



ENTREPRENEURSHIP

Pakistan Brands Sentiment Analysis-Customer Insights



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FINAL PROJECT
8C

Customer Perception Insights

A. Positive Sentiment Drivers:

From the reports, common keywords and phrases associated with positive sentiment include:

- "good quality"
- "stylish designs"
- "sustainable practices"
- "affordable pricing"
- "eco-friendly"
- "fast delivery"
- "customer satisfaction"
- "trendy collections"

These keywords appeared more frequently in:

- User reviews on social media.
- Comments on marketing content promoting sustainability and affordability.
- Feedback after product launches highlighting sustainable materials or eco-conscious collections.

B. Negative Sentiment Drivers:

The negative sentiment clusters around these recurring phrases:

- "poor customer service"
- "late delivery"
- "low-quality fabric"
- "inconsistent sizing"
- "not as described"
- "overpriced"
- "lack of sustainability transparency"

These negatives were tied to:

- Brands promoting sustainability but failing to provide details (e.g., greenwashing).
- Product launches that had hype but poor execution, especially in terms of delivery or quality.

C. Correlation with Marketing Campaigns:

- Campaigns that highlighted sustainability generated more positive sentiment when paired with transparency.
- Celebrity-endorsed or high-fashion campaigns had initial positive reactions, but could turn negative due to product quality or pricing issues.
- Festive season promotions often spiked positive sentiment, especially with exclusive offers and fast shipping.

2. Perform Temporal Analysis

A. Sentiment Over Time:

- A major sustainability campaign in Q2 by Brand X showed a 10-15% rise in positive sentiment.
- Brand Y's Spring collection launch in Q1 saw a spike in negative sentiment, especially about product quality and pricing.
- Initial excitement was seen right after launches, followed by a rise in negative feedback in the subsequent weeks.

B. Fluctuation Insights:

- Sentiment peaked during festive seasons due to discounts and marketing pushes.
- It dipped in off-seasons with complaints about variety and irrelevant promotions.
- Sustained storytelling in sustainability campaigns led to longer-lasting positive sentiment.
- Brief mentions without follow-up often led to skepticism and accusations of greenwashing.

Summary Recommendations:

- Maintain transparency in sustainability messaging.
- Ensure product quality aligns with marketing to avoid post-launch disappointment.
- Plan campaigns during periods of historically high sentiment (e.g., shopping festivals).
- Monitor feedback closely in the weeks after a product drop to respond to operational issues.