



AN EMPIRICAL INVESTIGATION ON PRODUCT INNOVATION AND ITS IMPACT ON CUSTOMER SATISFACTION: EVIDENCE FROM SAMSUNG MOBILE PHONE USERS IN JAFFNA PENINSULA.

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Abstract

The main objective of this study was to An Empirical Investigation on Product Innovation and its Impact on Customer Satisfaction: Evidence from Samsung mobile phone users in Jaffna Peninsula. To achieve this objective, descriptive and explanatory research design were used to analyze the data collected through questionnaire from a sample of 200 Samsung mobile phone users, these respondents were selected using convenient sampling method. The data collected through a questionnaire were analyzed using statistical tools such as mean, standard deviation, correlation and regression analysis. The major finding of the study indicates that, the users were highly satisfied with size, color, design, model and features of product innovation dimensions. On the other hand, the correlation result shows that there is positive and significant relationship between product innovation dimensions and customer satisfaction. The results also indicate that unlike color, design and model, the two product innovation dimensions (size and features) have strongly positive and significant effect (39.0%) on customer satisfaction. The Samsung should pay special attention for color, design and model of product innovation dimensions by enhancing employees' commitment in offering innovative product in a way the customers feel more valued, friendly and treated individually.

Keywords : Product Innovation, Customer Satisfaction, Jaffna Peninsula