

A Study On Impact Of Post Sales Service On Customer Retention At Texmo Industries, Hyderabad

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Abstract :

In today's competitive manufacturing landscape, providing excellent post-sales service has become essential for building lasting customer relationships. This study looks into how post-sales service affects customer retention at Texmo Industries, a prominent player in the engineering and pump manufacturing sector. It focuses on various aspects of post-sales service including installation assistance, maintenance support, complaint resolution, availability of spare parts, and technical help and how these elements contribute to customer satisfaction and loyalty. A descriptive research approach was used, with data collected through structured questionnaires given to customers of Texmo Industries. The analysis employed statistical methods such as percentage analysis to examine the data. Results demonstrate a strong positive link between the quality of post-sales service and customer retention, showing that timely and effective service fosters customer loyalty and encourages repeat purchases. The study concludes that enhancing post-sales service strategies can give Texmo Industries a lasting competitive edge and suggests ongoing improvements to boost customer retention.

Key words : Post sales Service, Customer Retention, Service Quality, Customer Satisfaction, Customer Loyalty.

Introduction :

Background

In today's business landscape, customer satisfaction goes beyond just making a sale. The transaction is merely the start of an ongoing relationship between a business and its clients. Post-sales service encompasses the support and help provided to customers after they have purchased a product or service. This includes tasks like installation, warranty services, maintenance, repairs, customer support, and dealing with complaints. Providing effective post-sales service ensures that customers derive the most value from their purchase and improves their overall experience with the brand.

Customer retention means a business keeps its current customers over time. Customers who stay are more likely to buy again, stick with the brand, and tell others about the company. In a market where customers have many choices, keeping customers has become a big challenge for businesses. Studies show that keeping current customers costs less than finding new ones and helps a lot with making money over time.

Post-purchase service is vital in shaping customer satisfaction and loyalty. A top-notch product can still lose customers if it lacks effective after-purchase support. Prompt responses, efficient issue resolution, and friendly customer service contribute to establishing trust and enhancing customer connections. This research intends to examine the effects of post-purchase service on customer

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retention and to explore how successful after-sales assistance can enable organizations to attain lasting growth and a competitive edge.

Statement of the Problem

In the current fiercely competitive business landscape, organizations encounter rising difficulties in keeping their customers. Consumers have numerous options at their disposal, and switching brands has become increasingly straightforward. In this context, offering high-quality post-sales service is crucial for companies aiming to sustain enduring relationships with their clientele. The necessity for this research stems from the escalating significance of customer retention as a vital component of organizational achievement. Post-sales service has a direct impact on customer satisfaction, loyalty, and trust. Inadequate after-sales support can result in customer dissatisfaction, adverse word-of-mouth, and customer attrition, even when the product quality is exemplary. Conversely, effective post-sales service assists in resolving customer concerns, fosters trust in the brand, and motivates repeat purchases. This study is essential for grasping how customers view post-sales services and how these perceptions affect their willingness to continue business with a company. Furthermore, numerous organizations tend to prioritize the acquisition of new customers, often neglecting the importance of their current clientele. Retaining customers is not only cost-effective but also contributes to consistent revenue growth. This research aims to uncover deficiencies in existing post-sales service practices and offers insights into areas that need enhancement. The outcomes of this study will be beneficial for businesses in developing effective post-sales service strategies that improve customer satisfaction and foster long-term customer loyalty.

Aim

The basic aim of this study was to examine the influence of quality of Post Sales Services on customers satisfaction and loyalty. This research study is related to check whether effective after sales service leads to retention of customers.

Research Objectives

1. To examine the post-sales service practices followed by Texmo industries, Hyderabad.
2. To analyse the impact of post sales service on customer retention at Texmo industries, Hyderabad .
3. To assess the relationship between customer satisfaction with post-sales service and repeat purchase intention.

Scope of the study

The scope of the study is restricted to the customers of Texmo industries at Hyderabad location only. The study also focusses on the needs and requirements of the customers to retain with the existing brand.

Organisation Profile

Texmo Industries

Texmo Industries is a leading Indian industrial manufacturing company known for producing high-quality electric motors and water pumps. It was established in 1956 by engineer R. Ramaswamy in Coimbatore, Tamil Nadu, India, with a mission to deliver dependable engineering products and excellent customer service.

Vision and Mission

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United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR) Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, Special Issue-2, 2026

Texmo Industries aims to design and manufacture innovative, efficient, and reliable engineered products that meet customer needs across different markets. The company prioritises quality, sustainability, and long-term value over short-term profit. It believes in building strong customer relationships and delivering service excellence beyond the sale.

Business Activities and Products

Texmo Industries primarily manufactures and supplies:

- Water pumps (submersible, open well, Monoblock, jet, agricultural and domestic pumps)
- Electric motors for various industrial and agricultural purposes
- Castings and precision components through its related divisions

These products are designed for use in domestic, agricultural, and industrial sectors, making Texmo a diversified engineering company. Its products are recognized for reliability, performance, and durability.

Literature Review

Post-sales service has become a key factor in keeping customers, especially in industries like manufacturing where products are complex and used for a long time. Recent studies show that having a good product is not enough anymore—companies also need excellent service after the sale to stay competitive.

Baines and Kapoor (2024) point out that there's a big change from selling just products to offering complete solutions. Their work shows that strong post-sales support is needed for this change. They talk about something called technical empathy, which is when service and sales people use data to understand and solve customer problems before they even ask. This helps build strong customer relationships and helps keep customers for longer. Responding quickly to customer issues is a big part of good post-sales service.

Islam (2024) says that how fast a company answers and fixes problems shows how much they care. Fast communication and quick solutions make customers feel confident and happy. On the flip side, Gupta (2019) finds that slow or poor responses make customers unhappy and more likely to switch brands, while fast resolutions help keep customers. In industries where products are technical and used continuously, like pumps, machines, and equipment, service quality is even more important.

Thomas and Rao (2021) explain that for these products, how well the company supports customers after the sale often matters more than the product itself. Customers need help with installation, maintenance, and technical support, so good service is key to keeping long-term relationships. Warranty services, maintenance contracts, and follow-ups help build trust.

Sharma and Singh (2020) found that longer warranties and regular maintenance make customers feel safer, which makes them more likely to buy again and stay loyal. These services lower the risk customers see and make them more confident in the company. In very competitive markets, good post-sales service can set a company apart from its competitors.

Lim and Lee (2019), using the SERVQUAL model, found that all five dimensions—tangibility, reliability, responsiveness, assurance, and empathy—help shape post-sales service quality. Their study shows that assurance, reliability, and empathy are the most important in making customers loyal, showing how trust and personalized service are key to keeping customers. Beyond just fixing things, how service is delivered emotionally and in relationships also affects retention.

Bhattacharya (2017) says that when service is friendly and empathetic, customers form stronger emotional connections with the company. Murthy (2017) adds that good post-sales service can turn

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satisfied customers into brand advocates, while poor service leads to bad reviews and customers leaving brand quickly.

The studies that have been looked at show that good post-sales service helps keep customers coming back. Important factors that make service good are how quickly they respond, their skills in fixing problems, support with warranties, showing care, and fixing issues before they become big problems. These points are especially important for companies in the industrial manufacturing field, where customers rely a lot on strong support after buying. But there isn't much real-world research on Indian manufacturers like Texmo Industries, which shows there's a gap in knowledge that this study tries to fill.

RESEARCH METHODOLOGY

Research design

The descriptive research is a truth finding investigation with sufficient interpretations. The descriptive research aims at identifying the different aspects of a problem under study. It explores potential relationship among factors and also setting the step for additional investigation afterward. The sample size will be undertaken in this research study is 100.

Sources of Data

Data is collected through the dealer network of Texmo industries at Hyderabad location. Customers who have experienced post-sales service at Texmo industries. The data is gathered through structured questionnaires and surveys. This method helps in obtaining first-hand information about customer satisfaction, service quality, and loyalty which leads to customer retention.

Sampling Method

The study uses the **convenience sampling method**, where respondents are selected based on availability and willingness to participate in the survey.

Data Collection Tool

A structured questionnaire is used as the primary tool for data collection. The questionnaire includes close-ended questions related to service quality, response time, customer satisfaction, and likelihood of repeat purchase.

Tools for Data Analysis

The collected data is analysed using simple statistical tools such as:

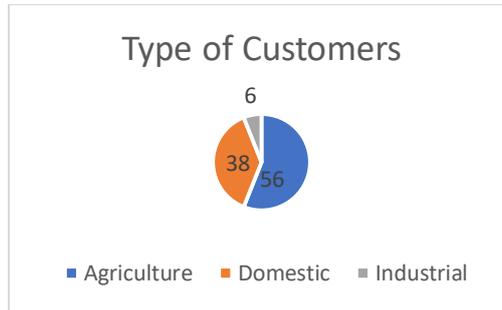
- Percentage analysis
- Tables
- Bar charts and pie charts

Analysis Plan

Analysis is depended on the responses provided to questionnaire. It is vital to have a analysis plan in mind even before going to the field with a questionnaire. This edited data further codified and code book has been prepared. After completion of the entire analysis, interpretation was made basis of tables, charts and bar graphs for representation of data.

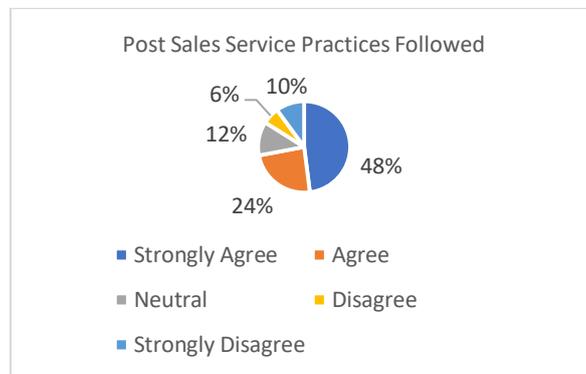
Data Analysis and Findings

According to the research the various respondent's different products customers from Texmo Industries have been responded to the questionnaire. Below is the pie chart representing the type of customer referring to Texmo Industries.



Inferences: The above is the information related to the type of customers responded to the given survey for research purposes.

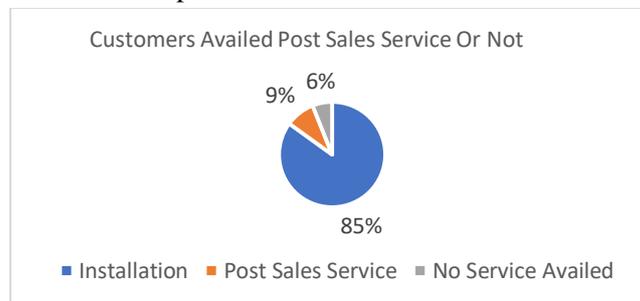
1. Post-Sales Service Practices that are followed by the Texmo Industries are Known to the Customers or not.



Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
48	24	12	6	10

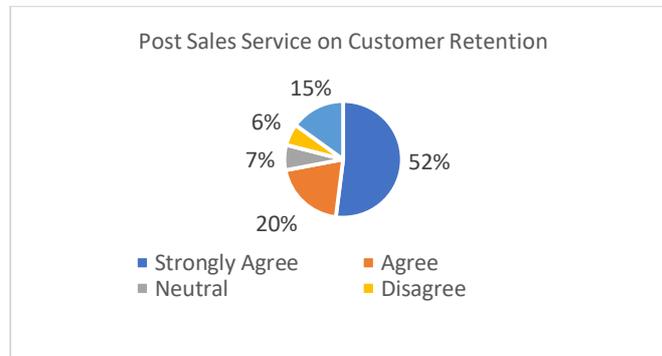
Inferences: The above graph shows that nearly 84% of customers know about the Post Sales Service practices that are followed by the Texmo Industries and some of the customers don't know about the services that are provided by the company.

2. Whether the customers availed the post-sales service at Texmo Industries or Not.



Inferences: The above survey results revealed that nearly 94% of customers of Texmo Industries were using the After Sales Services that are provided by the Texmo Industries. It reveals that Texmo Industries were trying to improve their customers satisfaction though giving Post Sales Service.

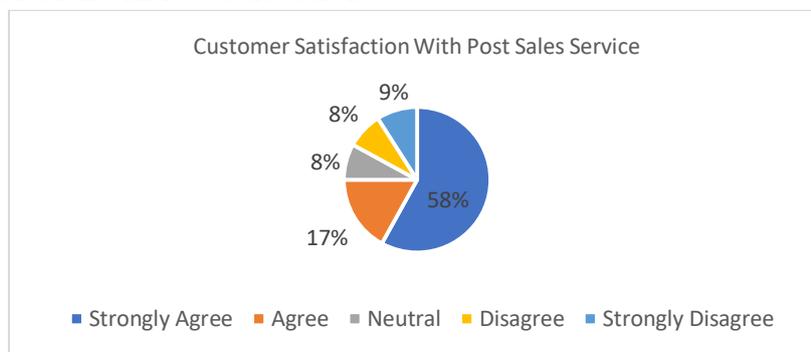
3.Impact of Post-Sales Service on Customer Retention



Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
52	20	7	6	15

Inferences: The above graph revealed that 52% of the respondents Strongly agreed that they have satisfied with the Post Sales Services that are provided by Texmo Industries and having an intent of repurchasing of the products from Texmo Industries whenever they are required. And also, due to some other reasons 15% of the customers were not willing to re purchase the products.

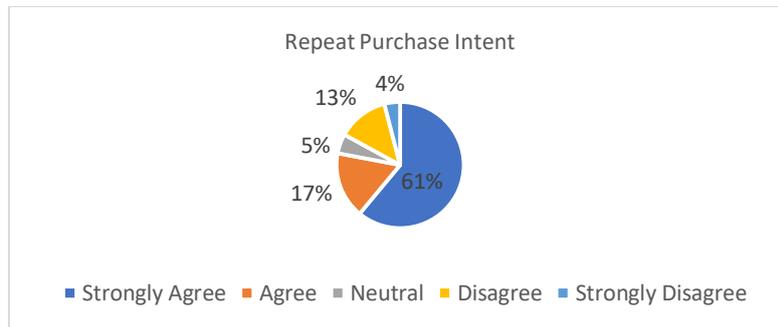
4.Customer Satisfaction with Post-Sales Service



Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
58	17	8	8	9

Inferences: The above graph revealed that 75% of the customers were satisfied with Post Sales Service that are provided by Texmo industries and the customers also responded that they were having repeat purchase intent. It is a critical determinant of long-term loyalty, brand reputation, and repurchase behaviour, often outweighing the initial purchase experience in importance.

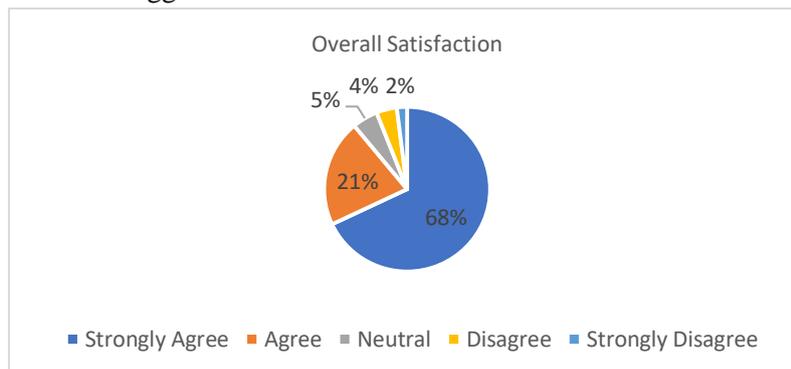
5.Repeat Purchase Intention



Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
61	17	5	13	4

Inferences: The above graph reveals that 78% of the customers were having an intent of repurchasing the product from Texmo Industries as due to the on-time Post Sales Services that were provided and Product quality which leads to the customer retention.

6. Overall Satisfaction and Suggestions



Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
68	21	5	4	2

Inferences : 68% of the customers stated that they are satisfied with the care and concern taken by the Texmo industries in availing the Post Sales Service to the customers and also 2% of the customers were disagreed.

Conclusion

The current study looked at how post-sales service affects customer retention at Texmo Industries. It found a clear and important link between the two. The results show that post-sales service is more than just a support activity it plays a key role in building customer loyalty and helping the company stay successful over time. Customers care a lot about getting quick responses, having spare parts available, getting good technical help, having reliable warranty services, and receiving follow up updates.

The research shows that customers who are happy with Texmo’s post-sales support are more likely to keep doing business with the company and tell others about their positive experience. On the other hand, slow service, poor communication, and weak technical support hurt customer

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

retention. The data analysis shows a strong connection between the quality of post-sales service and how well customers stay with the company, which means the idea that there's no link between them is not correct.

These results match what other studies have found, especially in industrial markets where products are complex and depend on proper operation. In general, the study shows that improving post-sales service can greatly help keep customers and give Texmo Industries a strong advantage in the market.

Suggestions

Based on the study's findings, here are some ideas to improve how Texmo Industries handles customer service after a sale and keep customers coming back

1. Make Service Faster

Texmo Industries should work on getting faster responses to customer complaints and service requests. Using a system that tracks service issues and setting clear time limits for replies can help customers feel more confident and satisfied.

2. Train Service Team Better

Service staff should get regular training to handle difficult product problems. Having skilled and informed technicians helps improve service quality and reduces the time customers have to wait for fixes.

3. Expand Service centers and get Spare Parts Faster

Improving the number of service centers and making sure spare parts are available quickly can help cut down service delays, especially for customers in remote or rural areas.

4. Offer Better Warranty & Maintenance Plans

Providing longer warranty options and good annual maintenance deals can give customers more confidence and make them more likely to buy again.

5. Make Communication and Feedback Easier

Setting up clear ways for customers to give feedback, like surveys and online support tools, will help Texmo understand what customers think and keep improving service quality.

6. Build a Customer Focussed Service Culture

Teaching service staff how to communicate well, show understanding, and manage customer relationships can create stronger emotional connections, leading to higher customer loyalty and more positive word-of-mouth.

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www.ujmr.in Vol-3, SpecialIssue-2,2026

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