

**FACTORS INFLUENCING ON ELECTRICITY CONSUMPTION  
PATTERN AND ENERGY SAVING BEHAVIOUR IN  
BATTICALOA DISTRICT (SPECIAL REFERENCE IN  
MANMUNAI NORTH DIVISION)**

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## ABSTRACT

Sri Lanka's electricity consumption rate significantly enhanced while comparing to the last two decades. The expansion of rural electricity distribution projects and the rapid increase in households and firms' electricity usage, the increase in the purchasing level of electrical instruments are the significant reasons for this situation. Even though the electricity consumption level is increased, the generation of electricity power is limited due to the lack of availability of the power resources. Therefore some unavoidable situations are supposed to occur while trying to control the consumption of electricity. Though some actions are taken by Ceylon Electricity Board to control the power consumption, the public has the responsibility to use the electricity power efficiently. This study is entitled "Factors influencing on electricity consumption pattern and energy saving behaviour in Batticaloa district (Special reference in Manmunai North Division). And especially this study is conducted in 4 Grama Niladhari divisions in Manmunai North.

This study will provide clear understanding and knowledge of the factors which influence the electricity consumption pattern and energy saving behaviour. The determinants of the electricity consumption pattern and energy saving behaviour are identified and analyzed in this study. Further 200 questionnaires were issued to the selected electricity consumers in Puliyanthivu (West), Puliyanthivu (East), Puliyanthivu (Central) and Puliyanthivu (South). The collected data are presented through the frequency table and analyzed through ANOVA, T - Test and bivariate measures which are correlation and regression.

Researcher hypothesized and found that among socio demographic variables, except gender the other demographic factors revealed that there is no difference among them on electricity consumption pattern and energy saving behaviour. The study also revealed that Environmental factors and psychological factors have positive relationship with electricity consumption pattern and ESB. Moreover, Environmental factors and Psychological factors have high impact on Electricity consumption pattern and ESB. Further, the findings of this study offer guidance to households looking to be using electricity efficient manner in their houses.

***Keywords: Socio Demographic Factors, Environmental Factors, Psychological Factors, Electricity Consumption Pattern and Energy Saving Behaviour.***

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CEC	Energy Saving Behaviour	
SPSS	Statistical Package for Social Science	
SPFA	Standardized Power Purchase Agreement	
kWh	Kilo Watts	
MWh	Mega Watts	
Wh	Watt Hours	
CVS	Cronbach's Alpha Coefficient	
PUCC	Public Utility Commissioner of Sri Lanka	
ANOVA	Analysis of Variance	