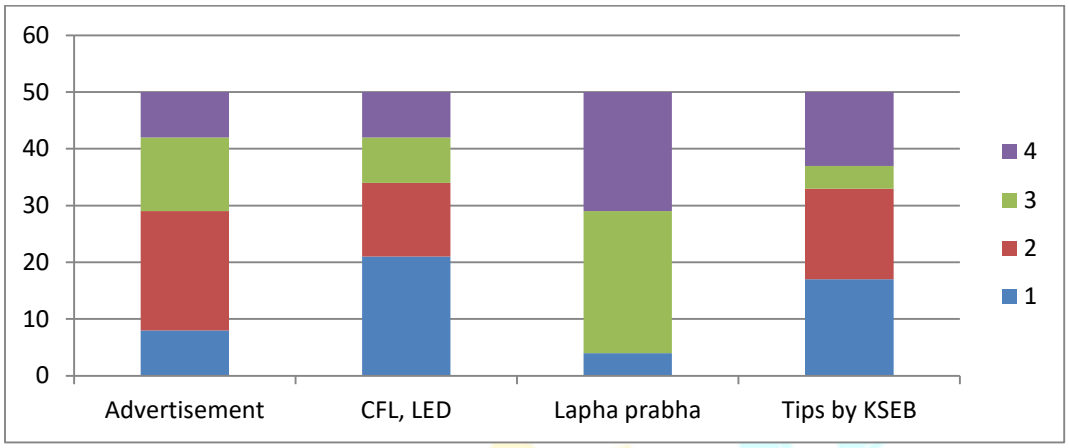
INTERPREATION

The above Table shows that 12 per cent of the respondents are aware about the spandanam, 8 per cent of the respondents are about the activity website, an only 2 per cent are aware about the facebook page and broucher.

TYPE OF MOST EFFECTIVE METHOD USED BY KSEB TO REDUCE USAGE OF ELECTRICITY

Factors	Rank				Total	Average
	1	2	3	4		
Advertisement	8	21	13	8	129	2.58
CFL, LED campaign	21	13	8	8	147	2.94
Lapha prabha	4	0	25	21	87	1.74
Tips by KSEB	17	16	4	13	137	2.74

TYPE OF MOST EFFECTIVE METHOD USED BY KSEB TO REDUCE USAGE OF ELECTRICITY



INTERPREATION

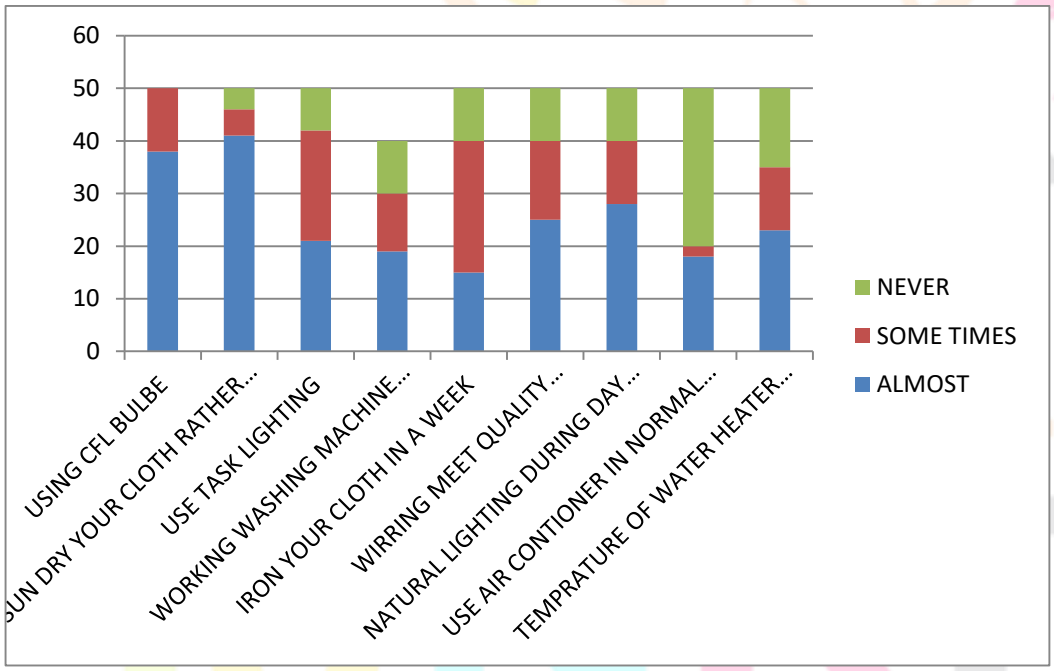
Table shows that CFL, LED campaign is the most effective method used by KSEB to reduce usage of electricity. Advertisement and tips by KSEB are also effective and coming next to it.

TECHNIQUE USED TO REDUCE ELECTRICITY USAGE

BASES	**ALMOST**	**SOME TIMES**	**NEVER**	**TOTAL**
USING LED BULBE	**38**	**12**	**0**	**50**
SUN DRY YOUR CLOTH RATHER THAN USING DRAYERS	**41**	**5**	**4**	**50**
USE TASK LIGHTING	**21**	**21**	**8**	**50**
WORKING WASHING MACHINE WITH FULL LOAD	**19**	**11**	**10**	**50**
IRON YOUR CLOTH IN A WEEK	**15**	**25**	**10**	**50**
WIRRING MEET QUALITY STANDERD FOR	**25**	**15**	**10**	**50**

HOME				
NATURAL LIGHTING DURING DAY TIME	**28**	**12**	**10**	**50**
USE AIR CONTIONER IN NORMAL MODE	**18**	**2**	**30**	**50**

TECHNIQUE USED TO REDUCE ELECTRICITY USAGE



INTERPRETATION

The above Table shows that the most of the respondents use cfl bulbs to reduce the electricity charge and many are using sun light to dry their dresses and use different types of other techniques.

RELATIONSHIP BETWEEN AWARENESS DE- MARKETING AND BIMO

Observed frequency

Awareness	Consumption unit					Total
	Below 100	100-200	200-300	300-400	Above 400	
Yes	16	10	5	4	0	35
No	4	5	5	1	0	15
Total	20	15	10	5	0	50

Expected frequency= Row total *Column total/Grand total

Chi-square test

O	E	O - E	$(O-E)^2$	$(O-E)^2/E$
16	14	2	4	0.2857
4	6	-2	4	0.6666
10	10.5	-0.5	0.25	0.0238
5	4.5	0.5	0.25	0.0555
5	7	-2	4	0.5714
5	3	2	4	1.3333
4	3.5	0.5	0.25	0.0714
1	1.5	-0.5	0.25	0.1666
0	0	0	0	0
0	0	0	0	0

$\chi^2 = 3.174$

Degree of freedom = (r – 1) (c – 1)

= (2 – 1) (5 – 1) = 4

Level of significance .05 Table value 9.488

Calculated value is less than table value so we accept null hypothesis (H0), and reject alternative hypothesis (H1). So awareness of electricity and bimonthly consumption of electricity are independent.

FINDINGS OF THIS STUDY

1. Majority of the respondents use T.V and refrigerator. Both are important to them.
2. The study reveals that 48 per cent of the total respondents giving importance to 5 star labeled products and other 4 star and 3 star are less considering by them.
3. Majority of the respondents have their electricity consumption at night.
4. The study reveals that majority of the respondents follow the energy saving tips.
5. Majority of respondents are aware about de-marketing techniques
6. Majority of the respondent are agree the electricity campaign for reducing the use of electricity.
7. Most of the respondents neutral the opinion of public awareness campaign are effective.
8. Most of the people aware about different activities done KSEB through facebook page.
9. It is found that CFL,LED is the effective method used by KSEB to reduce the usage of electricity.

SUGGESTIONS OF THE STUDY

- ★ KSEB should encourage household to install solar power by providing attractive benefits.
- ★ Make a campaign for solar power.
- ★ Provide more subsidies and other benefit for low unit consumption.
- ★ Provide gift for usage reduction.
- ★ Make direct campaign with celebrities.
- ★ Provide more coverage for KSEB campaign
- ★ KSEB officers should vigilant about malpractices done by costumers.
- ★ Introduce penalty for wasting energy.
- ★ Provide more awareness programs in an innovative manner.

CONCLUSION

Electricity plays a vital role in every human life. We cannot think about the life without electricity. Electricity helps to increase the income and also it is responsible to lead economic growth of our economy. Electricity is highly essential in this modern day which provides both social and economic benefits to humans and nation. De-marketing is an important technique to reduce the usage of electricity; it benefits not only the households but also the whole Nation.The KSEB adopt various de-marketing techniques to reduce the usage of electricity. The techniques are labha prabha, CFL ,LED campaign, celebrity advertisements etc. they also suggests various tips to reduce electricity usage, all these will lead to the conservation of electrical energy.CFL LED campaign was an effective method to reduce electricity..From my study, it is understood that majority of the households are aware about de- marketing strategy and they are trying to reduce their electricity consumption. So for an extent de-marketing strategy of KSEB is effective.

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