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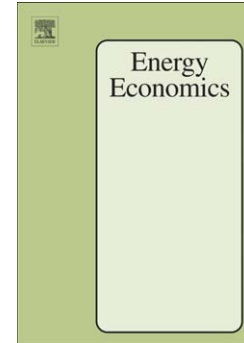
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Evidence from Solar Technology Adoption in Rural India

M. Aklin, P. Bayer, S.P. Harish, J. Urpelainen

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Economics of Household Technology Adoption in Developing Countries: Evidence from Solar Technology Adoption in Rural India

M. Aklin^a, P. Bayer^{b,*}, S.P. Harish^c, J. Urpelainen^d

^a*University of Pittsburgh, Department of Political Science, 4814 WWPH, 230 S. Bouquet Street, Pittsburgh, PA 15260, USA*

^b*University of Glasgow, School of Social and Political Sciences, Adam Smith Building, 40 Bute Gardens, Glasgow, G12 8RT, Scotland, UK*

^c*College of William & Mary, Government Department, 300 James Blair Drive, Williamsburg, VA, 23185, USA*

^d*Johns Hopkins School of Advanced International Studies, Rome Building, 4th floor, 1619 Massachusetts Avenue, NW, Washington, DC 20036*

Abstract

Innovation is one of the most important drivers of economic development. Even in developing countries, households have access to a wide array of new technologies. However, factors affecting households' technology adoption decisions remain poorly understood. Using data on solar microgrid adoption from rural India, we investigate the determinants of household technology adoption. We offer all households identical solar products to avoid bias from product differentiation. Households pay a monthly fee for technology use, allowing us to abstract away from credit constraints as a barrier to adoption. The results show that household expenditures and savings as well as the household head's entrepreneurial attitude are strong predictors of adoption. In contrast, past fuel expenditures, risk acceptance, and community trust are not associated with technology adoption decisions. These findings suggest new directions for research on the microeconomics of household technology adoption, which is critical for sustainable development among the poor in developing countries.

*Corresponding author

Email addresses: aklin@pitt.edu (M. Aklin), patrick.bayer@glasgow.ac.uk (P. Bayer), spharish@wm.edu (S.P. Harish), JohannesU@jhu.edu (J. Urpelainen)

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