

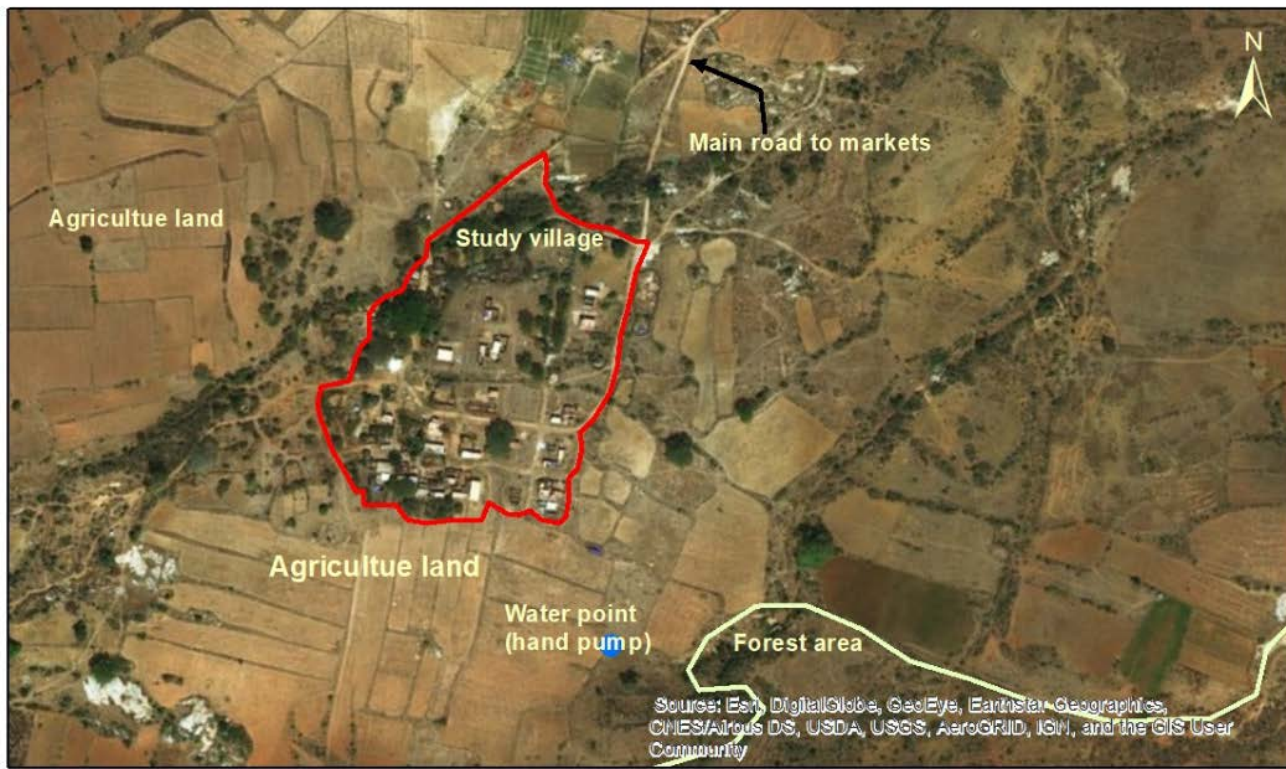
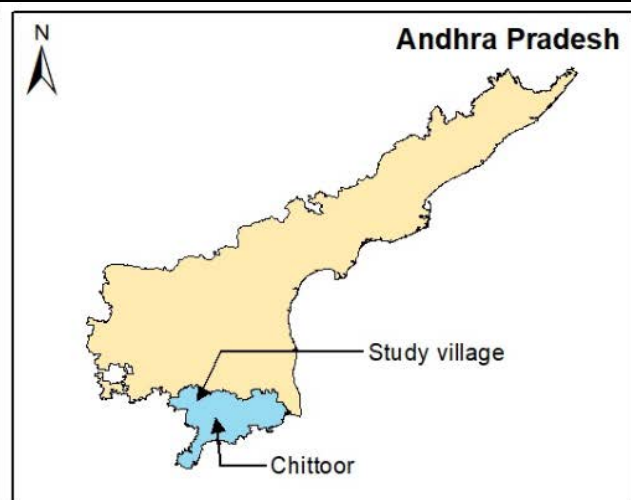
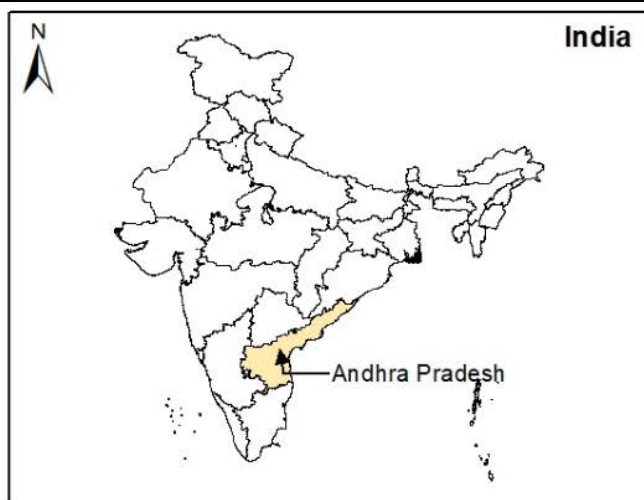


THE UNIVERSITY
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**Cooking clean or watching
television?** Studying household decision-making
context and cooking fuel transition in rural India

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Chittoor → Andhra Pradesh
→ India

40 Households – farming +
livestock – firewood for
cooking

Question – why are families
not adopting improved
fuels?

Improved fuels are
expensive and unaffordable

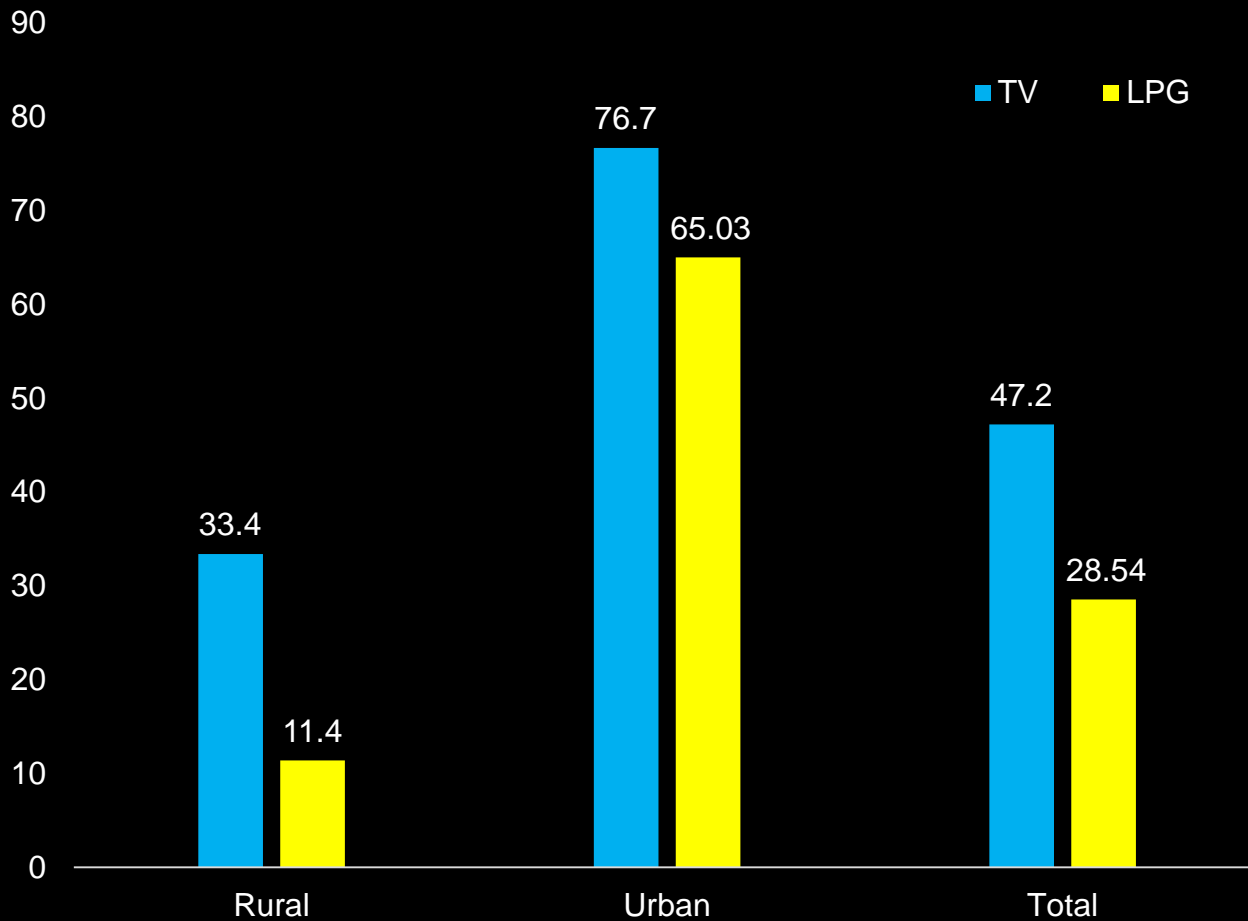


What do we see here?

Almost all households have TV but only few have LPG

Questioning – What made people afford TV but LPG?

National data – possession of TV vs LPG

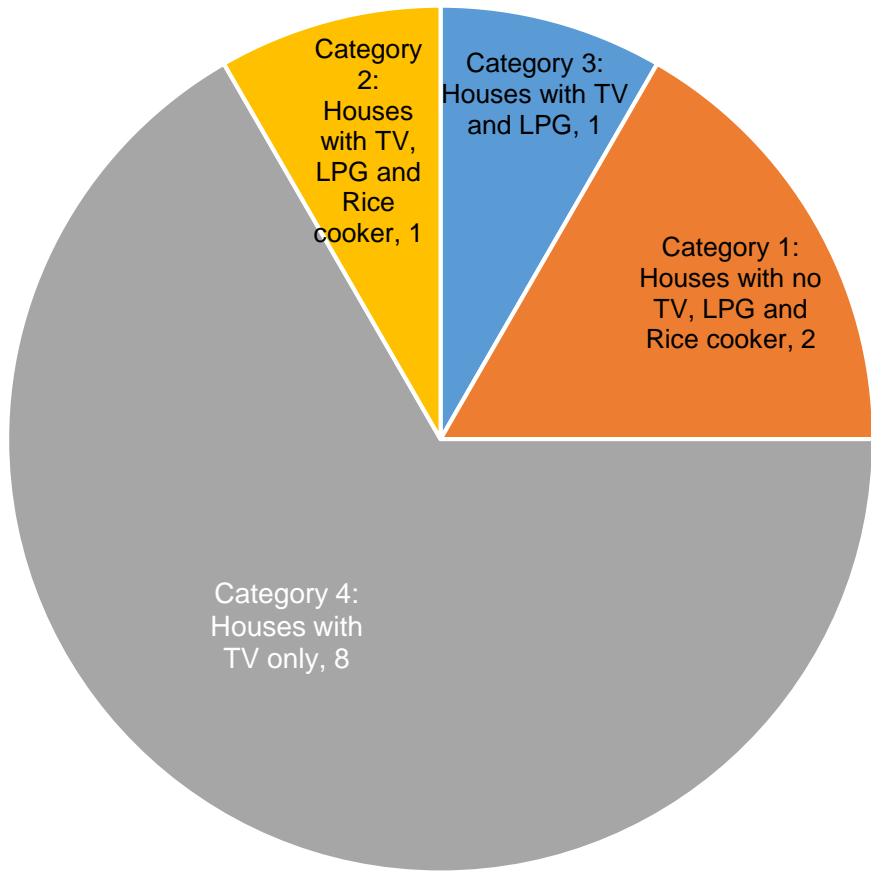


Census data of 2011

What do we see here?

TV owners > LPG users

Expenditure? TV vs LPG



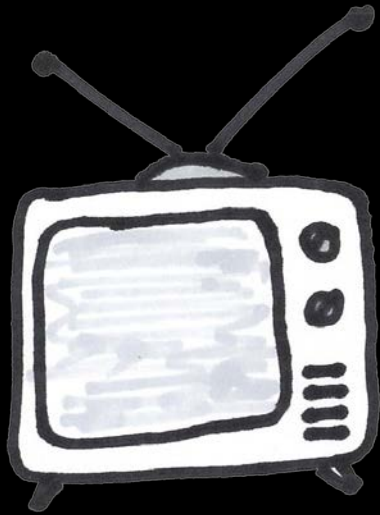
N =
12

Interviewed – 12 households

Only 2 households - LPG

10 households - TV

Is keeping a TV cheaper than using LPG?



A TV including a wireless receiver

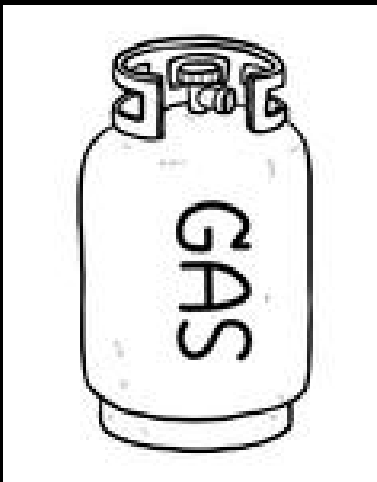
INR 8000 - 9000

Annual subscription for TV channels

INR 1920 - 2400

Government subsidy

INR 0



LPG bundle (including installation fee)

INR 3075

Annual refilling cost (monthly INR 470)

INR 1880 - 1410

Government subsidy
To buy new LPG connection
To refill

INR 1000
INR 180

Multi-dimensional household environment

(van der Kroon et al., 2013)

- Country's external environment (climate, history, culture, and geography)
- Decision context – external to households but internal to the country (markets, institutions, and policies)
- Household's internal opportunity set (HOS) (family specific characteristics – land capital, know-how, preferences, and cultural habits)

HOS for rejecting LPG and adopting TVs

Rejecting LPG

- Alternative fuel (firewood) is free
- Forest is near
- No knowledge on the operation of LPG stoves
- Limited awareness of LPG subsidy/government subsidy
- Limited information about the benefits of LPG
- Safety issues with LPG

Adopting TV

- Increased social status
- Watching TV – leisure preference
- Social norm – sense of competition
- No alternative to TV
- Know how to operate
- No perceived safety issues

Conclusion

- Low incomes have not prevented families from buying LPG.
- Households have numerous needs and wants – prioritise needs based on multiple factors
- No clear picture – if compare people's decisions to choose one fuel over another
- Need to understand household decision-making context
- Policies to strengthen HOS – skills, knowledge, and preferences – to make families prioritise improved fuels



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Studying household decision-making context and cooking fuel transition in rural India

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ABSTRACT

This short communication piece questions whether unaffordability really matters for families to reject improved fuels. It presents the case of an Indian village where nearly every house has successfully introduced a TV, but only one house adopted LPG for cooking. Considering that the former is more expensive than the latter and whilst both are relatively new and energy-related technologies, the paper asks how and why people decided to adopt one extensively but not the other. Methodologically, the study employs a mixed method approach, collecting both quantitative and qualitative data. The findings suggest that the lack of sufficient income has little influence on people to adopt or reject improved fuels. The paper argues that it may not give us a clear picture if we research why people choose or reject one fuel over another. This paper demonstrates that to understand a household's fuel choice decision, it is essential to understand the broader decision-making context within which families operate and make all decisions.

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Thank you