

# Renewable Energy Marketplace Development Survey

## Demographic and User Preferences

\* Indicates required question

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1. What is your age group? \*

*Mark only one oval.*

☐ 15 - 24

☐ 25 - 34

☐ 45 - 54

☐ 55+

2. What best describes you as a renewable energy consumer? \*

*Mark only one oval.*

☐ Individual Consumer

☐ Small Business

☐ Large Business

☐ Government Organization

☐ Other: \_\_\_\_\_

3. Which type of renewable energy products are you most interested in? (Select all that apply) \*

*Check all that apply.*

- ☐ Solar panels
- ☐ Wind turbines
- ☐ Batteries
- ☐ Inverters
- ☐ Electric vehicle chargers
- ☐ Other: \_\_\_\_\_

4. How important are the following factors in choosing a renewable energy product? \*

*Mark only one oval per row.*

|                              | Not<br>important      | Slightly<br>important | Important             | Fairly<br>important   | Very<br>important     |
|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <b>Cost</b>                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Brand<br/>reputation</b>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Energy<br/>efficiency</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Warranty<br/>period</b>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Eco-<br/>friendliness</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### ***Pricing, Budget Expectations and Transaction Preferences***

## 5. What is your typical budget for purchasing renewable energy products? \*

*Mark only one oval.*

- ☐ Under ₦500,000
- ☐ ₦500,000 - ₦1,000,000
- ☐ ₦1,000,000 - ₦5,000,000
- ☐ Above ₦5,000,000

## 6. How do you feel about the current pricing of renewable energy products? \*

*Mark only one oval.*

- ☐ Too expensive
- ☐ Reasonable
- ☐ Affordable
- ☐ No opinion

## 7. What is your preferred method of payment for online purchases? \*

*Mark only one oval.*

- ☐ Credit/Debit Card
- ☐ Bank Transfer
- ☐ Digital Wallets (e.g., Chipper Cash, Piggyvest, Google Pay, Apple Pay)
- ☐ PayPal
- ☐ Cryptocurrency

8. How do you prefer to receive purchased renewable energy products? \*

*Mark only one oval.*

- ☐ Pick-up from a nearby store
- ☐ Direct home/business delivery
- ☐ Collection from a central hub

***Product Feature Expectations / Pain Points and Barriers***

9. Which additional features would you find valuable in a renewable energy marketplace? (Select all that apply) \*

*Check all that apply.*

- ☐ Product comparison tool
- ☐ Customer reviews
- ☐ Energy cost calculator
- ☐ Customizable product options
- ☐ Subscription or financing options

10. ***Rate the importance of having product warranties on renewable energy products.*** \*

|       |   |   |   |   |
|-------|---|---|---|---|
| 1     | 2 | 3 | 4 | 5 |
| <hr/> |   |   |   |   |
| ☆     | ☆ | ☆ | ☆ | ☆ |
| <hr/> |   |   |   |   |

11. What has been your biggest challenge with purchasing renewable energy products?

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12. Are there any specific concerns or hesitations you have about buying renewable energy products online? \*

*Mark only one oval.*

- ☐ High costs
- ☐ Trust in quality
- ☐ Long shipping times
- ☐ Unclear installation requirements
- ☐ Difficulty in comparing options

### ***Feedback on Marketplaces***

13. How likely are you to use a specialized marketplace for renewable energy products if it offered all your desired features? \*

|       |   |   |   |   |
|-------|---|---|---|---|
| 1     | 2 | 3 | 4 | 5 |
| <hr/> |   |   |   |   |
| ☆     | ☆ | ☆ | ☆ | ☆ |
| <hr/> |   |   |   |   |

14. What kind of customer support do you expect from a renewable energy marketplace? (Select all that apply) \*

*Check all that apply.*

- ☐ 24/7 support
- ☐ Installation services
- ☐ Warranty handling
- ☐ Product consultation
- ☐ Technical support

15. Are there any additional comments or features you would like to see on a renewable energy marketplace?

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