

A Study on Customer Feedback Analysis for Improving Marketing Effectiveness in Greenline Eco Product Pvt Ltd.

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ABSTRACT

One of the most important assets for the organization in the current competitive business environment is customer feedback. In today's digital age, customer opinions are more readily available through digital platforms, online reviews, surveys, and social media, helping companies better understand customer expectations, satisfaction, and buying habits. This study focuses on analyzing customer feedback and its impact on marketing effectiveness, with specific reference to Greenline Eco Product Pvt. Ltd. The study is aimed at finding factors affecting customer satisfaction, finding out how customer feedback affects marketing strategies, finding out customer sentiment, and finding the influence of customer trust on marketing performance. It was a descriptive study, and primary data were obtained using 24 respondents from a convenience sampling, which was collected using a structured questionnaire. SPSS software was used to conduct statistical analysis using Percentage Analysis, One-Sample T-Test, Independent Samples T-Test, Mann-Whitney U Test, Paired Samples T-Test, and Wilcoxon Signed-Rank Test. The results showed that feedback from the customers had a significant impact on the effectiveness of the marketing programs, as it can enhance the satisfaction of customers, trust in the brand, and the quality of service. Positive customer feedback aids in the performance of the marketing department and enhances customer loyalty; constructive feedback helps in making strategic decisions and improving the services offered to customers. The study concludes that good analysis of customer feedback makes it possible for organizations to create marketing strategies focused on the customer and help them support their competitive advantage overall.

Keywords: Customer Feedback, Marketing Effectiveness, Customer Satisfaction, Sentiment Analysis, SPSS, Customer Trust, Digital Marketing.

Introduction

In today's corporate world, customer feedback is significant when it comes to making corporate decisions and marketing strategies. With the advent of digital platforms, including social media, review websites, and online surveys, customers are now able to voice their opinions and experiences instantly. Customer feedback analysis is becoming a customary practice among organizations as they strive to enhance their products and services, customer engagement, and overall marketing effectiveness.

Customer feedback analysis is the process of gathering, evaluating, and interpreting customer feedback, thoughts, and experiences to grasp customer expectations and enhance business performance. Feedback analysis helps organizations understand their customers' needs and enhance

the quality of their service, as well as create more effective marketing campaigns. This also contributes to building brand reputation, enhancing customer satisfaction and loyalty, and driving business growth.

This study is about Greenline Eco Product Pvt Ltd, which is a sustainable manufacturing company involved in the transformation of non-recyclable plastic waste to eco-friendly construction materials like paver blocks, polymer boards, fly ash bricks, pallets, and roofing sheets. The company's business aims encompass sustainable construction materials, form waste management, recycling, and green infrastructure development.

In the field of sustainable construction, with the growing competition and the importance of customer satisfaction, the analysis of customer feedback becomes an indispensable strategic tool. By using customer feedback, organizations can enhance their customer relationships, improve marketing performance, and gain a competitive edge. Hence, this study looks to explore the importance of customer feedback analysis in enhancing the effectiveness of marketing.

Review of Literature

According to Baskar and Rusu (2020), customer feedback has become a strategic tool to drive innovation and marketing effectiveness within organizations. They highlighted the importance of feedback analysis in enhancing customer engagement and business performance for organizations.

According to Jain, Pamula, and Srivastava (2021), sentiment-oriented marketing can boost customer loyalty and brand engagement, and machine learning can be used to help find these sentiments.

In the study by Geetha et al. (2021), it is emphasized that multilingual sentiment analysis is effective to understand customer sentiment in different areas of the world to boost the effectiveness of marketing activities globally.

Mittal et al. (2023) have concluded that customer satisfaction has a significant impact on customer loyalty and the performance of the organization eventually.

Selimovic et al. (2024) highlighted the need for sentiment analysis in the context of brand management and customer relationship building.

The study by Davoodi et al. (2025) has shown the benefits of advanced customer feedback analytics for enhancing marketing decision-making and customer engagement.

Research Gap

- Limited studies have been done on SMEs and regional industries.
- Absence of a real-time customer feedback system.
- Few research studies have been conducted on the customer's feelings and behavioral analysis.
- Lack of link between feedback insights and marketing strategies.
- There is little research on the effectiveness of feedback-driven marketing in sustainable manufacturing industries.

Objectives of the Study

Primary Objective

To review customer feedback analysis to enhance the effectiveness of marketing.

Secondary Objectives

- To understand the factors affecting customer satisfaction by analyzing the feedback.
- To analyze the effect of customer feedback on marketing strategies.
- To figure out how customer sentiment affects purchasing.
- To assess customer trust and how this affects marketing performance.
- To recommend strategic enhancements using insights from the customers.

Research Methodology

Research Design

This study was Descriptive research.

Sampling Technique

A convenience sampling technique was used.

Sample Size

24 respondents.

Data Collection Method

A structured questionnaire was used to collect primary data.

Data Analysis Tool

Data analysis software: **SPSS** (Statistical Package for the Social Sciences)

Statistical Tools Used

- Percentage Analysis
- One-Sample T-Test
- Independent Samples T-Test
- Mann-Whitney U Test
- Paired Samples T-Test
- Wilcoxon Signed-Rank Test

Data Analysis and Interpretation**Percentage Analysis – Gender Distribution**

Male	14	58.3%
Female	10	41.7%
Total	24	100%

Interpretation: Most respondents are male, accounting for 58.3% of the sample.

One-Sample t-Test

Customer Satisfaction	24	3.75	0.68
5.36	23		0.000

Interpretation: The significance value is less than 0.05, showing that customer satisfaction is significantly above the neutral level.

Independent Samples t-Test

Male	14	3.85
Female	10	3.60
1.12		0.275

Interpretation: There is no significant difference between male and female respondents about customer satisfaction.

Mann-Whitney U Test

52.000	0.225
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Interpretation: There is no significant difference in customer feedback belief between groups.

Paired Samples t-Test

Expected Service	3.60
Perceived Service	3.90
-2.85	0.009

Interpretation: There is a significant difference between expected and perceived service quality.

Wilcoxon Signed-Rank Test

-2.45	0.014
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Interpretation: The test shows significant improvement in customer belief.

Findings

- Customer satisfaction is considerably good.
- The effectiveness of advertising is greatly reduced by customer comments.
- When customers have a high-quality sentiment, it ends up in more consideration and loyalty within the brand.
- No major demographic variations in terms of belief of comments.
- Nice service and promotional conversations are more correlated with buyer expectations.

Suggestion

- Customer feedback should be watched often.
- Advanced mechanisms for sentiment analysis should be followed.
- Complaints should be addressed at once.
- Individual marketing techniques should be created.
- Organizations want to better engage customers online.

Conclusion

Reviewing the findings suggests that the analysis of consumer comments is an essential way to increase the effectiveness of marketing. By actively collecting and analyzing consumer feedback, organizations can gain insight into consumer expectations, improve service excellence, and create successful marketing strategies. The results assert that customer satisfaction, customer belief, and buyer sentiment evaluation affect the overall performance and loyalty of advertising logo.

Greenline Eco Product Pvt Ltd can investigate and recognize customers higher by making use of adopting more modern systems and equipment for customer feedback and consumer management. A powerful evaluation of comments can not only effectively help to improve the overall performance of a business enterprise but can also help the enterprise to reap its sustainability and competitive advantage overall.

Limitations of the Study

- The sample size of 24 respondents is small and may not be representative of the overall customer base.
- The study is limited to Greenline Eco Product Pvt. Ltd, and hence the results of the study cannot be extrapolated to other industries or other organizations.
- The study is primarily based on primary data, which is obtained by questionnaires, and the opinions of the respondents might be subjective or due to short-term belief.
- Research is limited to presenting customer feedback and does not consider any trend in customer feedback from the past or long-term customer behavior analysis.

Scope for Future Research

- Sentiment Analysis can be expanded using advanced analytical techniques like Artificial Intelligence (AI), Machine Learning (ML), and Big Data Analytics.
- Future studies can investigate the direct link between CFAs and financial performance indicators like sales growth and profitability.
- Longitudinal research can be done to assess improvement in customer satisfaction and marketing over the years.
- Future studies can examine customer emotions and behavioral patterns as well as psychological factors that affect customer buying decisions.

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