

**“IMPACT OF PRODUCT MODIFICATION ON
CUSTOMER SATISFACTION-SPECIAL REFERENCE TO
LOCAL INDUSTRIES IN JAFFNA”**

BY

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ABSTRACT

This research is concerned with the analysis of “The impact of product modification on customer satisfaction”. The researcher formulated problem question that “Does product modification have significant impact on customer satisfaction?” Then the researcher found that there is a strong positive relationship between product modification and customer satisfaction.

This research conducted with local industries. The Jaffna district was selected and 100 customers were identified as sample. After data were collected from selected customers and these data were presented and analyzed by using statically tools. These analyses were used to test the relationship between product modification on customer satisfaction.

Here, desirable size color, price, and design of the products may increase the level of customer satisfaction, these are leads to custoer satisfaction, changes in the product features, which directly affect the customer satisfaction and there is strongly relationship between product modification and customer satisfaction

In this research, the researcher concluded about the clarify the research findings, after that the researcher formed a final conclusion. Some give the suggestions also were given for the improvement of customer satisfaction.

According to these analyses, there is a positive strongly relationship between product modifications on customer satisfaction. In this all view, the researcher attempt to say that, a industries can achieve the customer satisfaction in order to attain organizational goals and objectives through product modification.

Researcher

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