



# **A STUDY ON CONSUMER SATISFACTION TOWARDS ATOMBERG FAN**

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## **ABSTRACT :**

This study explores consumer satisfaction towards Atomberg fans, focusing on the factors that influence customer preferences and their overall experience. Atomberg fans, known for their energy-efficient BLDC motor technology and smart features, have gained significant popularity in the market. The research aims to analyze consumer perceptions regarding product quality, energy savings, durability, design, and after-sales service. A structured survey method was employed to gather data from a diverse demographic of consumers. Statistical tools were applied to evaluate satisfaction levels and identify key drivers of customer loyalty.

The findings reveal that energy efficiency and cost savings are primary factors contributing to customer satisfaction. Additionally, consumers appreciate the smart control options and modern aesthetics of Atomberg fans. However, areas for improvement, such as customer service responsiveness, were also highlighted. The study provides valuable insights for manufacturers and marketers to enhance product offerings and customer service, ultimately increasing customer retention and brand loyalty. Further research can expand on regional preferences and conduct comparative analyses with competitors.

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**Keywords:** Consumer Satisfaction, Atomberg Fan, BLDC Motor, Energy Efficiency, Smart Features, Customer Loyalty

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## **Introduction**

Consumer satisfaction is a crucial factor that determines the success and sustainability of any business in the market. It refers to the extent to which a product or service meets or exceeds the expectations of customers. In today's competitive business environment, understanding consumer satisfaction has become a major focus for companies to retain existing customers, attract new ones, and build a strong brand reputation. Measuring consumer satisfaction not only helps companies understand the effectiveness of their products or services but also enables them to make strategic improvements to meet the evolving needs and preferences of customers.

The present study focuses on understanding consumer satisfaction towards Atomberg, a rapidly growing and innovative brand in the home appliances industry, particularly known for its energy-efficient ceiling fans powered by advanced BLDC (Brushless Direct Current) motor technology. Atomberg has gained widespread recognition for its commitment to reducing electricity consumption and offering smart, feature-rich appliances that provide convenience and comfort to consumers. With its tagline "Built for the Smart You," Atomberg has successfully positioned itself as a brand that combines technology, energy efficiency, and modern design to cater to the changing needs of consumers.

Over the years, Atomberg has introduced a range of ceiling fans and other home appliances designed to address the growing demand for energy efficiency and smart technology. These products have been particularly appreciated for their ability to reduce electricity bills, operate on inverter power during power cuts, and offer remote control functionality. However, despite its growing popularity, understanding how satisfied consumers are with Atomberg products is essential for the brand to sustain its competitive edge and improve its offerings.

The primary objective of this study is to evaluate consumer satisfaction levels towards Atomberg products by analyzing various factors such as product quality, design, energy efficiency, affordability, ease of use, durability, and after-sales service. Additionally, the study aims to explore how Atomberg's brand perception, marketing strategies, and technological innovations influence the purchasing decisions of consumers. By gaining insights into consumer behavior and preferences, the study will provide valuable recommendations to Atomberg for enhancing customer satisfaction, improving product quality, and ensuring long-term customer loyalty.

Understanding consumer satisfaction is a continuous process that requires companies to stay connected with their customers, gather feedback, and make necessary improvements to meet their expectations. This study aims to provide a comprehensive analysis of consumer satisfaction towards Atomberg, offering actionable insights that can help the brand strengthen its market position, build long-term customer loyalty, and drive future business growth. Ultimately, by enhancing consumer satisfaction, Atomberg can continue to lead the market in energy-efficient and smart home appliances while creating a positive impact on the environment and society.

**Objectives of the Study:**

- To analyze the level of consumer satisfaction towards Atomberg fans.
- To identify the key factors that influence the purchase decision of Atomberg fans.
- To evaluate the performance of Atomberg fans based on parameters like energy efficiency, design, technology, and price.
- To understand the role of after-sales service in ensuring customer satisfaction.
- To identify any challenges or drawbacks faced by consumers using Atomberg fans.
- To provide suggestions and recommendations for Atomberg to improve customer satisfaction.

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**RESEARCH METHODOLOGY**

Research is a process of systematic inquiry that entails collection of data; documentation of critical information; and analysis and interpretation of that data/information, in accordance with suitable methodologies set by specific professional fields and academic disciplines. Research is conducted to evaluate the validity of a hypothesis or an interpretive framework; to assemble a body of substantive knowledge and findings for sharing them in appropriate manners; and to generate questions for further inquiries.

**1.4.2 RESEARCH DESIGN**

A research design plays way to systematically solve the research problem. It includes the overall research design, sampling procedures, data collection method and analysis procedure. In this study, empirical research design is used to identify the customer satisfaction towards atomberg fan

**1.5 Scope of the Study:**

The study will provide insights into the level of consumer satisfaction towards Atomberg fans.

- It will help Atomberg to identify areas of improvement in their products and services.
- The study will assist potential consumers in understanding the performance and features of Atomberg fans.
- It will contribute to the academic knowledge regarding consumer satisfaction in the home appliances market.
- The study will be limited to a particular geographic area (if any) or a specific target group of Atomberg fan users.

**1.6 Limitations of the Study:**

- The study is limited to consumers who have purchased and used Atomberg fans, excluding potential or future buyers.
- The sample size is limited to a specific number of respondents, which may not represent the opinion of all Atomberg fan users.
- Time and cost constraints may limit the scope of data collection and analysis.
- Respondents' bias or unwillingness to provide genuine feedback may affect the accuracy of the results.
- The study does not cover comparative analysis with other fan brands

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**REVIEW OF LITERATURE**

1. Kumar (2004) conducted a study to examine the factors influencing consumer behavior towards energy-efficient fans. The study aimed to identify the demographic characteristics of consumers who purchase energy-efficient fans and analyze their purchasing decisions. The findings revealed that consumers are willing to pay a premium for energy-efficient fans like Atomberg.
2. Singh (2006) analyzed the factors influencing consumer purchasing decisions of smart fans. The study aimed to examine the impact of features like Wi-Fi connectivity and voice control on consumer purchasing decisions. The findings showed that these features significantly influence consumer purchasing decisions of smart fans like Atomberg.
3. Sharma (2006) examined consumer behavior towards eco-friendly products. The study aimed to analyze the factors influencing consumer purchasing decisions of eco-friendly products and identify the demographic characteristics of consumers who purchase these products. The findings revealed that consumers are becoming increasingly environmentally conscious and prefer eco-friendly products like Atomberg fans.
4. Gupta (2007) studied the impact of branding on consumer purchasing decisions. The study aimed to examine the influence of branding on consumer behavior towards different products, including fans. The findings showed that strong branding like Atomberg significantly influences consumer purchasing decisions.
5. Aishu (2009) analyzed consumer behavior towards online shopping. The study aimed to examine the factors influencing consumer purchasing decisions online and identify the demographic characteristics of online shoppers. The findings revealed that consumers are increasingly shopping online for products like Atomberg fans.

## INTRODUCTION TO ATOMBERG FAN

Atomberg Technologies, founded in 2012 by IIT Bombay graduates Manoj Meena and Sibabrata Das, introduced a new era of energy-efficient and technologically advanced ceiling fans in India. The company's mission was to address the problem of high energy consumption and inefficiency in traditional ceiling fans by leveraging innovative technology. Atomberg fans are equipped with Brushless DC (BLDC) motors, which consume up to 65% less electricity compared to conventional fans, making them highly energy-efficient and cost-effective.

Atomberg's first product, the Efficio Ceiling Fan, was launched in 2015. It quickly gained popularity due to its energy-saving capabilities and smart features such as remote control operation and compatibility with smart home systems. The fans are designed to operate even at low voltages and have a longer lifespan due to the use of BLDC technology, which reduces wear and tear.

The brand's product line includes popular models like the Renesa and Efficio series, known for their sleek designs, silent operation, and advanced smart features. Atomberg's focus on combining performance, style, and energy efficiency has positioned it as a leader in the premium ceiling fan market in India. The company's commitment to sustainability and innovation continues to drive its growth, appealing to eco-conscious and tech-savvy consumers alike.

### Overview

The company manufactures Brushless DC electric motor (BLDC) remote controlled fan, which reduces power consumption. It consumes 65% fewer units than a conventional induction motor fans of similar size. These fans consume 28 Watt of power, while equivalent induction motor fans consume 75 Watt of power.

The company manufactures 20 different variants of fans. It launched Internet of things-enabled smart fans which are Wi-Fi, Google Home and Amazon Alexa controlled.

## DATA ANALYSIS AND INTERPRETATION

1. TABLE SHOWING THE AGE GROUP OF RESPONDENT

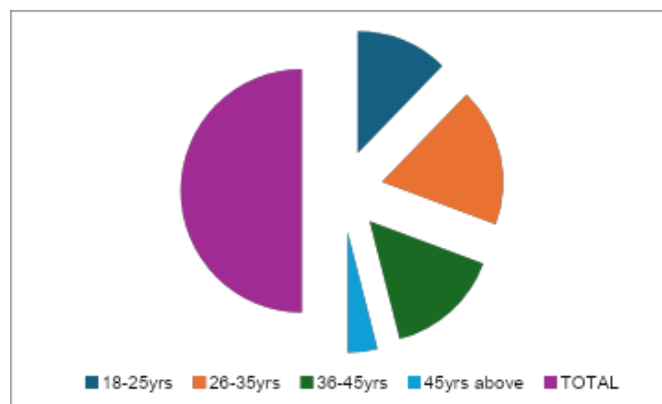
S.NO	AGE GROUP	NO.OF. RESPONDENT	PERCENTAGE
1.	18-25yrs	40	40%
2.	26-35yrs	60	60%
3.	36-45yrs	50	50%
4.	45yrs above	13	13%
	TOTAL	163	163%

SOURCE: Primary Data

### INTERPRETATION:

The above table indicates that 40% of the respondents are 18-25yrs, 60% of the respondents are 26-35yrs, 50% of the respondents are 18-25yrs, 13% of the respondents are 45yrs and above.

1. CHART SHOWING THE AGE GROUP OF RESPONDENT



2. TABLE SHOWING OF THE RESPONDENT WHICH MODEL OF ATOMBERG FAN DO THEY OWN?

S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
1.	Atomberg Efficio	48	48%
2.	Atomberg Reneser	75	75%

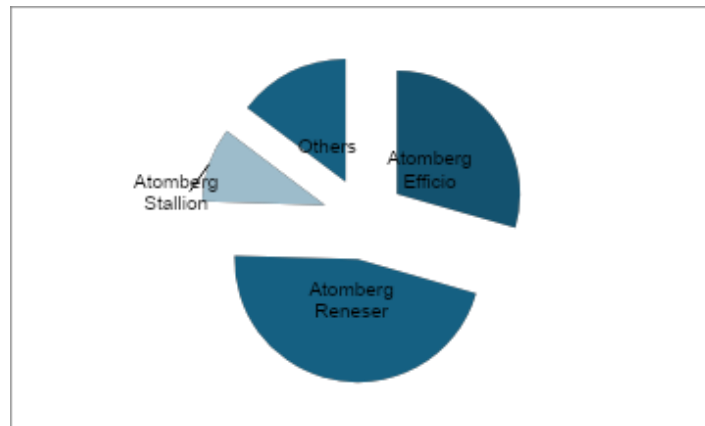
3.	Atomberg Stallion	16	16%
4.	Others	24	24%
	<b>TOTAL</b>	<b>163</b>	<b>163%</b>

**SOURCE:** Primary Data

**INTERPRETATION:**

The above table indicates that 48% of the respondents known through atomberg efficio, 75% of the respondents known through atomberg reneser, 16% of the respondents known through atomberg stallion and 24% others.

**2. CHART SHOWING OF THE RESPONDENT WHICH MODEL OF ATOMBERG FAN DO THEY OWN?**



**3. TABLE SHOWING THE FEATURES OF ATOMBERG FAN OF THE RESPONDENT?**

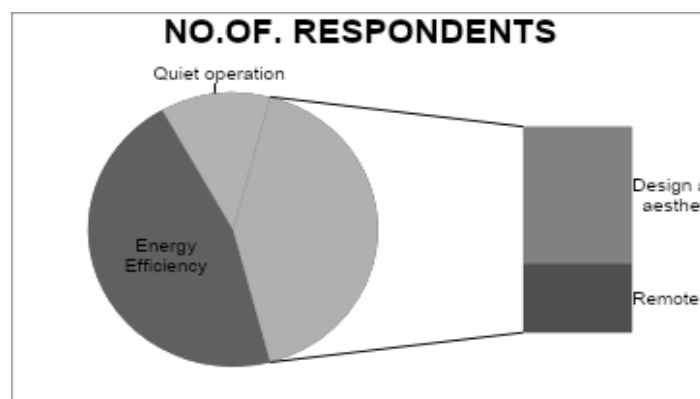
S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
1.	Energy Efficiency	75	75%
2.	Quiet operation	20	20%
3.	Design and aesthetic	45	45%
4.	Remote Control	23	23%
	<b>TOTAL</b>	<b>163</b>	<b>163%</b>

**SOURCE:** Primary Data

**INTERPRETATION:**

The above table indicates that 75% of the respondents like energy efficiency, 20% of the respondents like quiet operation, 45% of the respondents like design and aesthetic and 23% of the respondents like remote control.

**3. CHART SHOWING THE FEATURES OF ATOMBERG FAN OF THE RESPONDENT?**



**FINDINGS:**

- ❖ Gender of the respondents – 94% of respondents are male, and 6% are female
- ❖ Age Group of the respondents – Most respondents (60%) are aged 26-35 years, followed by 50% aged 36-45 years

- ❖ Residential Area of the respondents – 90% of respondents live within the city, while 40% are from other districts.
- ❖ Occupation of the respondents – 53% is professionals, 25% are entrepreneurs, and 20% are students.
- ❖ Income Range of the respondents – 60% earn below ₹20,000, while 33% earn between ₹40,000–₹60,000.
- ❖ Awareness Source of the respondents – 90% of respondents learned about Atomberg fans through social media.

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### SUGGESTIONS:

- ❖ Leverage influencer marketing and customer testimonials.
- ❖ Identify and resolve common issues reported by customers.
- ❖ Focus on enhancing energy efficiency and noise reductions.
- ❖ Introduce loyalty programs and discounts for repeat customers.
- ❖ Strengthen after-sales service and response time.
- ❖ Provide detailed troubleshooting guides and video tutorials.

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### Conclusion:

The analysis of the buying behavior of Atomberg fan users reveals key insights into customer preferences, product performance, and market reach. While the majority of respondents appreciate the energy efficiency, modern design, and smart features of Atomberg fans, several areas require attention. Issues with product performance and post-sales support need to be addressed to improve customer satisfaction. Expanding marketing efforts, especially on social media, and increasing brand awareness will help overcome purchasing hesitations. Enhancing product innovation, optimizing smart features, and diversifying sales channels can further strengthen customer loyalty and market penetration. By addressing these key areas, Atomberg can enhance customer experience, increase market share, and build a stronger brand reputation.

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