

Evaluation of Customer Feedback to Enhance Our Products in Simta Clear Coats Private Limited

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Abstract- This study explores the role of customer feedback in enhancing product quality, customer satisfaction, and business growth at Simta Clear Coats Private Limited. Data collected through structured questionnaires was analyzed using ANOVA, chi-square, and correlation tests. Findings show that demographic factors like age and gender do not significantly impact usage, indicating that customer behavior is better explained by factors such as preferences, digital literacy, and engagement. The study highlights the need for businesses to focus on broader experiential variables and structured feedback systems to improve customer experience and marketing outcomes.

Index Terms - Consumer Behavior, Customer Feedback, Customer Satisfaction, Digital Engagement, Marketing Strategy, Product Improvement, Service Quality, Usage Impact.

INTRODUCTION

Customer feedback is a potent navigational compass for businesses aspiring to improve product quality, advance user experience, and remain competitive in the market. In an ever-competitive environment, companies that understand the needs and expectations of customers can effectively modify their products, cater to shortcomings, and innovate. A systematic method for evaluating feedback will give businesses insight into strengths and weaknesses and thus provide recommendations on boosting customer satisfaction and brand loyalty. This study will focus on the use of customer feedback for product enhancement and how this can be used by companies to carve their strategy. By analyzing several sources of input—such as surveys, reviews, direct contact, and calls to customer support—companies will inscribe vital knowledge concerning consumer preferences and behavior. Recognition of common issues and trends permits companies to take preemptive measures in addressing them and adapting their products to fit customer expectations. Similarly, the study will examine how structured

feedback evaluation can foster business growth through enhancements in product performance, service quality, and brand credibility. Companies that manage to leverage customer insights for their product development processes tend to secure higher retention rates, trust among customers, and an edge above competitors in the market.

Equally important, feedback and innovation find a place in marketing strategies and relationship management. Houses that let their customer listen and appropriately respond to their inputs can induce long rent-to-own contracts of customer engagement and loyalty; therefore, the systematic collection and analysis of feedback would align product improvements with market needs and consumer expectations.

STATEMENT OF THE PROBLEM

Effectively analyzing customer feedback is essential for product optimization and marketing efficiency. Feedback is collected through diverse channels, but a lack of a formal evaluation process may result in utilizing product plans and customer satisfaction opportunities. The principal aim of this study is to provide a systematic assessment of the customer insight in order to identify key trends, customer pain points, and required areas of improvement. With these findings, businesses may drive their products forward, underpin the brand positioning, and refine marketing strategies to maximize customer retention and strengthen competitiveness.

- ❖ How does customer feedback influence product improvements and innovation?
- ❖ How can a structured feedback evaluation process enhance customer satisfaction?
- ❖ How does customer feedback impact brand perception and market competitiveness?

OBJECTIVES OF THE STUDY

1. To Measure the Effectiveness of Product or Service Changes for Continuous Improvement,

- Customer Satisfaction, and Business Growth.
2. To Increase Customer Engagement Through Tailored Solutions that Address Needs, Preferences, and Expectations.
 3. To Identify Key Factors That Influence Customer Behavior and Decision-Making Through Data Analysis and Market Insights.

SCOPE OF THE STUDY

This study is intended to measure feedback from customers for product improvement at Simta Clear Coats Private Limited. It seeks to analyze customer insight, their satisfaction levels, and points of pain to improve and innovate products. This study includes feedback taken from surveys, reviews, and direct complaints to find trends and possible areas of improvement. Connecting feedback from various channels of communication will drive the understanding of product improvement and innovation according to customer insights, satisfaction, and pain points. All the data derived from the insights will be used to optimize product quality, performance, and customer experience. Furthermore, it will contribute to strengthening the marketing strategy, positioning the brand, and increasing retention.

RESEARCH METHODOLOGY

Research Methodology is a way that helps to systematically solve a research problem. It is a science of studying how research is done scientifically. The study conducted is descriptive research and it aimed to evaluate “Evaluating Customer Feedback to enhance our products in Simta Clear Coats Private Limited”.

RESEARCH DESIGN

Research design is a conceptual structure within which research should be conducted. Thus, the preparation of such a design facilitates research to be as efficient as possible and will yield maximum information. Here to meet the research objectives, random sampling research design is used.

SOURCE OF DATA

The Primary and Secondary data I have used in the study is:

- ❖ Primary data is a well-structured questionnaire, which was prepared and distributed to the employees of the company to gather first-hand information.
- ❖ Secondary data have been collected from

different sources such as publications and research reports, books journals articles, etc.

SAMPLE SIZE

The size of the sample is limited to 150 respondents.

TOOLS AND TECHNIQUES USED

Some of the statistical tools that are used with the help of SPSS as technique:

- ❖ Correlation
- ❖ Chi-square
- ❖ ANOVA

LIMITATIONS OF THE STUDY

- The study is specific to Simta Clear Coats Private Limited and may not be fully applicable to other organizations or industries.
- The study relies on structured surveys and customer feedback, which may not capture all nuanced perspectives.
- The study may be influenced by the selection of respondents, leading to potential bias in the results if the sample is not fully representative of the target customer base.
- The study captures feedback at a specific point in time and may not account for changes in customer perceptions or market trends over the long term.
- The study depends on customer responses, which may be subjective and influenced by personal biases, recall errors, or social desirability effects.

REVIEW OF LITERATURE

1. Kotler & Keller (2016): Kotler and Keller emphasize the importance of measuring the effectiveness of product and service changes to maintain a competitive advantage. They propose a structured evaluation method where companies analyze customer feedback, market trends, and key performance indicators (KPIs) to assess the actual impact of modifications. Their research highlights that data-driven decision-making helps optimize product offerings, adjust marketing strategies, and enhance customer satisfaction.
2. Anderson, Fornell, & Lehmann (1994): This research establishes a direct link between customer satisfaction, market share, and profitability. The authors stress the importance of measuring how product and service changes impact customer perceptions.

Their findings suggest that higher customer satisfaction leads to increased loyalty, positive word-of-mouth, and long-term revenue growth, reinforcing the importance of continuous product improvements.

3. Zeithaml, Berry, & Parasuraman (1996): This study examines the link between service quality and trust, identifying dimensions such as reliability, responsiveness, and assurance as fundamental to trust-building. The authors argue that trust increases when customers see businesses proactively working to meet their needs, provide timely support, and maintain uninterrupted service delivery. Their findings highlight the role of quality-oriented practices in fostering customer confidence and loyalty.
4. Hollebeek (2014): Hollebeek and colleagues study customer brand engagement from affective, cognitive, and behavioral perspectives. They argue that personalized brand experiences—such as targeted offers, customized communication, and loyalty perks—help build stronger emotional connections between brands and consumers. Their findings indicate that customers are

more likely to engage with brands that make them feel recognized and valued.

5. Solomon (2018): Solomon discusses how consumer identity, motivation, and lifestyle preferences shape buying behaviors. However, cognitive biases, emotional responses, and social influences play the strongest roles in decision-making. His study emphasizes that businesses should leverage behavioral insights to create personalized experiences and develop data-driven marketing strategies. This approach strengthens the connection between customers and brands, leading to higher loyalty and increased customer lifetime value.

DATA ANALYSIS

ANOVA

Anova between gender and improvement area of the respondents

H₀= There is no statistical difference between gender and improvement area of the respondents

H₁= There is a statistical difference between gender and improvement area of the respondents

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.914	1	2.914	2.267	.134
Within Groups	190.259	148	1.286		
Total	193.173	149			

Source: Primary Data

INTERPRETATION

In the above table, the p value is .134 which is than greater than 0.05, so we conclude that there is no significance difference between gender and improvement area of the respondents.

CHI SQUARE TEST

Comparison between age and switch triggers of the respondent

H₀ = There is no association between age and switch triggers of the respondent H₁ = There is an association between age and switch triggers of the respondent

INFERENCE

Thus, H₀ is accepted & H₁ is rejected.

		Switch Triggers of the respondent				Total
		Decline in product/service quality	Poor customer support experience	Lack of innovation or updates	Negative brand reputation	
Age	18-25	8	8	12	6	34
	26-34	8	14	6	13	41
	35-44	7	5	9	11	32
	Above 45	12	15	12	4	43
Total		35	42	39	34	150

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.408 ^a	9	.109
Likelihood Ratio	15.510	9	.078
N of Valid Cases	150		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.25.

Source: Primary Data

INTERPRETATION

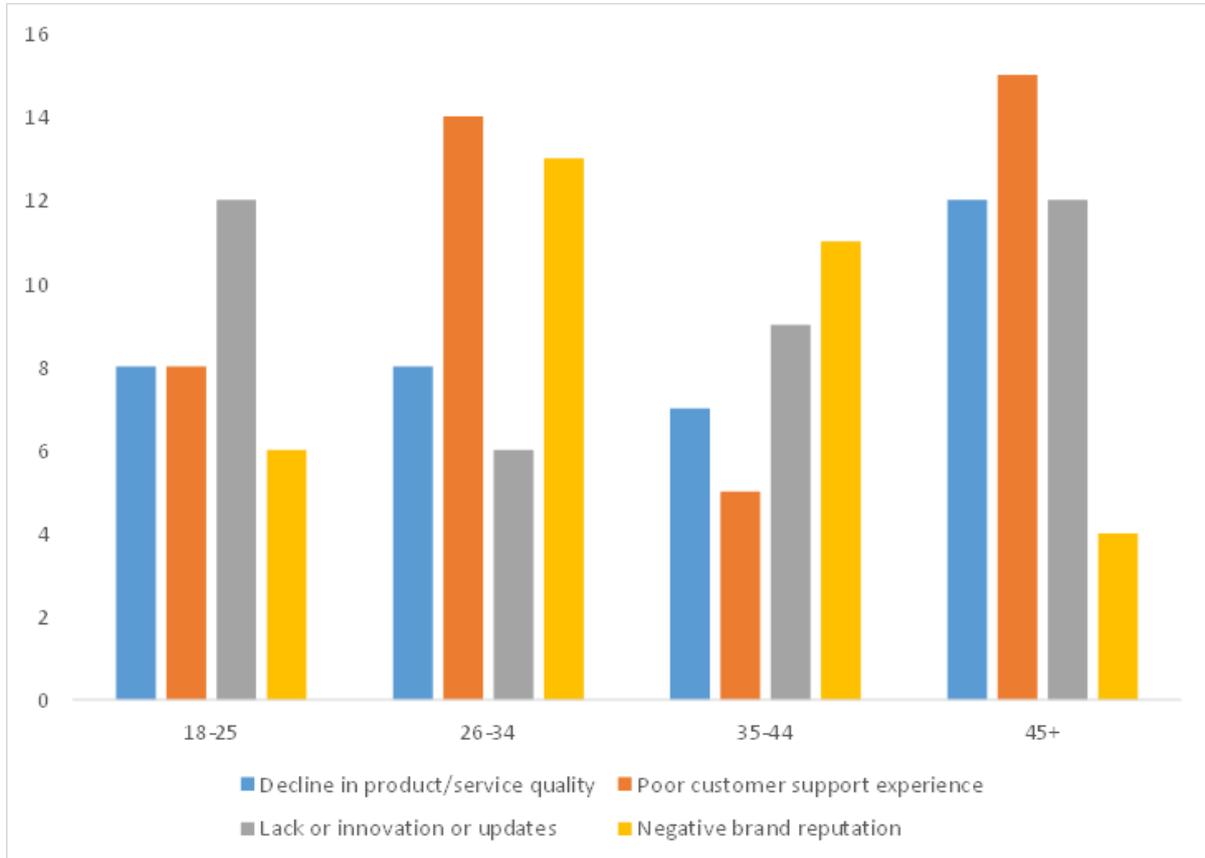
In the above table, the p value is .109 and .078 which is greater than significant value (0.05), so we conclude that there is on statistical difference

between age and switch triggers of the respondent.

INFERENCE

Thus, H_1 is rejected & H_0 is accepted.

CHART- COMPARISON BETWEEN AGE AND SWITCH TRIGGERS OF THE RESPONDENTS



CORRELATION

Correlation between engagement approach and personalization impact of the respondents

H_0 = There is no relationship between engagement approach and personalization impact of the

respondents.

H_1 = There is a relationship between engagement approach and personalization impact of the respondents.

		Engagement approach	Personalization Impact of the respondent
Engagement approach	Pearson Correlation	1	-.027
	Sig. (2-tailed)		.747
	N	150	150
Personalization Impact of the respondent	Pearson Correlation	-.027	1
	Sig. (2-tailed)	.747	
	N	150	150

Source: Primary Data

INTERPRETATION

In the above table, the p value is .747 which is greater than the significant value (0.05), so we can conclude there is a no relationship between engagement approach and personalization impact of the respondents.

Thus, H_1 is rejected & H_0 is accepted.

FINDINGS

ANOVA

The Anova table, the p value is .134 which is than greater than 0.05, so we conclude that there is no significance difference between gender and improvement area of the respondents.

INFERENCE

CHI SQUARE TEST

The chi - square table, the p value is .109 and .078 which is greater than significant value (0.05), so we conclude that there is on statistical difference between age and switch triggers of the respondent.

CORRELATION

The correlation table, the p value is .747 which is greater than the significant value (0.05), so we can conclude there is a no relationship between engagement approach and personalization impact of the respondents.

SUGGESTIONS

Based on the findings, it is recommended to expand the analytical model by incorporating additional predictors beyond demographic variables such as age and gender. The analysis revealed that these variables did not significantly influence usage impact, highlighting the need to consider other dimensions of customer behavior.

Future research should explore factors such as customer preferences, digital literacy, social media engagement, and perception of service quality. Studies such as Dolan et al. (2017) emphasize the role of online platforms and digital engagement in shaping consumer behavior, while Lemon and Verhoef (2016) stress the importance of understanding customer experiences across various touchpoints in the customer journey. Including these variables can offer a deeper understanding of what drives usage impact.

Furthermore, balancing brand equity with performance marketing strategies—as recommended by Ritson (2019)—can contribute to more effective engagement and long-term loyalty. Kotler and Keller (2016) also advocate for robust segmentation, targeting, and positioning (STP) strategies, which help marketers understand how different customer segments respond to tailored communication and digital marketing efforts.

Therefore, future studies should aim to integrate these elements into a more comprehensive framework. Doing so will enable businesses to capture the full spectrum of factors that influence customer behavior and optimize their marketing and engagement strategies accordingly.

CONCLUSION

The study concludes that age and gender are not statistically significant predictors of usage impact.

This indicates that demographic factors alone do not provide sufficient explanation for variations in user behavior or engagement with products and services. The low R-squared values observed in the regression analyses further reinforce the need to consider additional behavioral and experiential variables.

These findings are consistent with contemporary marketing research, which places strong emphasis on customer experience, digital interaction, and social engagement as primary drivers of consumer decisions. The correlation and ANOVA results similarly suggest that while differences may exist across groups, they are not pronounced enough to form actionable conclusions based solely on demographics.

It is evident that businesses should shift their focus toward understanding the broader context of customer engagement, including preferences, expectations, and digital behavior. Incorporating these factors into future research models will allow for a more accurate and practical understanding of usage impact.

Ultimately, by leveraging these insights, organizations can enhance customer satisfaction, drive meaningful engagement, and align their offerings with the evolving expectations of their target audiences.

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