

Assessing Consumer Needs, Preferences & Willingness to Pay for ICS in Bangladesh

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Bangladesh Study Objectives

- Understand recognized and desired attributes of ICS
- Elicit problems and perceived solutions using stoves
- Assess new and traditional stove use, including fuel consumption
- Gauge value of stoves based on ‘willingness to pay’
- Begin to apply a “4Ps” analysis (product, place, price and promotion) to the potential ICS Bangladesh cookstove market: product, place, price and promotion for each segment



Methodology

Consumer preference trials *in-home testing over time*

120 households =

5 stove types x 3 homes each x 2 divisions x 4 villages

Barisal (South) villages: Billobari, Bihangal, Ichakathi, and Gonpara

Sylhet (NW) villages: Jangail, Kewa, Tilargaon, and Kunarchor

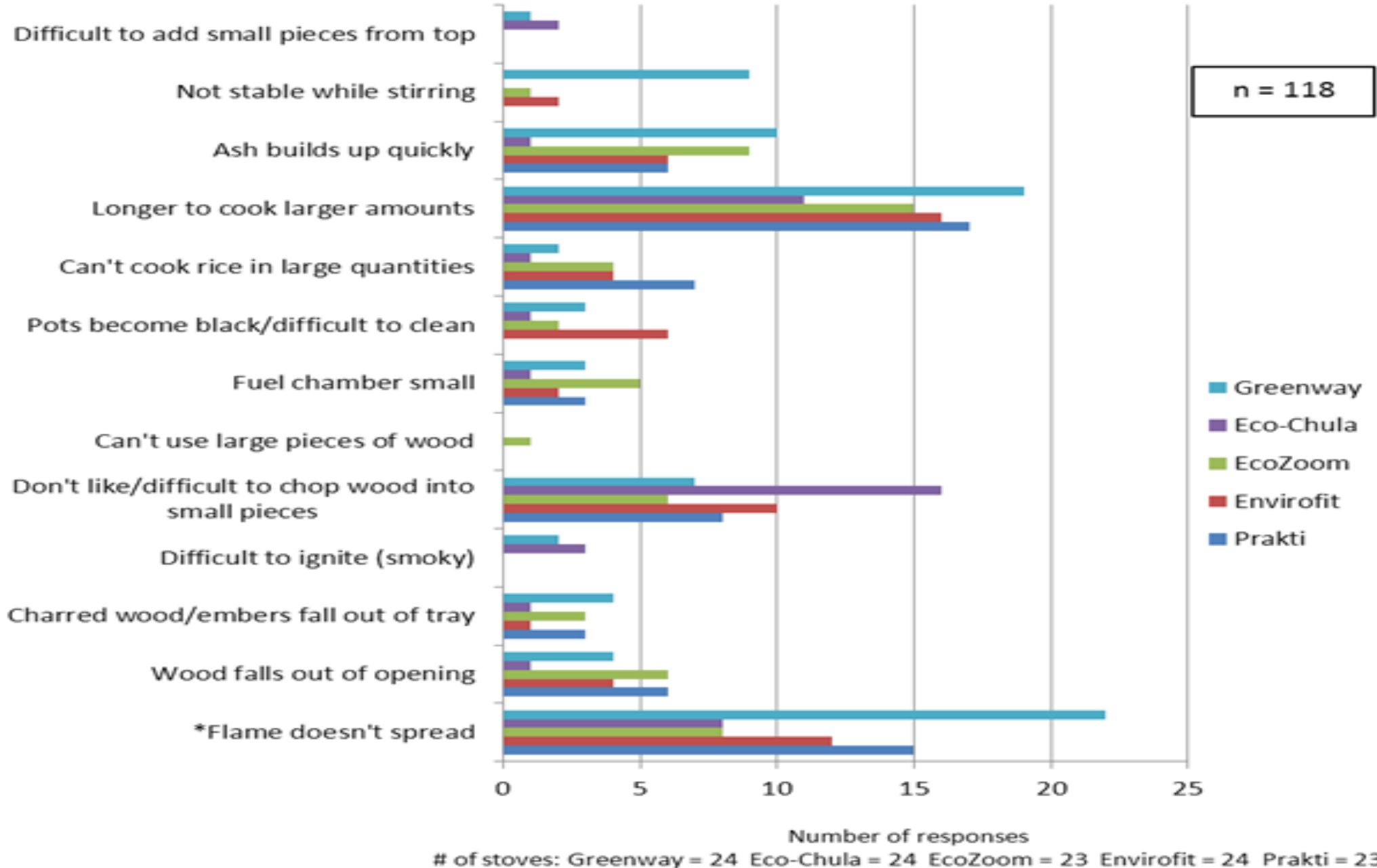
- Households representative of potential ICS consumer
 - ✓ use wood as primary fuel, have some income
- Semi-structured questionnaires- qualitative and quantitative ?s
 - @ stove installation / baseline including demographics
 - @ 3 day initial assessment / problem solving visit
 - @ 21 day final survey and WTP
- Willingness to pay assessment included 2 methods
- Kitchen Performance Tests
- SUMS monitoring
- IAP monitoring



Key Findings

- Households felt ALL STOVES WERE GOOD STOVES and recognized many benefits
- NONE of the 5 stoves (as currently produced) meet all -- or even most -- consumer needs
- NONE would completely replace traditional stoves
- Cook satisfaction with the improved stoves DECREASED over the 3 week trial when compared to their responses after 3 days of use
- Few people willing to pay anything close to market value for stoves, but when 'acquisition barriers' removed, people clearly VALUED to stoves
- Households using all but one model of improved stove (alongside their traditional stove) used 16-30% less fuel
- All stoves reduced IAP

Cooking Problems



Lessons learned/implications



Find complete study docs at <http://www.washplus.org/technical-areas/indoor-air-pollution>