

Customer Feedback on Product Quality for Improving Consumer Retention: A Study with Special Reference to Jaicee Foods Pvt Ltd

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Abstract: *This study examines the relationship between product quality, customer feedback, and consumer retention with special reference to Jaicee Foods Pvt Ltd. The objective is to understand how quality attributes such as taste, freshness, packaging, and consistency influence customer satisfaction and repeat purchase behavior. The research adopts a descriptive design using primary data collected through structured questionnaires. The findings reveal that product quality significantly influences customer perception and loyalty. Customer feedback mechanisms help identify issues and improve product quality effectively. The study highlights that efficient feedback systems support quick corrective actions and enhance customer satisfaction. Satisfied customers are more likely to recommend products through word of mouth, increasing brand value. The study concludes that consistent product quality and structured feedback systems are essential for improving consumer retention and long-term business success.*

Keywords: Product Quality, Customer Feedback, Consumer Retention, Customer Satisfaction, Food Industry, Brand Loyalty, Purchase Behavior

I. INTRODUCTION

The food industry plays a crucial role in economic development and consumer well-being. In recent years, increasing competition and changing consumer preferences have forced companies to focus more on product quality and customer satisfaction. Product quality has become one of the most important factors influencing consumer buying decisions. Customers expect high standards in terms of taste, freshness, packaging, and consistency. Any variation in these factors may lead to dissatisfaction and loss of customers.

Customer feedback is another essential element that helps organizations understand consumer expectations and improve their products accordingly. Feedback allows companies to identify strengths and weaknesses, thereby enabling continuous improvement. In today's competitive market, businesses that effectively manage customer feedback are more likely to succeed.

Consumer retention is critical for long-term growth, as retaining existing customers is more cost-effective than acquiring new ones. Companies must ensure consistent product quality and actively respond to customer feedback to maintain customer loyalty. This study focuses on analysing these relationships and provides insights into improving retention strategies in the food industry.

II. STATEMENT OF THE PROBLEM

Jaicee Foods Pvt. Ltd. faces challenges in maintaining consistent consumer retention due to variations in product quality and limited structured feedback systems. Customers expect high-quality products, but any inconsistency in



taste, freshness, or packaging may lead to dissatisfaction. Additionally, the absence of an efficient feedback mechanism makes it difficult for the company to identify customer expectations and address complaints effectively.

Without proper feedback, the company may fail to understand changing consumer preferences, which can impact customer loyalty. In a competitive market, this may result in loss of customers to competitors offering better quality and service. Therefore, it is necessary to study the relationship between product quality, customer feedback, and consumer retention to identify gaps and suggest improvements. This research aims to provide solutions for enhancing product quality and implementing effective feedback systems to improve customer satisfaction and retention.

III. OBJECTIVE OF THE STUDY

To analyse the relationship between product quality and consumer retention.

To evaluate the effectiveness of the customer feedback system at Jaicee Foods Pvt Ltd.

To identify the key challenges faced by Jaicee Foods in collecting and utilizing customer feedback.

To examine how a structured feedback mechanism can support continuous quality improvement and strengthen customer trust

IV. REVIEW OF LITERATURE

Previous studies provide strong evidence on the importance of product quality, customer feedback, and technological integration in improving customer satisfaction and retention. Peres F A P explain that Industry 4.0 technologies such as IoT, sensors, and analytics have transformed food quality management by enabling real time monitoring, reducing spoilage, and improving product consistency. These advancements also enhance traceability, thereby increasing consumer trust. Similarly, Ezeoke G N highlight that effective information sharing across the supply chain significantly improves customer satisfaction and strengthens brand relationships through transparency.

In the context of customer experience, Shahril Z found that QR code-based systems improve satisfaction when they are easy to use and efficient, while poor design negatively affects user experience. Naini N F et al. further emphasize that both product quality and service quality significantly influence customer satisfaction, which in turn drives repurchase intention and loyalty.

Moreover, Gremyr I demonstrate that structured customer feedback systems help organizations quickly identify and resolve product issues, leading to continuous quality improvement. Supporting this, Ali M and Sultan R highlight that QR based feedback mechanisms increase response rates and provide real time insights for decision making. Finally, Dastane O and Fazlin I conclude that product quality, service quality, pricing, and effective complaint handling are key drivers of customer satisfaction and retention. Overall, the literature indicates that integrating quality management with efficient feedback systems is essential for achieving long term customer retention.

V. RESEARCH METHODOLOGY

Research Plan:

Systematic process adopted to collect, analyze, and interpret data related to product quality, feedback, and consumer retention effectively.

Data Source:

Data collected from both primary and secondary sources to ensure reliability, validity, and comprehensive understanding of research objectives.

Research Design:

Descriptive research design used to analyze consumer perception, satisfaction levels, and relationship between quality and retention.

Sample Size:

The study is based on 100 respondents selected to represent customers of Jaicee Foods Pvt. Ltd.



Sampling Method:

Convenience sampling method adopted to select respondents based on accessibility and willingness to participate in survey.

Sampling Technique:

Non-probability sampling technique used due to time constraints and ease of data collection from available respondents.

Method of Data Collection:

Data collected using structured questionnaire containing multiple choice and scaling questions to measure consumer perception.

Primary Data:

Primary data collected directly from respondents through survey questionnaires to obtain first-hand information about customer opinions.

Secondary Data:

Secondary data collected from journals, research papers, websites, and company reports to support and validate primary data findings.

VI. SCOPE OF THE STUDY

The study focuses on analysing the relationship between product quality, customer feedback, and consumer retention in Jaicee Foods Pvt Ltd. It covers various aspects such as taste, freshness, packaging, and consistency of products. The research is limited to a sample of 100 respondents, which represents a specific group of consumers. The study also examines the effectiveness of feedback systems in improving product quality and customer satisfaction. However, the findings may not be applicable to all industries, as it is specific to the food sector. The study provides useful insights for improving customer retention strategies.

VII. FINDINGS

- 53% of respondents belong to the 18–25 age group, followed by 21% in the 26–35 category, indicating strong preference among young consumers.
- 52% of respondents are female and 48% are male, showing that the product appeals almost equally to both genders.
- 45% of respondents are students and 35% are working professionals, indicating higher demand among youth and employed individuals.
- 47% of respondents earn below 20000 per month, showing that the product mainly targets price sensitive customers.
- 76% of respondents rated product quality as Very Good or Excellent, indicating high customer satisfaction and consistent quality performance.
- 75% of respondents stated that taste and freshness meet expectations, highlighting strong consistency in product quality.
- 74% of respondents consider product quality important or very important, showing its major influence on purchase decisions.
- 74% of respondents are satisfied with packaging, while 24% remain neutral, indicating scope for improvement in packaging.
- 72% of respondents are likely to repurchase the product, showing strong customer retention and loyalty.
- 72% of respondents prefer Jaicee Foods over competitors, indicating a strong market position.
- 77% of respondents are willing to recommend the product, reflecting positive word of mouth promotion.
- 74% of respondents trust the brand's quality, indicating strong brand credibility.



- 80% of respondents are satisfied with complaint handling, showing effective customer service.
- 80% of respondents are confident in hygiene and safety, indicating it is a major strength of the company.
- 82% of respondents agree that feedback improves trust, highlighting the importance of customer feedback systems.
- 50% of respondents consider freshness as the key purchase factor, followed by 24% preferring taste.
- 77% of respondents perceive the brand as innovative, indicating positive response towards product development.
- 50% of respondents identified packaging as the main area for improvement, followed by 28% suggesting product quality improvements.
- 81% of respondents are willing to participate in feedback or loyalty programs, indicating high engagement potential.
- There is a very weak positive correlation between age and repurchase intention ($r = 0.097$, $p > 0.05$), indicating age does not significantly influence buying behaviour.
- There is a weak negative correlation between occupation and participation in feedback programs ($r = -0.122$, $p > 0.05$), showing occupation has minimal impact on engagement.
- There is no significant relationship between income and satisfaction with complaint handling ($r = 0.018$, $p > 0.05$), indicating uniform service across income groups.
- There is a strong and significant relationship between product quality and repurchase intention (chi square value 65.959, $p < 0.05$), proving that better quality leads to higher customer retention.

VIII. SUGGESTIONS

- Jaicee Foods Pvt. Ltd. should focus on improving both product quality and customer engagement strategies to enhance satisfaction and retention.
- Packaging should be improved by adopting modern, durable, and eco-friendly materials to increase visual appeal and strengthen brand image.
- The company must maintain high product quality, especially in terms of taste and freshness, as these factors strongly influence repurchase intention.
- Strict quality control measures, proper storage, and efficient distribution systems should be implemented to ensure consistent product quality.
- The Chi-Square test result ($p < 0.05$) indicates a significant relationship between product quality and repurchase intention; hence quality improvement is essential.
- Since demographic factors such as age, income, and occupation have minimal influence, the company should focus more on product quality and customer experience.
- Jaicee Foods should strengthen its digital presence through platforms like Instagram, WhatsApp, and Facebook to increase brand awareness.
- Digital marketing strategies can help engage younger consumers and improve visibility at a lower cost.
- The company should implement structured and technology-based customer feedback systems for better data collection.
- QR code-based feedback on product packaging should be introduced to collect real-time customer responses.
- Online surveys and digital feedback forms should be used to gather customer opinions efficiently.
- Maintaining a simple customer database or CRM system will help track feedback and improve response time.
- Customer complaints and suggestions should be addressed quickly to enhance satisfaction levels.
- Introducing loyalty programs and referral schemes can increase customer engagement and retention.
- Promotional offers and discounts can encourage repeat purchases among customers.
- The company should focus on continuous product innovation based on customer preferences.



- Regular monitoring of performance indicators such as customer satisfaction and repurchase rate is essential.
- Adopting a customer-centric approach will help the company achieve long-term growth and competitive advantage.

IX. CONCLUSION

The study concludes that product quality and customer feedback are crucial factors influencing consumer retention in the food industry. High-quality products create a positive impression among customers and lead to increased satisfaction. When customers are satisfied, they are more likely to repurchase and recommend the product to others. Customer feedback plays a significant role in identifying product issues and understanding consumer expectations. It helps companies make necessary improvements and maintain competitive advantage. The study highlights that organizations must adopt structured feedback systems to collect and analyse customer opinions effectively.

Consistency in product quality is essential for building trust and loyalty among customers. Any variation in quality may result in dissatisfaction and loss of customers. Therefore, companies must focus on maintaining high standards in all aspects of production.

In conclusion, integrating product quality management with effective customer feedback systems can significantly enhance consumer retention. Companies that adopt a customer-centric approach will achieve long-term success and sustainable growth in the competitive market.

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