

**“PRODUCT MODIFICATION: CUSTOMER  
SATISFACTION ON SAMSUNG AND APPLE  
CELLULAR PHONES IN TRINCOMALEE DISTRICT”**

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## ABSTRACT

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This study investigates impact of product modification on customer satisfaction, namely customers, in a context of Samsung and Apple cellular phone users in Trincomalee district. Product modification defined as Product modification is often used as a way of extending the product life cycle of a product. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. Numerous studies have addressed that there is significant influence of product modification on customer satisfaction. The quantitative data was collected from Samsung and Apple cellular phone users in Trincomalee district. The questions specially addressed the two research variables 1. Product modification such as size, colour, design, model and other features 2. Customer satisfaction such as customer complaints, delight, customer loyalty, word of mouth and repurchase intention. The principle objective of this study is to broaden and understanding of Samsung and Apple cellular users by addressing the research problem: "is there any impact of product modification on customer satisfaction in the particular context? The finding of this study revealed that there is an impact of product modification on customer satisfaction in particular context.

**Key words:** Product Modification, Customer Satisfaction

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