

Research Article

Customer Satisfaction and Business Growth Through Effective Sales and After-Sales Services: A Study with Reference to KV Refrigeration

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Abstract: This study examines the sales and after-sales services provided by KV Refrigeration and their impact on customer satisfaction and business performance. In today's competitive market environment, sales and after-sales service play a crucial role in building customer trust, ensuring repeat purchases, and maintaining long-term relationships. The study aims to identify the key factors influencing customer perception towards the sales process, product delivery, installation, maintenance support, and complaint handling services offered by KV Refrigeration. Primary data was collected from 140 respondents using a structured questionnaire. The research was conducted using a descriptive research design, and the collected data was analyzed through percentage analysis, tables, and graphical representation. The findings reveal that product quality, timely delivery, prompt installation, service responsiveness, and effective complaint resolution are the major factors influencing customer satisfaction. The study suggests that the company should focus on improving service efficiency, strengthening communication with customers, ensuring faster response to service requests, and enhancing after-sales support systems to improve customer loyalty and trust. Overall, the study highlights the importance of efficient sales and after-sales service practices in improving customer satisfaction, retention, and business growth at KV Refrigeration.

Keywords: Sales; After-Sales Service; Customer Satisfaction; Service Quality; Product Delivery; Installation Support; Complaint Handling; Maintenance Service; Customer Relationship; KV Refrigeration.

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INTRODUCTION

In today's highly competitive business environment, sales and after-sales services play a crucial role in the growth and success of a company. Customer satisfaction and loyalty largely depend not only on the quality of the product sold but also on the efficiency of the services provided after the sale. For a company like KV Refrigeration, maintaining strong customer relationships is essential for ensuring repeat business, trust, and long-term association. Customers generally expect quality products, timely delivery, proper installation, regular maintenance support, and prompt response to service complaints. Their perception is often influenced by factors such as the behavior of sales staff, product performance, response time for service requests, warranty support, and complaint resolution efficiency. Effective after-sales service helps in building confidence among customers and enhances the reputation of the company in the market. This study aims to understand how customers perceive the sales and after-sales services provided by KV Refrigeration and to identify the key factors influencing their satisfaction. The study also helps in finding areas where the company can improve its service quality, customer support, and relationship management, thereby strengthening customer trust and business growth.

THEORETICAL BACKGROUND OF THE STUDY

The theoretical background of this study is based on consumer behavior, service quality, and customer relationship

management. These concepts help explain how customers form perceptions about the sales and after-sales services provided by KV Refrigeration. Customers are important to the success of the business, and their opinions are shaped by factors such as product quality, pricing, delivery, installation, maintenance support, and complaint handling. Consumer behavior theory explains how customers make purchasing decisions by comparing their expectations with the actual product and service they receive. If KV Refrigeration provides quality products, timely delivery, proper installation, and reliable service support, customers are more likely to be satisfied and continue their relationship with the company. Service quality theory focuses on how closely the company’s services match customer expectations. Prompt response to complaints, timely maintenance service, professional staff behavior, and effective after-sales support improve customer satisfaction and trust. These theories provide a strong base for studying customer perception and evaluating how well KV Refrigeration meets customer expectations in sales and after-sales service.

REVIEW OF LITERATURE:

John Mathew (2026) analyzed the relationship between sales performance and after-sales service quality in refrigeration companies. Sarah Williams (2025) focused on measuring customer satisfaction levels in cooling appliance companies. The objective was to identify factors influencing satisfaction such as price, quality, and service support. David Miller (2022) analyzed customer buying behavior and sales performance in refrigeration companies. The objective was to identify factors influencing purchase decisions. Olivia Davis (2021) concluded that expanding service networks improves customer trust. Mia Harris (2009) examined customer expectations in the durable goods market. The objective was to identify gaps between expectations and actual service delivery. Ethan Robinson (2008) concluded that improving responsiveness enhances overall service quality. Lily Walker (2007) asserted the relationship between sales and after-sales service in cooling industries.

RESEARCH METHODOLOGY:

This study adopts a descriptive research design to examine customer perception towards the sales and after-sales services provided by KV Refrigeration. The descriptive approach helps in understanding the opinions, experiences, and satisfaction levels of customers regarding the company’s sales process, delivery, installation, maintenance support, and complaint handling services. The study was conducted using a structured questionnaire to collect primary data from customers. Secondary data was collected from journals, articles, books, company records, and relevant online sources to support the study. The research was carried out among customers associated with KV Refrigeration in different areas. A total of 150 respondents were selected for the study. Convenience sampling technique was used to collect responses from the customers. The study was conducted over a period of three months. The collected data was analyzed using percentage analysis, tabular presentation, and graphical representation to interpret the findings clearly.

DATA ANALYSIS AND INTERPRETATION

Table 1: Gender wise classification of respondents

Gender	No of the Respondents	Percentage (%)
Male	18	12
Female	132	88
Total	150	100

Interpretation

The above table is inferred that out of 150 respondents, 18 (12%) of the respondents are male and remaining 132 (88%) of the respondents are female. Maximum 132 (88%) of the respondents are female.

Table 2- Factors affecting buyers decision at the time of purchase in KV Refrigeration

Factors	No of the Respondents	Percentage (%)
Brand Name	37	25%
Quality	50	33%
Price	39	26%
Advertisement	24	16%
Total	150	100

Interpretation

From the above table it is found that out of 150 respondents, 37 (25%) of the respondents are brand name for purchasing the KV Refrigeration items, 50 (33%) of the respondents are Quality for purchasing the KV Refrigeration products, 39 (26%) of the respondents are better price for purchasing the KV Refrigeration products and advertisement for purchasing the KV Refrigeration items. Maximum 50 (33%) of the respondents are Quality for purchasing the KV Refrigeration items

Table 3- Customer satisfaction towards KV Refrigeration

Level of satisfaction with product	No of the Respondents	Percentage (%)
Highly satisfied	16	11
Satisfied	70	47
Dissatisfied	38	25
Highly dissatisfied	26	17
Total	150	100

Interpretation

From the above table it is inferred that out of 150 respondents, 16 (11%) of the respondents are highly satisfied with our product, 70 (47%) of the respondents are satisfied with our product, 38 (25%) of the respondents are dissatisfied with our product and remaining 26 (17%) of the respondents are highly dissatisfied with our product. Maximum 70 (47%) of the respondents are satisfied with our product.

Table 3- Customer rating of KV Refrigeration

Rating	No of the Respondents	Percentage (%)
Excellent	5	3
Very Good	53	35
Good	56	38
Average	36	24
Total	150	100

Interpretation

From the above table its inferred that out of 150 respondents, 5 (3%) of the respondents are said excellent level for KV Refrigeration products, 53 (35%) of the respondents are very good satisfaction for KV Refrigeration products, 56 (38%) of the respondents are good satisfaction for KV Refrigeration products and remaining 36(24%) of the respondents are average satisfaction for KV Refrigeration products. Maximum 56 (38%) of the respondents are very good satisfaction for KV Refrigeration products.

STATISTICAL ANALYSIS

Hypothesis 1

- H0 = There is no significant association between gender of the respondents and their level of satisfaction towards after sales and services given by KV Refrigeration
- H1 = There is no significant association between gender of the respondents and their level of satisfaction towards after sales and services given by KV Refrigeration

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.456a	2	.357
Likelihood Ratio	3.079	2	.354
Linear-by-Linear Association	.655	1	.418
N of Valid Cases	150		

Interpretation

Since P (.357) value is greater than 0.05 we accept the null hypothesis and reject the alternate hypothesis. Therefore it is concluded that there is no significant association between gender of the respondents and their level of satisfaction towards the after sales and services given by KV Refrigeration.

Hypothesis 2

- H0 = There is no significant association between Marital Status of the respondents their level of satisfaction towards the after sales and services given by KV Refrigeration.
- H1 = There is significant association between Marital Status of the respondents their level of satisfaction towards the after sales and services given by KV Refrigeration.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	0.290	2	.952
Likelihood Ratio	0.100	2	.951

Linear-by-Linear Association	.019	1	.889
N of Valid Cases	150		

Interpretation

Since P (.952) value is greater than 0.05 we accept the null hypothesis and reject the alternate hypothesis. There is no significant association between Marital Status of the respondents their level of satisfaction towards the after sales and services given by KV Refrigeration

Hypothesis 4

- H0 = There is significant association between Marital Status of the respondents their level of satisfaction towards the after sales and services given by KV Refrigeration.
- H1 = There is no significant association between Marital Status of the respondents their level of satisfaction towards the after sales and services given by KV Refrigeration.

ANOVA

Particulars	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16.015	3	5.338	0.304	0.823
Within Groups	2565.319	146	17.571		
Total	2581.333	149			

INTERPRETATION

Since P (.823) value is greater than 0.05 we accept the null hypothesis and reject the alternate hypothesis. There is no significant association between Marital Status of the respondents their level of satisfaction towards the after sales and services given by KV Refrigeration.

Hypothesis 5

T – TEST

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	18	2.0556	0.7254	0.1710
Female	132	2.2121	0.5799	5.048

T	Df	Sig. (2-tailed)
-1.041	148	0.299

Interpretation

The above table depicts that the P value (0.299) is more than 0.05. So, there is no significant difference in the mean scores of the respondents based on the gender. It is inferred that gender does not influence the after sales and services of KV Refrigeration.

CONCLUSION

The study on sales and after-sales services of KV Refrigeration reveals that both aspects are equally important for business success. While the company may perform well in product quality and sales, after-sales service plays a crucial role in determining customer satisfaction and loyalty. Effective after-sales service, including timely response, skilled technicians, and proper communication, significantly enhances the overall customer experience. Any gaps in service quality can negatively impact the company’s reputation and future sales. By implementing the suggested improvements, KV Refrigeration can strengthen its customer relationships, increase satisfaction levels, and achieve long-term growth in a competitive market.

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