



Factors Affecting Customers Loyalty in Telecommunications Industry (Bharti Airtel)

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ABSTRACT

This research aims to evaluate the effect of the variables; namely, Trust, Service quality, Customer satisfaction and Customers perceived value on customer loyalty of Bharti Airtel in India. The study survey 100 Bharti Airtel customers from India. Next part is data analysis and data interpretation in this part we discuss our research in deeply. The last part is results all the above parts are completed then we conclude with results. In this research study. We collect the secondary data from internet, websites, Airtel website previous research paper, journals. And we also collect data from primary data from survey which we conduct on google form. Both the methods are very helpful to us in our research we found that overall users of Bharti Airtel shows positive approach towards the Services Quality, satisfaction, trust and Prescribed value and majority agreed to remain loyal customers to the network and promote a good image of the brand through recommendation.

Keywords: Service Quality, Customer Satisfaction, Customer Perceived Value, Trust

Introduction

Wireless communication technology, especially mobile network have expansion fast in India. India is the world's second largest telecommunications market with the subscriber base of 1.2 billion. The Indian mobile economy is growing hastily and will contribute appreciably to India's Gross domestic Product (GDP) in 2019, India passed America to grow to be the second biggest marketplace in phrases of wide variety of app downloads. The liberal and reformist policies of the authorities of India had been instrumental along side strong consumer demand inside the speedy growth inside the Indian telecom region. The authorities has enabled clean market access to telecom gadget and a truthful and proactive regulatory framework, that has ensured availability of telecom offerings to client at lower priced expenses the entire number of internet subscribers extended from 757.61 million in January 2021 to 765.09 million in February 2021. Of this subscriber base, the number of wired internet subscribers turned into 22.26 million and wireless internet subscribers have been 742.84 million. The digital movement enabled the country in the direction of artificial intelligence, system learning, deep gaining knowledge of, online shopping, online education, online games and many more. those all digital technologies are walking over telecom backbone. The worldwide telecom services marketplace length was worth \$ 2,642.14 billion in 2021 and is predicted to growth at 5.4% from 2021 to 2028. Increasing the deployment of 5G infrastructure's. because of the shift in consumer leaning towards future technology. hovering demand for high speed connectivity, and the growing value added services. the worldwide communication network has surely been one of the distinguished areas for persevered technological advancements.

Even in the telecom service market, data speeds have increased significantly from the global system for mobile communication (GSM) and code division multiple access (CDMA) to the era of 3rd generation (3G) and (4G). It is improving.) And now (5G) commercialization of the 5th era of networks. The rise of data connections has made it possible to reduce the time it takes to move large wedges of data from days to hours, and now to just seconds. Global telecommunications service providers are benefiting from current scenarios due to their industry and business model, as people around the world are working on the reality of the COVID 19 pandemic. In a pandemic, a major shift to remote work will increase the demand for network connectivity and infrastructure.

This is due to the significant increase in consumer use of smartphones. The rapid increase in demand for high-speed broadband services for business and residential applications is expected to further drive segment growth during the forecast period. With the rollout of next-generation high-speed networks, the demand for telecommunications services in business applications is increasing. Enterprises are deploying 5G small cell networks and private LTE and 5G networks to access faster data bandwidth and avoid network latency. In 22, the Asia Pacific region will have the largest share of more than 32.% and is expected to grow significantly from 221 to 228. The region is expected to attract more than half of new mobile subscribers by 228. The regional market is driven primarily by investments in e-commerce and retail shopping platforms, smartphone ubiquitous, and 5G networks. India, China and Japan have contributed significantly to the growth of regional market.

Literature Review

Khizindar, T. M., Al-Azzam, A. F., & Khanfar, I. A. (2015). This research report describes the factors that influence customer loyalty in the telecommunications industry. The goal of the study is to assess the effectiveness of the variables ; that is, the price, quality of service, brand image and customer retention trends of mobile phone service providers in Saudi Arabia. To find the data, researchers used qualitative or quantitative methods and measured responses using a Likert-scale questionnaire. All the variables tested were found ; price, quality of service, brand image and trends directly affected the customer retention of the service provider. Survey results show that price, quality of service, brand image, and trends are four key factors driving mobile users to switch providers.

John, J. (2011) The main purpose of this white paper was to investigate the factors that influence the customer loyalty of BSNL's customers. Factors that influence customer retention satisfaction, credibility, image, and relationships. To find the results, researchers use the Likert scale for data collection. In this study, researchers found that BSNL's network quality, customer service, and value-added services improve customer loyalty. Researchers have recommended that BSNL Mobile companies address server-related issues. BSNL needs to break away from cost issues and strive to improve network quality and customer service quality in line with customer expectations. The results show that telecommunications providers need to look beyond price competition to keep their customers happy and loyal.

Boohena, R., & Agyapong, G.K. (2011) Researchers describe an analysis of Vodafone (Ghana), a precursor to customer loyalty in the telecommunications industry. The most important variables were quality of service, customer satisfaction, and image. Researchers have adopted the SERVQUAL model to analyze the precursors of customer loyalty. This result shows that there is a positive correlation between quality of service and customer loyalty. However, the results show that there is a negative correlation between customer satisfaction and customer loyalty.

Md. Hafez & Naznin A (2017) The purpose of this study is to investigate the determinants of customer loyalty in Bangladesh's telecommunications industry. Researchers use convenience sampling methods to collect primary data. Several hypotheses were extracted from the conceptual framework and tested using one-way ANOVA and multiple regression analysis. The results of this study show that service quality, customer satisfaction, trust, and corporate image have some correlation with customer loyalty, but switching costs are not important to customer loyalty. It also shows that the quality of service is the most dominant. The findings suggest that operators need to pay more attention to quality of service, customer satisfaction, trust, and corporate image in order to increase customer loyalty.

Wong F. Y., Chew S. L. & Loh K.L. (2015) The researcher aim is to of this study is to explore the critical factors of service quality, customer value, corporate image and customer satisfaction that generate customer loyalty in the mobile communication service markets in the Klang Valley, Malaysia. The study also attempts to validate the connection between factors and customer loyalty. The findings revealed that all the independent variables had significant positive relationships with customer loyalty. The results showed that among the three independent variables, service quality turned out to be the most important predictor of customer loyalty, followed by customer value and corporate image.

Mohammad Muzahid A. and Noorjahan P. (2009) The researcher has proposed a conceptual framework to investigate the effects of customers' perceived service quality, trust, and customer satisfaction on customer loyalty. To test the conceptual framework Structural Equations Modeling (SEM) has been used to analysis the data. The result of the study shows that trust and customer satisfaction are significantly and positively related to customer loyalty. Customer satisfaction has found to be an important mediator between perceived service quality and customer loyalty. The mobile service provider's to figure out appropriate course of action to win customers' trust by providing better services in order to create a loyal customer base.

Hassan Shakil B., Ahmad A. and Siddhi P. (2017) The purpose of this study was to investigate the factors that influence customer retention and the use of mobile services in Australia. Factors such as customer experience, habits, pleasure motives, performance expectations, and effort expectations are the most important precursors to customer loyalty and marketing mix factors such as price, product value, facilitation conditions, and social impact. .. The main purpose of the researcher is to study the relationship between these factors and customer loyalty in the Australian mobile scenario and the relationship between these factors. This study is based on the positivist paradigm of quantitative methods. It is based on a fictitious deductive quantitative approach. The data was analyzed by structural equation modeling (SEM) to test all relationships between variables in the model.

Hiram T., Kim-Lim T., Xin-Jean L. and Jun-Hwa C., Qian-Hui T., Hui-Bun T. (2020) The purpose of this study is to investigate the impact of corporate image, pricing, quality of service, and network quality on customer loyalty in Malaysia's mobile communications sector to determine the mediation of customer satisfaction and trust. The research hypothesis was tested using partial least squares structural equation modeling (PLSSEM). The findings show that network quality and corporate image have a positive impact on customer satisfaction and trust, which in turn affects customer loyalty. The results of the mediation showed that both trust and satisfaction mediate the relationship between network quality and loyalty, and between corporate image and loyalty. Researchers recommended that Malaysian carriers continue to improve their network coverage and corporate image in order to effectively respond to customer-based needs and maintain loyalty.

Amin, S. M., Ahmad, U. N. U., & Hui, L. S. (2012). The purpose of this study is to identify factors that contribute to customer loyalty to Malaysian telecommunications providers. To find factors that explain customer loyalty, respondents were asked to show their consent to each statement based on a 5-point Likert scale. This study shows that corporate image, perceived quality of service, trust, and switching costs are positively related to customer loyalty. Perceived quality of service is the most important factor in customer loyalty, followed by corporate image, trust, and switching costs.

Samarakoon, S. M. A. K., Dahanayake, P., & Karunaratne, A. (2021) The main purpose of this study is how perceived value mediates the relationship between quality of service and customer loyalty in the telecommunications industry in Sri Lanka, and how quality of service affects the customer loyalty of telecommunications customers. Is it? Sobel test on the mediation effect of perceived value on the relationship between quality of service and customer loyalty. The results show that perceived value has a significant impact on customer retention and quality of service has a positive impact on perceived value. Researchers have analyzed the impact of five aspects of quality of service on customer loyalty. The results show that each aspect of customer service quality has a positive impact on customer loyalty with respect to telecommunications services.

Research Methodology

This Section defines the research design, conceptual framework, developed population samples, data collection procedures and the techniques of data analysis for examining the factors that affect customer loyalty in the mobile telecommunication industry in India. The research paper is based on quantitative research in nature and conducted with the help of primary data and secondary data collected from questionnaire, Journals, websites of concerned service provider etc.

Any systematic investigation of a phenomena based on the data collect in numerical situation is called quantitative research. Quantitative data is the data collected in numerical figure and yet to be analyses statistically to identify the relationship between variables. The said factors are Services Quality, Customer Satisfaction, Trust, Customer Perceived Price.

Research Design

The study conceptualizes to find out the factors affecting on the loyalty of customers. A questionnaire in the form of the Likert scale was created for data collection. The responses ranged between highly agree to highly disagree. The number of respondents were 100 customers having Bharti Airtel mobile connection.

The main questions answered through the study are:

1. Are the customers loyal to Bharti Airtel
2. What are the major factors that influence the loyalty of the Bharti Airtel customers?

Sampling Method

A sampling method is a technique for gathering data from a population.

We used simple random sampling because it gives the subject of the population get an equal opportunity to be selected as a representative sample.

The sampling method used here is Non-Probability method. Because the sample is gathered at the researcher's convenience, the sampling method employed is Convenience Sampling with well structured questionnaire.

Data Collection

Collection of data through "Questionnaire" is the most popular mode of research investigation this is a very usual and common instrument that is considered for the collection of primary data.

Questionnaire used to collect factual information about someone or something from respondent.

Surveys are a traditional and reliable method of data collection process as part of a survey method.

Analysis and Discussion

Table 1: Demographical Result

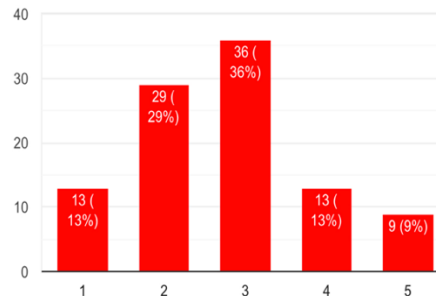
Variables	Respondents (100)	Frequency (%)
Gender		
Male	77	77.00
Female	23	23.00
Age (year)		
Below 20	12	12.00
20-25	60	60.00
25-30	18	18.00
Above 30	10	10.00
Monthly Mobile Expenses		
200-300	24	24.00
300-500	34	34.00
500-1000	31	31.00
Above 1000	11	11.00
Occupation		
Student	40	40.00

Employee	18	18.00
Self-Employee	27	27.00
Homemaker	10	10.00
Unemployed	05	05.00
How long customers of Bharti Airtel		
Less than one years	16	16.00
One to two years	26	26.00
Two to four years	29	29.00
More than four years	29	29.00

Table 1 shows that the demographics profile of the customer who use Bharti Airtel services less than one to more than four years including gender, age, monthly expenses and occupation. It is found that (29.00%) are user of Bharti Airtel is more than four years followed by two to four years (29.00%). (26.00%) were one to two years and (16.00%). It is also shown that male respondents are dominant (77.00%) compared to female respondents (23.00%). In case of age group, 20-25 (60.00%) are mostly the users of Bharti Airtel and where only (10.00%) uses Bharti Airtel whose age is above 30. The respondents monthly mobile expenses 300-500 (34.00%) followed by 500-1000 (31.00%). Finally statistics related to occupation shows that significant respondents are student (40.00%) followed by self-Employee (27.00%), Employee (18.00%), Homemaker (10.00%) and Unemployed (05.00%).

Table:2

Do you satisfied with the tariff plans of Bharti Airtel ?				
Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
13	29	36	13	9
MEAN :	3.24		STANDARD DEVIATION	1.114629983

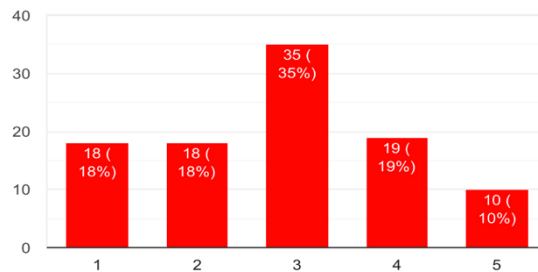


Most of the respondents were neutral of tariff plan of Bharti Airtel and 29.00% were satisfied with the tariff plan of Bharti Airtel that shows the customers were happy with Bharti Airtel tariff plan and 13.00% were highly satisfied with tariff plan of Bharti Airtel and number of respondents were customers since above four years that shows how customers is loyal towards Bharti Airtel and 13.00% were dissatisfied with the tariff plan of Bharti Airtel and only 9.00% were highly dissatisfied with Bharti Airtel tariff plan.

Bharti Airtel always keeps improving the quality of its services.				
Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
18	38	26	13	5
MEAN :	3.51		STANDARD DEVIATION	1.081619157

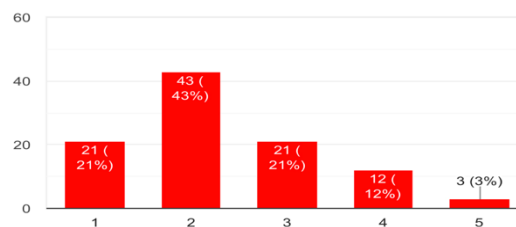
Most of the respondents have answered positively for this question. Therefore it assumes that customers were happy that Bharti Airtel always keeps improving the quality of its services. 26.00% were neither agree or nor disagree because number of respondents for this question were less or one year old customer of Bharti Airtel. 18.00% were strongly agree that Bharti Airtel keep improving the quality of its services. 13.00% were somewhat disagree and 5.00% were strongly disagree that Bharti Airtel keep improving its quality.

The prices are reasonable and affordable from my service provider.				
Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
18	18	35	19	10
MEAN :	3.15		STANDARD DEVIATION	1.211404144



35.00% respondents were neither agree nor disagree that the prices are reasonable and affordable of Bharti Airtel due highly charged amount they charge has compared to there competitors charged and 18.00% were strongly agree that the prices were reasonable and affordable and equally 18.00% were somewhat agree that the prices were reasonable and affordable of Bharti Airtel because It provide good quality of network, highly reach network has compared to there competitors. 19.00% respondents were disagree that Bharti Airtel were reasonable and affordable because number of respondents were students. 10.00% were strongly disagree that Bharti Airtel plans are reasonable and affordable.

Bharti Airtel provides true information to customers				
Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
21	43	21	12	3
MEAN :	3.67		STANDARD DEVIATION	1.030097083



43.00% and 21.00% respectively agree that Bharti Airtel provided true information to the customer and equally 21.00% respondents were not agree or nor disagree that Bharti Airtel provided true information to the customers and 12.00% and 3.00% were disagree and strongly disagree that Bharti Airtel provided true information to the customer.

Conclusion

It is concluded that the over all factors of Bharti Airtel is appreciable, in the prevailing cut threat competition among the powerful telecom industry it appeared that Bharti Airtel has not play but to win and indeed it has won the loyalty of it's customers. After completing the study with a 100 sampled Bharti Airtel customers, the research proved that, majority of Airtel's customers were males and more than half of the total customers were 20-25 years and there profession were students and self -employees which explain that, the young generation dominant within the target market of Bharti Airtel. This information will help Bharti Airtel to focus more on specific target group and improve their services.

During the research, it was discovered that number of respondents were happy after sales services of Bharti Airtel. Communication was the common tool used for customer and company interactions as greater percentage of Airtel customers but overall users of Bharti Airtel shows positive approach towards the Services Quality, satisfaction, trust and Prescribed value in addition, results from the survey indicated that there is a high level of service satisfaction received from Airtel by customers as majority agreed to remain loyal customers to the network and promote a good image of the brand through recommendation.

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