

Preparation of Syrian Consumer for adopting the technologies of Renewal Green Energy

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Abstract

As a result of the shortage of traditional energy sources, the world and advanced countries particularly have started conducting the researches and studies to find or create other energy sources different to those in use nowadays.

Recently, those countries were involved in this process have managed gradually to accomplish a turning point in the globe history by achieving such a prominent goal in reaching a different new form of energy is called the "Renewal Green energy sources" that can secure the sufficient energy without being worried of getting demolished by the time. Simultaneously, contributes considerably in protecting the global environment. These sources are:

Geothermal energy, solar energy, Oceans energy, Wind energy, Water energy, Biomass energy Being an essential part of the world, Syria will inevitably suffer in the future from the lack of energy problem eventually.

Therefore, it is of a great importance to consider following those who have already achieved positive results in this industry, and to profoundly study the possibility of relying on the newly found Renewal Green Energy sources in our beloved country. In addition to, foresee the ability of the Syrian energy consumers over a long run to adopt and comply with such culture. Equally, to think of the pricing effects on the interests and the new horizons of the Syrian citizens. This research proved that energy prices affected adopting renewal green energy sources by Syrian consumers, who have interesting and initial knowledge about renewal green energy sources

Key Words: Energy, Green Renewable Energy, Syrian Consumer, Pricing Energy, Green Renewable Energy Marketing

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