IMPACT OF *ADDING PRODUCT FEATURES* ON *CUSTOMER EXPERIENCE OF VALUE*: THE MEDIATING ROLE OF *PRODUCT CAPABILITY* AND *USABILITY*

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MBA Thesis Declaration

This is to certify that**Hina Nazir** Registration No. **34142** EnrollmentNo**. 01-120131-017**has completed her Study entitled**impact of adding features on customer experience of value** under my direction. The study is complete in all aspects.

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Abstract

Globally, the business environment has become very competitive in terms of the value options available for customers' attention, interest and further action. In order to get the competitive edge over the competitors and capture mind and heart, marketers tries to bring new products or innovation in the existing products which customer feels attractive and their mind triggers to at least try the product. It is also evident that marketers add on features which are not required by the customer but still they buy it just by feeling eye catching. However, sometimes after the purchase customers regret the purchase because they sometime find the features unnecessary or find it difficult to use. Once they are unable to understand the feature they suffer from feature fatigue. Thepresent study has accordingly tried to empirically validate the impact of adding product features on customer experience of value. The focus remained on examining the mediating variables based on product capabilities which are enhanced by adding features in a product and product usability on customer experience of value.

The most important thing is to find that whether adding features actually increase the capability of the product and effect on customer after using it. In other words, the focus of the present study is to find that how adding features in a

product will affect the customer buying intention for the future and if the experience of customer is not good they can spoil the image of the brand. Moreover, the other objective is to find or explore the relationship between product capabilities and the product usability. The study has also explored as well as empirically verified the mediating influences of product capability and product usability. The study is tested with the help of SPSS. Data was collected from 200 university students in view of the restrictive constraints. The findings of the study suggest evidence regarding the mediating influence of product capability and usability of the product. In view of the results and limitations of the present study, recommendations are given and possible future avenues for further research are highlighted.

Keywords:*product features, product capability, product usability, feature fatigue, customer experience.*