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A STUDY ON CUSTOMER FEEDBACK ANALYSIS TOWARDS IMPROVING PRODUCTS AND SERVICES TO RAHA MANUFACTURERS AND TRADERS PRIVATE LIMITED,NAMAKKAL

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ABSTRACT

Customer feedback is the opinions of customers about products, services, websites, customer support, and businesses in general. A Sample design is definite plan for obtaining a sample from a given population. It refers to the technical procedures the research would adopt in selecting items for the sample, i.e. the size of the sample. Simple random sampling is used. Under this sampling, every item of the universe has an equal chance of inclusion in the sample. Sample size of the study is 100. Buyers who are happy with their purchases are more likely to recommend them to five or six other people. Conversely, unhappy clients are more likely to tell 10 other people about their negative experience.

KEYWORDS : Customer, feedback analysis, preference

INTRODUCTION:

Customer feedback is information that customers have provided about their experiences using a product or service. Its purpose is to let the marketing, customer success, and product teams know exactly how happy they are and to help them discover areas that need improvement. Companies can proactively ask for feedback from their customers through surveys, polls, interviews, and seek assessments. Another approach teams can gather feedback without direct interaction with consumers is to provide a section of the product where users can express their opinions, complaints, or compliments. Customer feedback is the opinions of customers about products, services, websites, customer support, and businesses in general. Customer feedback is derived from their experiences using a good or service. Its goal is to make their level of satisfaction public and help the product, marketing, and customer success teams find areas for improvement. They deliberately use a variety of survey formats to get feedback. If you want to keep ahead of the competition, you should constantly be listening to customer feedback, whether it's positive or negative, prompted or unprompted. If you're looking to hire customer



service executives to help your business stay ahead of the competition, you might want to consider using the customer service test to find the most suited candidates.

REVIEW OF LITERATURE:

Wisner and Corney (2022) argued that, keeping existing customers as well as attracting new ones has been a critical concern to many firms. Collecting and monitoring customer feedback in these regard allow firms to assess and upgrade their services and product capabilities as needed to maintain and improve competitiveness. Information squeezed out from customer, suggestions and complaints can also be used for benchmarking purposes, to form the basis for long term planning and to allow firms to direct their continued improvement efforts in a more efficient and effective manner(ibid).

Carson (2022) It is not uncommon for companies to gather feedback from customers in either active or passively solicited ways. The feedback can take many forms, including on-site customer complaints, calls to toll-free customer response phone numbers, and the customer comment cards. Passive solicitation consists of all the appeals made to customers in general without focusing on any specific customer whilst the active solicitation focuses on specific customers, as with market research.

Sampson (2021) the feedback data can be used by firms to track quality, locate quality problems and identify suggestions for improvement. With the advent of the Internet, a lot of potential has been realized through this medium as to the way customer feedback can be gathered. Many people have been wondering how internet technologies might transform the means of gathering and using customer.

Lockwood (2020) Considerable research has found advantages of receiving customer feedback for customer service and product improvement. He noted that the customer requirements change with time, requiring a continual effort to update customer requirements and make operational improvements in order to achieve customer satisfaction. Customer satisfaction has often been defined as “the degree to which a consumer’s repurchase expectations are fulfilled or surpassed by a product”.

Oliver (2019) describes that customer feedback is an aspect of marketing and plays a vital function in the mark. Customer feedback is very crucial in any business because if your clients are happy with your services or products, you will have a high market position. Customer happiness was not as crucial in the past, and people were less concerned about quality. However, today's rivalry is taught, and customers are aware of all products and companies as a result of education and learning an environment, which is why every firm is concerned with meeting customers' needs and wishes appropriately.



RESEARCH DESIGN:

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success. The design of the research was descriptive in nature. A descriptive research design is one that describes the characteristics of a particular individual or a group.

SAMPLE DESIGN:

A Sample design is definite plan for obtaining a sample from a given population. It refers to the technical procedures the research would adopt in selecting items for the sample, i.e. the size of the sample.

SAMPLING TECHNIQUE:

Simple random sampling is used. Under this sampling, every item of the universe has an equal chance of inclusion in the sample.

SAMPLE SIZE:

Sample size of the study is 100.

METHODS OF DATA COLLECTION:

- Primary data
- Secondary data

i. Primary Data

Information which is collected at first time is called primary data. In this study Primary Data was collected with the help of the questionnaire. The questionnaires were given to the respondents.

ii. Secondary Data

Information which was collected already by some people is called secondary data. In this study Secondary data was collected from the company, industry websites and journals.

STATISTICAL TOOLS USED

1. Percentage analysis
2. Chi- square analysis
3. Correlation



1. SIMPLE PERCENTAGE ANALYSIS:

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

2. CHI- SQUARE ANALYSIS:

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$$\chi^2 = \frac{(O - E)^2}{E}$$

Where, O – Observed value, E – Expected value

In general the expected frequency for any cell can be calculated from the following equation.

$$E = \frac{RT \times CT}{N}$$

The calculated value of chi-square is compared with the table value of χ^2 given degrees of freedom of a certain specified level of significance. If at the stated level of the calculated value of χ^2 the difference between theory and observation is considered to be significant. Otherwise it is insignificant.

3. CORRELATION:

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation coefficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction. Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

$$r = \frac{XY}{(X^2)(Y^2)}$$



r = Pearson Coefficient $\sum xy$ = sum of xy $\sum x$ = sum of the x $\sum y$ = sum of the y
 $\sum x^2$ = sum of the squared x $\sum y^2$ = sum of the squared y

DATA ANALYSIS AND INTERPRETATION:

GENDER OF THE RESPONDENTS:

Gender	Percentage (%)
Male	30
Female	70
Total	100

Source: Primary data

INTERPRETATION:

The above table shows that gender of the respondents, 30% of the respondents are male and remaining 70% of the respondents are female respondents. Majority 70% of the respondents are female.

AGE OF THE RESPONDENTS:

Age	Percentage (%)
Below 25 year	20
25-30 years	34
30-35 years	24
Above 35 years	22
Total	100

Source: Primary data



INTERPRETATION:

The age distribution of the respondents is displayed in the above table: 22% of the respondents are over 35 years old, 34% are between 25 and 30 years old, 24% are between 30-35 years old, and 20% are under 25 years old.

MARITAL STATUS OF THE RESPONDENTS:

Marital Status	Percentage (%)
Married	60
Unmarried	40
TOTAL	100

Source: Primary data

INTERPRETATION:

The above table shows that marital status of the respondents, 60% of the respondents are married and remaining 40% of the respondents are unmarried. Majority 60% of the respondents are married.

EDUCATION QUALIFICATION OF THE RESPONDENTS:

Qualification	Percentage (%)
School level	28
Diploma	30
Graduate	32
Others	10
TOTAL	100

Source: Primary data

INTERPRETATION:



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The preceding table displays the respondents' level of education: 28% of them are qualified at the school level, 30% are qualified at the diploma level, 32% are qualified at the graduate level, and the remaining 10% are qualified at the other qualification. The majority 32% of those surveyed have graduate-level qualifications.

OCCUPATION OF THE RESPONDENTS:

Occupation	Percentage (%)
Government employee	20
Private employee	30
Professional	26
Business	24
TOTAL	100

Source: Primary data

INTERPRETATION:

The occupation of the respondents is displayed in the above table. Of the respondents, 20% work for the government, 30% for private companies, 26% are professionals, and the remaining 24% are company owners. The majority Private employees make up 30% of the respondents.

MONTHLY INCOME OF THE RESPONDENTS:

Monthly Income	Percentage (%)
Below Rs.10,000	20
Rs.10,000-15,000	32
Rs.15,000-20,000	30
Above Rs.20,000	18
TOTAL	100

Source: Primary data



INTERPRETATION:

The above table shows that monthly income of the respondents, 20% of the respondents are earning below Rs.10,000, 32% of the respondents are earning Rs.10,000- 15,000, 30% of the respondents are earning Rs.15,000-20,000 and remaining 18% of the respondents are earning above Rs.20,000 Majority 32% of the respondents are earning Rs.10,000-15,000.

KNOW ABOUT THE COMPANY PRODUCTS:

Know About	Percentage (%)
Advertisement	32
Friends/Relatives	34
Word of mouth	20
Others	14
TOTAL	100

Sour: Primary data

INTERPRETATION:

The aforementioned figure indicates that of those who are aware of the company's products, 32% learned about them through advertisements, 34% through friends or family, 20% through word-of-mouth, and the remaining 14% of those surveyed are acquaintances of others.34% of the responders, or the majority, are acquaintances or family.

FREQUENCY OF PURCHASE PATTERN:

Frequency Of Purchase Pattern	Percentage (%)
Weekly	16
Monthly once	28
Monthly Twice	34
Two Month Once	22
TOTAL	100

Source: Primary data



INTERPRETATION:

The preceding table displays the respondents' frequency of purchase patterns: 16% of the respondents make weekly purchases, 28% make monthly purchases, 34% make monthly purchases twice, and the remaining 22% make monthly purchases one time. The majority 34 percent of the respondents buy things twice a month.

KIND OF PRODUCTS PURCHASE MOSTLY:

Kind of Products	Percentage (%)
Refined rice bran oil	24
Refined sunflower oil	36
coconut	22
Lamp oil	18
TOTAL	100

Source: Primary data

INTERPRETATION:

The above table illustrates the kind of items that respondents most frequently buy: refined rice bran oil (24%), refined sunflower oil (36%), coconut oil (22%), and lamp oil (18%). 36% of the respondents, or the majority, buy refined sunflower oil.

SATISFIED WITH COMPANY PRODUCTS:

Company Products	Percentage (%)
Highly Satisfaction	32
Satisfied	44
Dissatisfied	12
Highly dissatisfied	10
TOTAL	100

Source: Primary data

INTERPRETATION:

According to the aforementioned table, 32% of respondents are extremely satisfied, 44% are content, 12% are dissatisfied, and the remaining 10% are severely dissatisfied with the



company's offerings. The majority Of those surveyed, 44% are happy with the company's products.

FINDINGS, SUGGESTIONS AND CONCLUSION:

FINDINGS:

1. Majority 70% of the respondents are female
2. Majority 34% of the respondents are age group between 25-30 years.
3. Majority 60% of the respondents are married.
4. Majority 32% of the respondents are qualified in graduate
5. Majority 30% of the respondents are private employees.
6. Majority 32% of the respondents are earning Rs.10,000-15,000.
7. Majority 34% of the respondents are known through friends / relatives.
8. Majority 34% of the respondents are purchase the products in monthly twice
9. Majority 36% of the respondents are purchase refined sunflower oil.
10. Majority 44% of the respondents are satisfied with the company products.

SUGGESTIONS:

When customers had problems or were dissatisfied with a product or service, they had to go through the time consuming process of calling customer service. They had to explain their complaint each time they called because the person answering the phone was not the same every time.

When new technology was first launched, consumers had to contact customer service and supply any pertinent information. There were also only forms available to gather comments and maintain records. Moreover, these surveys did not lead to the development of appropriate insights, forcing businesses to make assumptions based on the average data they had collected. All of these things may now be generated and seen on a single platform because to technology improvements.

And, with the right system, can put customers at the center of business decisions, making it easier to keep current customers and gain new ones. The company also is able to outperform



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competitors who are less concerned with customer satisfaction. This system assists users in meeting their needs while also growing it in all aspects.

CONCLUSION:

One of the most crucial things that each service provider looks out for is customer feedback. The management level of a company can guarantee a method of understanding what the client feels about their service and what needs to be adjusted to obtain favorable client feedback. through surveys of patron loyalty and input. Whether via a questionnaire, mail-in survey, online survey, or poll, it is imperative for a business to find out what its consumers think about its service, how satisfied they are with what it offers, or how devoted they are to the firm. It is believed that customer feedback is a key instrument for company growth. An organization's profitability is positively impacted by customer feedback; satisfied customers are the cornerstone of any successful firm since they. result in recurring business, brand loyalty, and favorable word of mouth. Buyers who are happy with their purchases are more likely to recommend them to five or six other people. Conversely, unhappy clients are more likely to tell 10 other people about their negative experience.

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