

**Assessing consumer preference for solar water heaters:  
Choice experiment in Kunming City, China**

Daisaku Goto

Associate Professor, IDEC, Hiroshima University

Liqing Quan

IDEC, Hiroshima University

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**Abstract**

This paper examines the consumer preference and willingness to pay for a number of attributes of solar water heater (SWH) systems (i.e. heat efficiency, heat loss rate, service life, after-sale service, local brands) in China. Choice experiment surveys with 210 respondents were conducted in Kunming City to inform this paper. Result from the marginal willingness to pay for the attributes show that the inexperienced consumers who have no experience of SWH utilization have much higher marginal WTP than the experienced consumers. It suggests that the SWH market should be improved to come up to potential customers' expectations of SWH products and services.



**About the Speaker**

Daisaku Goto was born in Takamatsu, Japan in 1976 and received his M.A from Hitotsubashi University and Ph.D degree from Kyushu University. He taught at Kyushu University before assuming his current position as associate professor of economics at the School for International Development and Cooperation, Hiroshima University. His specialties are applied microeconomics and he has published some articles on environmental industrial organization, and environmental R&D. His latest article is “Do emission subsidies reduce emission? In the context of environmental R&D organization” in the *Economic Modelling*.