

## **The Influence of Real-Time Customer Feedback on E-Marketing Strategies in the Food and Beverage Industry**

**S. Elavarasan**

*Ph.D Research Scholar (Part -Time)*

*PG and Research Department of Commerce*

*Jamal Mohamed College (Autonomous)*

*(Affiliated to Bharathidasan University)*

*Tiruchirappalli, Tamilnadu, India*

**Dr.M. Abdul Kareem**

*Assistant Professor & Research Supervisor*

*PG and Research Department of Commerce*

*Jamal Mohamed College (Autonomous)*

*(Affiliated to Bharathidasan University)*

*Tiruchirappalli, Tamilnadu, India*

### **Abstract**

This study explores the influence of real-time customer feedback on e-marketing strategies in the food and beverage industry, focusing on its impact on customer satisfaction, engagement, and brand loyalty. As businesses increasingly turn to digital platforms to engage with consumers, understanding how immediate responses to customer feedback shape marketing effectiveness has become crucial. Using a sample of 135 respondents, the study applies statistical tools such as Mann-Whitney U Test, Wilcoxon Rank Test, and Multiple Regression Analysis to assess the relationship between feedback satisfaction and key marketing outcomes. The findings indicate that real-time feedback significantly enhances customer satisfaction, which in turn boosts engagement and loyalty. The research also reveals that customer demographics, including age and purchase frequency, play a significant role in shaping engagement levels.

The study recommends that businesses in the food and beverage sector leverage real-time feedback to personalize marketing campaigns, improve customer experience, and foster long-term brand loyalty.

**Keywords:** Real-time feedback, E-marketing strategies, Customer engagement, Brand loyalty, etc.,

## I. INTRODUCTION

Tiruchirappalli, a historically significant city in Tamil Nadu, has emerged as a rapidly growing hub for food and beverage businesses, with a diverse demographic that includes both traditional local consumers and an increasing number of tech-savvy young adults. This growing market provides a unique opportunity for food and beverage businesses to engage with customers through innovative e-marketing strategies. E-marketing in Tiruchirappalli has increasingly become a means to reach consumers where they are on social media platforms, food delivery apps, and online review sites.

The significance of real-time customer feedback in shaping these strategies cannot be overstated. Traditionally, businesses collected consumer feedback through surveys, focus groups, or post-purchase interviews. However, the advent of digital technologies and social media has drastically changed this dynamic, allowing companies to gather real-time insights into consumer preferences, sentiments, and dissatisfaction. Real-time feedback includes immediate responses from consumers through digital channels such as social media posts, live chats, reviews, and ratings. This form of feedback provides companies with actionable insights almost instantly, enabling them to fine-tune their marketing campaigns, offer personalized promotions, and respond to complaints or suggestions quickly.

For businesses in Tiruchirappalli, using real-time feedback can help bridge the gap between consumer expectations and product offerings, improving customer satisfaction and fostering stronger brand loyalty. Moreover, local food and beverage companies, whether small cafes, family-run restaurants, or large chains, can leverage real-time customer feedback to create highly localized marketing strategies that resonate with the diverse cultural preferences of the city's residents.

This research aims to explore how food and beverage businesses in Tiruchirappalli are utilizing real-time customer feedback in their e-marketing strategies, the impact of this feedback on consumer behavior, and the challenges these businesses face in implementing such strategies effectively. Understanding these dynamics can provide actionable insights for both local businesses and larger companies seeking to strengthen their marketing efforts in this region.

### **Statement of the Problem**

Despite the opportunities that real-time customer feedback offers, food and beverage businesses in Tiruchirappalli are still grappling with several challenges in fully utilizing this data for e-marketing. In a region that balances traditional food preferences with the increasing demand for modern, digitally influenced trends, businesses often face difficulties in integrating real-time customer feedback into their marketing strategies in a timely and effective manner.

One of the key challenges is the lack of technological infrastructure and limited digital literacy, especially among small and medium-sized enterprises (SMEs) in Tiruchirappalli. These businesses may lack the sophisticated tools required to gather and analyze real-time feedback from platforms like social media, online reviews, or customer surveys. Even when feedback is gathered, managing the volume of data and ensuring quick, actionable insights remain a challenge. Large companies may have dedicated teams to handle customer feedback, but SMEs may struggle with resource constraints and the need to act fast on feedback without delay.

Moreover, businesses in Tiruchirappalli face a diverse consumer base with varied preferences that range from traditional South Indian cuisine to more modern, international food trends. As a result, food and beverage brands must carefully tailor their e-marketing strategies to cater to these unique tastes while maintaining a consistent brand identity across different customer segments. However, real-time feedback often provides mixed opinions from customers with different expectations, which makes it difficult for businesses to act on this feedback in a unified manner.

The central problem, therefore, is that food and beverage businesses in Tiruchirappalli are not effectively leveraging real-time customer feedback to shape their e-marketing strategies. The issues of technological limitations, resource constraints, and consumer diversity prevent businesses from harnessing this feedback to its full potential, resulting in missed opportunities for improving consumer engagement and brand loyalty.

### **Research Questions**

1. How does real-time customer feedback influence the design and execution of e-marketing campaigns in the food and beverage industry?
2. What impact does the integration of real-time customer feedback have on consumer engagement and brand loyalty in the food and beverage sector?
3. What are the challenges and barriers faced by food and beverage businesses in incorporating real-time customer feedback into their e-marketing strategies?

### **Objectives of the Study**

1. To analyze the role of real-time customer feedback in shaping e-marketing campaigns within the food and beverage industry.
2. To examine the impact of real-time customer feedback on consumer engagement and brand loyalty in the food and beverage sector.
3. To identify the challenges and barriers faced by food and beverage businesses in incorporating real-time customer feedback into their e-marketing strategies.

### **Review of Literature**

Smith et al. (2016) made a study on “The Impact of Real-Time Customer Feedback on Marketing Strategies in the Food and Beverage Industry”. This study shows that real-time customer feedback provides a direct channel for businesses to understand consumer preferences, which significantly enhances the effectiveness of digital marketing campaigns. The research highlights that brands that effectively use real-time data can personalize their e-marketing strategies, thus fostering better customer engagement and brand loyalty.

Johnson and Wang (2017) made a study on “Leveraging Customer Feedback in E-Marketing: A Case Study in the Food and Beverage Sector”. This study shows that the integration of customer feedback into e-marketing strategies not only improves customer retention but also drives sales through more personalized promotions and offers. It emphasizes the role of digital platforms in enabling businesses to collect feedback quickly, thus enhancing their ability to make real-time decisions regarding their marketing campaigns.

Chen et al. (2018) made a study on “Real-Time Customer Feedback and Its Effect on Brand Loyalty in the Digital Age”. This study shows that the speed and accuracy of responding to customer feedback in real time significantly influence customer satisfaction, which in turn strengthens brand loyalty. The research argues that businesses in the food and beverage industry can use real-time feedback to build trust with consumers, particularly by responding promptly to complaints or concerns.

Kumar and Sharma (2019) made a study on “Real-Time Feedback in E-Marketing: A Key Driver for Customer Engagement in the Food Industry”. This study shows that real-time customer feedback serves as a valuable resource for driving higher levels of customer engagement in digital marketing campaigns. It explores how companies in the food industry use customer insights from digital touchpoints such as social media, reviews, and app-based surveys to create more engaging and relevant marketing content.

Lee and Tan (2020) made a study on “Overcoming Barriers in Integrating Real-Time Customer Feedback into Marketing Strategies in the Food and Beverage Sector”. This study shows that while real-time customer feedback has the potential to improve marketing strategies, many businesses face challenges in collecting and analyzing feedback effectively. The research identifies common obstacles such as data overload, lack of technological infrastructure, and resource constraints that prevent businesses from fully utilizing this feedback to drive marketing decisions.

Patel et al. (2021) made a study on “The Role of Real-Time Customer Feedback in Shaping E-Marketing Campaigns in the Food and Beverage Industry”. This study shows that real-time feedback not only helps businesses refine their marketing strategies but also provides insights into emerging trends that can inform new product development and promotional campaigns. The research highlights the role of machine learning and AI in helping businesses analyze large volumes of feedback to uncover hidden patterns and consumer preferences.

Gupta and Verma (2022) made a study on “The Effect of Real-Time Customer Feedback on E-Marketing Effectiveness in the Food and Beverage Sector”. This study shows that businesses that successfully integrate real-time customer feedback into their e-marketing strategies experience improved campaign performance, increased consumer trust, and higher levels of customer engagement. The authors suggest that digital tools, such as sentiment analysis and automated feedback loops, help brands tailor their marketing efforts in real time, enabling them to meet the dynamic needs of consumers and enhance their online presence.

Singh et al. (2023) made a study on “Real-Time Customer Feedback as a Competitive Advantage in Food and Beverage E-Marketing”. This study shows that real-time feedback not only helps businesses improve customer experience but also allows them to quickly adapt to market changes, giving them a competitive edge. It finds that businesses that use real-time feedback are able to develop marketing campaigns that are more aligned with current consumer needs and trends, thus increasing the likelihood of repeat customers and positive reviews.

Mohan and Rao (2024) made a study on “Innovations in E-Marketing: Leveraging Real-Time Customer Feedback in the Food and Beverage Industry”. This study shows that the use of innovative technologies like AI and machine learning to analyze real-time feedback allows food and beverage companies to create more personalized marketing experiences.

The research highlights how businesses are using feedback from multiple channels (e.g., social media, review sites, mobile apps) to craft highly targeted e-marketing strategies that resonate with specific customer segments, leading to improved conversion rates and customer loyalty.

### **Methodology**

The research methodology for this study adopts a quantitative approach to explore the influence of real-time customer feedback on e-marketing strategies in the food and beverage industry. A sample size of 135 respondents was determined using an online sample size calculator, based on a confidence level of 95% and a margin of error of 5%. The study employed simple random sampling to ensure that every individual in the target population had an equal chance of being selected, which helps in minimizing sampling bias. Data was collected through an online survey administered via Google Forms, allowing for easy distribution and quick responses from participants, who were customers of food and beverage establishments familiar with digital marketing strategies. Once collected, the data was analyzed using SPSS 26.0. Several statistical tools were employed to analyze the data: Mann-Whitney U Test was used to compare differences between two independent groups, the Wilcoxon Rank Test for paired comparisons, and Multiple Regression Analysis to examine the relationship between real-time feedback and various e-marketing outcomes (e.g., customer engagement, brand loyalty). The results were interpreted with detailed tables showcasing p-values, test statistics, and regression coefficients, providing clear insights into the effectiveness of real-time feedback in shaping marketing strategies. The interpretation included determining whether there are statistically significant differences and relationships that can inform practical marketing decisions in the food and beverage industry.

**Results and Discussions****Table 1: Descriptive Statistics of Respondents**

Variable	N	Mean	Std. Deviation	Minimum	Maximum
Age	135	28.6	7.2	18	45
Frequency of Online Orders	135	3.2	1.4	1	7
Satisfaction with Real-Time Feedback	135	4.1	0.8	1	5
Level of Engagement with E-Marketing	135	3.5	1.2	1	5
Loyalty towards Brand Post Feedback	135	4.0	0.9	1	5

**(Source: Primary data)**

**Interpretation:**

- Age: The mean age of respondents is 28.6 years, with a standard deviation of 7.2, indicating a fairly young and diverse sample with a range of ages from 18 to 45.
- Frequency of Online Orders: The mean frequency of online orders is 3.2, with a deviation of 1.4, showing that respondents generally order online 3-4 times a month.
- Satisfaction with Real-Time Feedback: The average satisfaction level with real-time feedback is 4.1, with a relatively small deviation (0.8), suggesting that most respondents are highly satisfied with the real-time feedback they receive.
- Level of Engagement with E-Marketing: Respondents report a mean engagement level of 3.5, reflecting moderate engagement with e-marketing campaigns, indicating room for improvement in marketing strategies.
- Loyalty towards Brand Post Feedback: The loyalty mean score of 4.0 suggests that real-time feedback has a moderately strong positive effect on brand loyalty, with most respondents expressing loyalty post-feedback.

**Table 2: Mann-Whitney U Test Results (Comparing Groups Based on Demographics)**

Group Comparison	U Value	Z-Score	p-Value	Interpretation
Age Group (18-25) vs. (26-35)	1050.5	-1.98	0.047	Significant difference in satisfaction ( $p = 0.047$ ).
Frequency of Online Orders (1-3) vs. (4-7)	850.0	-2.33	0.020	Significant difference in engagement levels ( $p = 0.020$ ).

(Source: Primary data)

**Interpretation:**

- Age Group: A significant difference ( $p = 0.047$ ) in satisfaction with real-time feedback was found between respondents aged 18-25 and 26-35, with younger participants reporting slightly higher satisfaction levels.
- Frequency of Orders: A significant difference ( $p = 0.020$ ) in engagement with e-marketing was observed between groups who ordered online 1-3 times and 4-7 times a month, with frequent buyers showing higher engagement levels.

**Table 3: Wilcoxon Signed-Rank Test (Pre and Post Feedback Satisfaction)**

Pair Comparison	Z-Score	p-Value	Interpretation
Pre-feedback Satisfaction vs. Post-feedback Satisfaction	-3.95	<0.001	Significant increase in satisfaction after feedback ( $p < 0.001$ ).

(Source: Primary data)

**Interpretation:**

- The Wilcoxon Signed-Rank Test demonstrates a significant increase in satisfaction following the receipt of real-time feedback ( $p < 0.001$ ). This shows that real-time feedback has a positive impact on customer satisfaction, indicating that prompt responses to feedback improve the customer experience.

**Table 4: Multiple Regression Analysis (Impact of Feedback on E-Marketing Outcomes)**

Predictor Variable	Beta Coefficient	t-Value	p-Value	Interpretation
Age	0.12	2.5	0.015	Age has a significant but moderate effect on e-marketing outcomes ( $p = 0.015$ ).
Frequency of Online Orders	0.30	5.2	$<0.001$	Higher frequency of online orders positively impacts e-marketing engagement ( $p < 0.001$ ).
Satisfaction with Real-Time Feedback	0.35	6.1	$<0.001$	Satisfaction with real-time feedback is the strongest predictor of engagement and loyalty ( $p < 0.001$ ).

**(Source: Primary data)**

**Interpretation:**

- **Age:** The Beta coefficient of 0.12 suggests that age has a moderate influence on e-marketing outcomes, with younger consumers potentially being more engaged with digital marketing strategies.
- **Frequency of Online Orders:** The Beta coefficient of 0.30 indicates that higher order frequency positively influences engagement with e-marketing campaigns, suggesting that frequent customers are more likely to interact with e-marketing content.
- **Satisfaction with Real-Time Feedback:** The highest Beta coefficient of 0.35 shows that satisfaction with real-time feedback is the strongest predictor of customer engagement and brand loyalty, underlining the importance of responding to feedback promptly and effectively.

**Table 5: Correlation Matrix for Key Variables**

Variable	Age	Frequency of Orders	Satisfaction with Feedback	Engagement with E-Marketing	Loyalty Post Feedback
Age	1				
Frequency of Orders	0.15	1			
Satisfaction with Feedback	0.12	0.24	1		
Engagement with E-Marketing	0.21	0.37	0.45	1	
Loyalty Post Feedback	0.18	0.28	0.50	0.56	1

**(Source: Primary data)****Interpretation:**

- There is a positive correlation between satisfaction with real-time feedback and both engagement with e-marketing (0.45) and loyalty post-feedback (0.50), suggesting that higher satisfaction with feedback leads to greater customer engagement and loyalty.
- Frequency of orders is moderately correlated with engagement with e-marketing (0.37), indicating that more frequent customers are likely to be more engaged with marketing content.
- Loyalty post-feedback shows the strongest correlation with engagement with e-marketing (0.56), highlighting that the more engaged customers are, the more loyal they tend to become to the brand.

**Recommendations**

Based on the findings of the study, several actionable recommendations can be made to enhance the effectiveness of e-marketing strategies in the food and beverage industry through the use of real-time customer feedback. These recommendations are geared toward improving customer satisfaction, engagement, and brand loyalty while addressing potential barriers.

**1. Enhance Real-Time Feedback Integration in E-Marketing Campaigns**

- The study demonstrates that satisfaction with real-time feedback plays a pivotal role in improving customer engagement and brand loyalty. It is recommended that food and beverage businesses implement more robust systems for gathering, analyzing, and responding to real-time customer feedback. Businesses should ensure that they have digital tools in place

(such as social listening platforms, survey tools, and chatbots) to capture feedback promptly and integrate it directly into their e-marketing strategies.

## **2. Personalize Marketing Campaigns Based on Feedback**

- Real-time feedback provides valuable insights into customer preferences and pain points. Businesses should use this information to personalize their digital marketing campaigns, tailoring offers, promotions, and content to address customer needs. Personalization can range from targeted email campaigns to dynamic advertisements based on feedback trends. This approach will increase the relevance of the messaging, improving customer response rates.

## **3. Focus on Enhancing Customer Experience Post-Feedback**

- Since satisfaction with feedback is strongly correlated with engagement and loyalty, businesses should ensure they respond to feedback promptly and effectively. Setting up automated systems to acknowledge customer feedback immediately, followed by a personalized response, would reinforce the customer's sense of value and trust. Moreover, businesses should ensure that they address any negative feedback with clear solutions to improve the overall customer experience.

## **4. Segment Marketing Based on Customer Behavior and Demographics**

- The findings revealed significant differences in customer engagement based on age and order frequency. For instance, younger customers (ages 18-25) reported higher satisfaction, while frequent online shoppers were more engaged. Businesses should consider segmenting their marketing strategies based on demographics and purchase behavior to design campaigns that resonate with each group. For example, younger consumers may respond better to social media promotions, while frequent buyers may prefer loyalty-based rewards or personalized offers.

## **5. Leverage Technology for Feedback Analysis**

- The study underscores the importance of leveraging technology to process large volumes of real-time feedback. Food and beverage businesses should invest in advanced analytics tools, such as AI-powered sentiment analysis and predictive analytics, to extract actionable insights from customer feedback. By using machine learning algorithms, businesses can identify emerging trends and make proactive adjustments to their marketing strategies in real time.

## **6. Increase Customer Engagement with Continuous Feedback Loops**

- To build long-term brand loyalty, businesses should implement continuous feedback loops where customers are encouraged to provide feedback not only at the point of sale but also during post-purchase experiences. This will allow businesses to continuously monitor customer satisfaction, adapt

marketing campaigns as needed, and keep customers engaged throughout their lifecycle.

#### **7.Improve Cross-Platform Feedback Collection**

- Given the increasing reliance on digital platforms, businesses should aim to collect feedback across multiple channels, including social media, website reviews, mobile apps, and email surveys. By consolidating feedback from various platforms, businesses can gain a more holistic understanding of customer sentiment and better tailor their marketing efforts to different consumer touchpoints

## **II. CONCLUSION**

In conclusion, this study has highlighted the significant influence of real-time customer feedback on shaping effective e-marketing strategies within the food and beverage industry. The findings reveal that customer satisfaction increases significantly when businesses respond promptly to feedback, with this satisfaction directly correlating to higher engagement levels and brand loyalty. By integrating feedback into their marketing campaigns, food and beverage companies can ensure that their messaging is tailored to meet the evolving needs of their consumers, ultimately fostering stronger relationships with their customer base. The study also found that frequent customers and younger age groups are more likely to engage with e-marketing campaigns, underscoring the importance of segmenting marketing strategies to target specific demographics more effectively.

Furthermore, the research underlines the importance of leveraging advanced technologies for feedback analysis. Real-time feedback, when processed efficiently using tools like sentiment analysis and predictive analytics, enables businesses to respond proactively and make data-driven adjustments to their campaigns. By adopting continuous feedback loops, businesses can maintain an ongoing dialogue with their customers, ensuring that their marketing strategies remain relevant and responsive. Overall, real-time feedback serves not only as a tool for enhancing customer satisfaction but also as a powerful driver of marketing innovation, engagement, and loyalty in the highly competitive food and beverage sector.

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