CONSUMERS SATISFACTION TOWARDS BHARTI AIRTEL SERVICE PROVIDER WITH SPECIAL REFERENCE TO DELHI-NCR

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ABSTRACT:

Purpose – The study of this paper is to know the Consumers Satisfaction Towards Bharti Airtel Service Provider with Special Reference to Delhi-NCR.

Design/Methodology – We have taken 6 variables (Service Quality, Value Added Service, Perceived Value, Customer Loyalty, Customer Support and Consumer Satisfaction) with 30 items to fulfil our research objectives. In total, 430 people filled the questionnaire out of which 400 samples were completed and reliable. Hence the total sample size for the study was 400 who were selected randomly from people of Delhi-NCR further, Amos and SPSS software was used to test the validity of the model and test the hypothesis.

Findings – The study revealed that there is significant impact of Value-Added Service, Perceived Value, and Customers Support on Consumer Satisfaction only two factor that are Service Quality and Customers Loyalty have no significant impact on Consumer Satisfaction.

Keywords: Airtel Service Provider, Service Quality, Value Added Service, Perceived Value, Customers Loyalty, Customers Support and Consumers Satisfaction,

INTRODUCTION:

The Indian telecommunication sector is 2nd largest in the world in terms of subscribers with over 1180.83 million subscribers and that are expected to increase at a Compound Annual Growth Rate (CAGR) of 30% percent over the next five years. It is expected that the Indian telecommunication industry will achieve 5 percent of tele density level by year 2025. Over the next 5 years due to rise in mobile phone penetration and decline in data cost, 500 million new internet users are expected to emerge in India creating opportunities for new business[1]. India is among the most flourishing and emerging telecommunication markets in terms of global scenario. As per TRAI report, Indian telecommunication industry has recorded an

income of Rs. 274208 crores in 2020 as against Rs.243750 crore in the previous financial year, registering growth of 12.52 percent.

Profile of Bharti Airtel:

Headquartered in India, Airtel is a global communications solutions provider with over 500 Mn customers in 17 countries across South Asia and Africa. The company ranks amongst the top three mobile operators globally and its networks cover over two billion people. Airtel is India's largest integrated communications solutions provider and the second largest mobile operator in Africa. Airtel's retail portfolio includes high speed 4G/5G mobile broadband, Airtel Xstream Fiber that promises speeds up to 1 Gbps with convergence across linear and on-demand entertainment, streaming services spanning music and video, digital payments and financial services. For enterprise customers, Airtel offers a gamut of solutions that includes secure connectivity, cloud and data centre services, cyber security, IoT, Ad Tech and CPaaS (Airtel IQ).

CONSUMERS SATISFACTION

Satisfying customers is the only way to stay competitive in today's marketplace. Customer have an expectation of service and product performance that must be met. The balancing act between what customers wants and what company can perform must be optimized in order to maximize firms long term profits.

in telecommunication sector it is highly important for service providers to invest a tremendous number of resources in satisfying their customers. Specially in this age of technology where consumers are becoming knowledgeable about products, service and brands. The customer satisfaction constitutes a critical barometer for assessing the service providers, an in-depth appreciation of the factors contributing to both satisfied and dissatisfied customers is upmost. Where on one hand, satisfied customers are more likely to recommend to service providers and on the other hand, dissatisfied customers are likely to spread negative word of mouth that not only ruin the image but also push customers to port the sim which in turn lead revenue loss to the service providers. Earlier the customer was happy with the voice communication only, but presently he is expecting high coverage, high-speed internet connectivity affordable tariffs etc. and the introduction of Mobile Number Portability (MNP) has opened doors of easy switching opportunities among telecom customers without losing mobile number Indeed, Customer satisfaction is an important theoretical as well as a practical issue for most marketers and consumer researchers.

According to **Vavra,** "Consumer satisfaction as a process and it is defined as an evaluation between what was received and what was expected, emphasizing the perceptual, evaluative and psychological processes that contribute to consumer satisfaction."

According to **Kotler** "Consumer satisfaction is a function of "consumer expectations" and "Perceived performance" These two factors identify the feelings of a person." Kotler also presented that, "the "consumer satisfaction" term is a multi-dimensional term. It lies with multiple experiences of the service provider. This term is used to capture an idea of measuring how; consumers are satisfied with the efforts of marketers.

AMERICAN CUSTOMER SATISFACTION INDEX (ACSI MODEL)

The American Customer Satisfaction Index model developed by Claes Fornell, (ACSI founder and Chair of ACSI LLC) uses customer interviews as input to a multiequation econometric model developed at the University of Michigan's Ross School of Business. The ACSI model was derived from a model originally implemented in 1989 in Sweden called the Swedish Customer Satisfaction Barometer (SCSB). The ACSI model is a cause-and-effect model with indices for drivers of satisfaction on the left side (customer expectations, perceived quality, and perceived value), satisfaction (ACSI) in the centre, and outcomes of satisfaction on the right side (customer complaints and customer loyalty, including customer retention and price tolerance). The indexes (shown in the diagram below) are multivariable components measured by several questions that are weighted within the model. The questions assess customer evaluations of the determinants of each index.

The survey and modelling methodology quantifies the strength of the effect of the index on the left to the one to which the arrow points on the right. These arrows represent "impacts." The ACSI model is self-weighting to maximize the explanation of customer satisfaction (ACSI) on customer loyalty. Looking at the indexes and impacts, users can determine which drivers of satisfaction, if improved, would have the most effect on customer loyalty. Perceived Quality Perceived Value Customer Expectations Customer Complaints Customer Loyalty

Customer Expectations: is a measure of the customer's anticipation of the quality of a company's products or service. Expectations represent both prior consumption experience, which includes some non-experiential information like advertising and word of-mouth. and a forecast of the company's ability to deliver quality in the future.

Service Quality: is a measure of the customer's evaluation via recent consumption experience of the quality of a company's products or service. Quality is measured in terms of

both customization, which is the degree to which a product or service meets the customer's individual needs, and reliability, which is the frequency with which things go wrong with the product or service. And customers could be successfully satisfied if there is a match between the service product from the customer view point and service provider view point.

In the telecom service context, call and value-added service both are included in the perceived quality. the consumer satisfaction and individual's positive feeling towards service providers are compared on the basis of these two services.

Perceived Value Perceived value is a measure of quality relative to price paid. Perceived value is that value which customers are willing to pay for a particular product or service based on their perception about their products.

Perceived value is thus based on the difference between the benefit the customer gets and cost he or she assumes for different choices.

Customers Support/Complaints Customer complaints are measured as a percentage of respondents who indicate they have complained to a company directly about a product or service within a specified time frame. Satisfaction has a negative relationship with customer complaints, as the more satisfied the customers, the less likely they are to complain.

Customers Loyalty Customer loyalty is a combination of the customer's professed likelihood to repurchase from the same supplier in the future, and the likelihood to purchase a company's products or service at various price points (price tolerance). Customer loyalty is the critical component of the model as it stands as a proxy for profitability.

Review of Literature

Khushboo (2019), in his research paper "marketing mix strategies of Indian telecom service providers" a comparative analysis" she compares the marketing mix strategy of Bharti Airtel Reliance JIO and Airtel. She revealed that these telecom players may appear to similarity in products and service that they provide in first glance. However, they differ in their internal and competitive strategies. The differences are measured on business success by growth strategy, difference in organizational structure, service providing strategy, etc. Paper concludes that Bharti Airtel is the overall leader in all the parameters that were taken into account for comparison and added pricing strategy may attract customers at first, but to behold subscriber in a longer run, right balancing of all the elements of marketing mix is essential.

V.M Anitha & Shiva (2018) in their research paper "A Study on Impact of Service Quality Dimensions on Customer Satisfaction in Bharti Airtel Tiruchirappalli- Mathura" they find a gender-based perception of the dimensions and prepared questionnaire on the basis of SERVEQUAL. The research concluded that the customers' expectations from the mobile phone service providers are higher than the perceived quality of the service provided by them. Using the Parasuraman service model, they deduce that the service quality of mobile phone service providers in India is low and that they need to take urgent steps to shore up the quality of their service to meet and if possible, transcend the customers' expectations.

Mayank, vijit (2009) in their paper "comparative study of telecom service providers in India" made a comparative analysis of the leading telecom service providers such as Bharti Airtel, Vodafone Essar, Idea, Reliance Communication, Tata Indicom on the basis of secondary data which include last 5-year net sale, profit and capitalization. The level of consumer satisfaction was also measured on the basis of network coverage; tariff rates, plan, accountability of bill, customer service, etc. and concluded that bharti Airtel is the overall leader in all the business metrics.

Research Methodology

In this research we have chosen 5 Variables with some items to fulfil the research objectives. This variable was tested on five-point Likert scale from 1 as "Strongly Disagree" to 5 as "Strongly Agree". Data was collected randomly. The total number of 430 questionnaire were distributed out of 400 which filled questionnaire were retained for the final analysis. Further SPSS and Amos software were used to test the reliability and hypotheses of the research.

OBJECTIVE OF RESEARCH:

- To study the impact of service quality, perceived value, value added service, customers loyalty and customers support on consumers satisfaction.

HYPOTHESES OF THE STUDY

H_1: There is a significant impact of service quality on consumers satisfaction.

H_2: There is a significant impact of perceived value on consumers satisfaction.

H_3: There is a significant impact of value-added service on consumers satisfaction.

H_4: There is a significant impact of customers loyalty on consumers satisfaction.

H_5: There is a significant impact of customers support on consumers satisfaction.

DATA ANALYSIS

Table.1. Demographic Profile of data

Demographic	Frequency	Percentage
Gender		
Male	155	38.8
Female	245	61.4
Age		
Below 20 Years	23	5.8
20 – 30 Years	158	39.5
30 – 40 Years	93	23.3
40 – 50 Years	46	11.5
More than 50 Years	80	20.2
Marital Status		
Married	83	20.8

Unmarried	317	79.3
Qualification		
School Level	82	20.5
Diploma	68	17.0
Undergraduate	118	29.5
Postgraduate	89	22.3
Other	43	10.8
Occupation		
Student	67	16.8
Government Employee	121	30.3
Private Employee	118	29.5
Businessman	41	10.3
Other	53	13.3
Monthly Income		
Below Rs. 10000	75	18.8
Rs. 10000 – Rs. 20000	52	13.0
Rs. 20000 – Rs.30000	110	27.5
Rs. 30000 – Rs. 40000	85	21.3
More than Rs. 40000	78	19.5

FACTOR ANALYSIS:

Factor analysis is a statical techniques for identifying clusters of variables. These techniques have three main uses:
1. To understand the structure of set of variables.

2. To construct a questionnaire to measure and underlying variables.

3. To reduce a data set to a more manageable size while retaining as much of the original information as possible.

Factor analysis aims to reduce a set of variables into a smaller set of dimensions (Called 'factor' in factor analysis).
The first step in factor analysis is to code the variables or to provide variable code to the selected variables. Table 2. represent the variables with respective variable coding.

Table .2. Variables with respective factor codes

Variable	Variable Code
Provides sufficient geographical coverage.	SQ1
Clear and undisturbed voice quality.	SQ2
No call disconnection during journey.	SQ3
Indoor signal level is always available.	SQ4
Able to make calls at peak hours.	SQ5
Service provider offers best value-added	VA1

service (SMS, MMS, Mobile banking, internet. astrology, toll free)	
Convenient to use the value-added service	VA2
Service Provider offers best technology to the customers	VA3
The downloading speed of the data is consistent as promised	VA4
Service Provider provides uninterrupted access while surfing the internet	VA5
Service provider charge reasonable prices.	PV1
Service provider has honest pricing structure (no hidden cost, getting full talk time, etc.).	PV2
The service provider gives multiple options to choose from.	PV3
Initial subscription cost of the service provider is low.	PV4
Roaming, calls, internet, and message charges are value for money.	PV5
I will wait to use the same service in the absence of availability.	CL1
I will recommend it to others.	CL2
I have forged ties with my company and will continue to purchase and use it.	CL3
I will not change my service provider	CL4
I am loyal consumer of Jio	CL5
Service provider provides flexible service according to needs of the customer	CS1
Service provider provides 24 hours free online service (toll free) to the customers	CS2
The process of complaint management is easy	CS3
After sale service (helping subscribers in activating the sim)	CS4
Customer service centres are easily accessible	CS5
My service provider is the best service provider I could have bought from	CSA1
The service received is exactly what I need	CSA2
I am satisfied with the pricing policies.	CSA3
If I lose this and were to buy over again, I would buy the same.	CSA4
I am satisfying with the network facility all over India.	CSA5

Source: Author's Compilation

Reliability test:

The internal consistency of the data formulates a significant portion of the study. In addition, the internal consistency of data signifies how close the set of variables are related as a group. For this study, Cronbach's Alpha has been utilized.

Cronbach's Alpha: Common thumb rule for the test states that a value greater than 0.8 is good, representing high internal consistency, and a value greater than 0.7 is reliable and acceptable.

Table.3. Reliability Statistics:

Cronbach's Alpha	N of Items
0.892	30

The results of above table indicate the value of Cronbach's alpha is 0.892, showing high internal consistency, which means the study can proceed further with KMO and Bartlett's test.

SAMPLING ADEQUACY:

Kaiser-Meyer-Olkin (KMO) and Bartlett's test: KMO and Bartlett's Test is employed to determine whether using the factor analysis is feasible. KMO is employed for measuring the adequacy of samples. At the same time, Bartlett's Test of Sphericity is used to test the correlation among variables. In simple words, a test of Sphericity tests the null hypothesis that variables selected for study are not correlated.

Thumb rule: According to the rule, KMO must be greater than 0.5 to use factor analysis, and the p-value must be less than 0.05 or equals 0.00 so that the null hypothesis can be rejected (Malhotra, Nunan, & Birks,2017).

Table.4. KMO and Bartlett's Test:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.896
Bartlett's Test of Sphericity	Approx. Chi-Square	7392.464
	Df	435
	Sig.	.000

Source: Computed data

Above table highlights that KMO is 0.896, which is more than 0.5, which signifies the adequacy of sample size. The p-value from Bartlett's Test is 0.000, which is less than 0.05, suggesting that variables are correlated. Since the data fulfil both the conditions; therefore, factor analysis is suitable for data analysis.

Communalities are the amount of variance that is shared by a variable with all other variables. In simple words, it is the extent to which any item or attribute is correlated with all other attributes. Below mentioned table represents the communalities of each factor. Initial communalities represent the communalities of each variable is one, it is because unities were inserted in the diagonal of the correlation matrix (Malhotra and Dash, 2021). Extraction communalities are variance in each attribute or variable accounted for by the factors in the solution.

The Thumb rule for communalities states that any attribute with a smaller value is insignificant and will struggle to load onto any factor during the factor analysis.

Table.5. Communalities:

	Initial	Extraction
SQ1	1.000	.694
SQ2	1.000	.767
SQ3	1.000	.675
SQ4	1.000	.622
SQ5	1.000	.649
PV1	1.000	.680
PV2	1.000	.676
PV3	1.000	.727
PV4	1.000	.739
PV5	1.000	.652
VA1	1.000	.708
VA2	1.000	.727
VA3	1.000	.738
VA4	1.000	.697
VA5	1.000	.520
CL1	1.000	.671
CL2	1.000	.700
CL3	1.000	.695
CL4	1.000	.700
CL5	1.000	.636
CS1	1.000	.731
CS2	1.000	.731
CS3	1.000	.772
CS4	1.000	.678
CS5	1.000	.674
CSA1	1.000	.691
CSA2	1.000	.703
CSA3	1.000	.687
CSA4	1.000	.735
CSA5	1.000	.699

Extraction Method: Principal Component Analysis.

Source: Computed data

Total Variance Explained: Below table represents all the factors that can be extracted along with their Eigenvalue, Percent of Variance and Cumulative per cent of Variance. Eigenvalues determine total variance or per cent of variance for attributes. Attributes whose Eigenvalue is less than one is rejected. The first factor accounts for 17.877% of the variance, the second factor accounts for 16.717% similarly third, fourth, fifth and six factor accounts for 11.429%, 7.639%, 7.426%, and 3.762%, respectively. Thus, the total variance explained by all five factors is 64.851%, more than 60%. Further, to have a better factor score, factors are required to be rotated. Therefore, Oblimin method is utilized.

Table.6. Total Variance Explained:

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.895	29.650	29.650	8.895	29.650	29.650	3.745	12.483	12.483
2	3.674	12.246	41.896	3.674	12.246	41.896	3.573	11.909	24.392
3	3.080	10.267	52.163	3.080	10.267	52.163	3.399	11.331	35.723
4	2.871	9.571	61.734	2.871	9.571	61.734	3.389	11.296	47.019
5	1.192	3.973	65.707	1.192	3.973	65.707	3.370	11.233	58.252
6	1.064	3.545	69.252	1.064	3.545	69.252	3.300	11.000	69.252
7	.724	2.414	71.666						
8	.651	2.171	73.837						
9	.638	2.127	75.964						
10	.573	1.911	77.875						
11	.535	1.784	79.659						
12	.497	1.656	81.315						
13	.469	1.563	82.878						
14	.438	1.461	84.339						
15	.425	1.417	85.757						
16	.404	1.347	87.104						
17	.391	1.304	88.408						
18	.369	1.231	89.639						
19	.345	1.150	90.789						
20	.342	1.139	91.928						
21	.328	1.092	93.020						
22	.310	1.032	94.052						
23	.294	.980	95.032						
24	.280	.933	95.965						
25	.232	.773	96.738						
26	.229	.765	97.503						
27	.220	.732	98.235						
28	.192	.641	98.876						
29	.182	.606	99.482						
30	.156	.518	100.000						
1									

Rotation of factors: One of the significant outputs is the factor matrix that defines the correlation between variables and factors, but the unrotated factor matrix is difficult to interpret; therefore, rotation of factors is required. Rotation of factors is done so that factors can be loaded so that they are either close to 0 or to 1- to 1.

As mentioned earlier Oblimin with Kaiser Normalization is utilized for rotation, and rotations were converted into nine iterations. This method enables us to reduce the number of variables with high loadings on a factor, thus, improves the interpretability of factors. Below Table represents the rotated component matrix, which represents factor scores that are loaded to either factor.

Table.7. Rotated Component Matrix

	Component					
	1	2	3	4	5	6
SQ1						.730
SQ2						.765
SQ3						.738
SQ4						.674
SQ5						.686
PV1				.680		
PV2				.708		
PV3				.767		
PV4				.778		
PV5	.400			.639		
VA1					.802	
VA2					.823	
VA3					.797	
VA4					.808	
VA5					.701	
CL1			.808			
CL2			.826			
CL3			.833			
CL4			.831			
CL5			.795			
CS1	.764					
CS2	.722					
CS3	.803					
CS4	.761					
CS5	.720					
CSA1		.814				
CSA2		.816				
CSA3		.817				
CSA4		.848				
CSA5		.826				

Interpretation of factors:

All the variables that have high loadings on the same factor are interpreted as one factor. From above table following factors can be interpreted that affect consumers behaviour.

Factor 1: It includes five variables namely; sufficient geographic coverage, clear voice, no call disconnects during journey, indoor signal available, and make call at peak hour. These factors can be named under adequate **Service Quality.**

Factor 2: It also includes three variables namely; reasonable price, honest price structure, multiple option to choose, subscription cost in low, and roaming, call, internet and message charge are value for money. These factors can be named under **Perceived Value.**

Factor 3: The factor includes three factors, namely; offers best value-added service, convenient to use, offers best technology to the customers, downloading speed as promised

and uninterrupted access while surfing internet. The variables can be placed under **Value Added Service**.

Factor 4: It includes three variables, namely; wait to use same service provider, recommended to others, continue purchase and use, not change my service provider and loyal consumer of Jio. The variables can be placed under **Customers Loyalty**.

Factor 5: The factor includes two variables, namely; flexible service according to customer, provide 24-hour toll-free service, easy complaint management, After sale service and service centre easily accessible. The variables can be placed under **Customers Support**.

Factor 6: The factor includes two variables, namely; my service provider is best, service received exactly as what I need, satisfy with price policy, buy over again and satisfy with network in all over India. The variables can be placed under **Consumers Satisfaction.**

Confirmatory Factor Analysis (CFA):

CFA (Confirmatory factor analysis) is an important analysis that helps in reconfirming the correlation with a pre-established theory (Everitt, 1998). In this study, R software is used for conducting CFA. The first step includes the creation of a confirmatory model. Below, figure shows the confirmatory model. Further, represent the indicator loadings, p-value, estimate values. "Indicator loadings should be at least 0.6 and ideally higher than 0.7" (Chin 1998a; Henseler et al., 2009, as cited in Duarte and Amaro 2018). Therefore, any value less than 0.6 has been removed from the model.

Table.8. Summary of Results:

	CR	**AVE**	**MSV**
VA	0.834	0.585	0.056
SQ	0.879	0.594	0.484
PV	0.887	0.570	0.410
CL	0.836	0.595	0.013
CS	0.841	0.546	0.310

Above table represents the summary of results where CR, AVE, and MSV is computed and compared. CR is more than 0.7 for all constructs, CR is more than AVE. AVE is more than 0.5, and AVE is more than MSV. Thus, all the criteria of validity and reliability are met.

Model fit Indices:

The above model is adequate or not is checked by measuring fit indices like CFI (Comparative Fit Index), TLI (Tucker Lewis Index), NFI (Normed Fit Index), GFI (Goodness of Fit Index), AGFI (Adjusted Goodness Fit Index), and Root Mean Square of Approximation (RSME). The thumb rule state that the values of CIF and TIL must be 0.9 or more, indicating a good model fit. CFI should be more than TIL. RSME and square mean should be less than 0.05. Below table 7 reflects the results of the model fit.

Table.9. Model fit indices:

Model fit indices	**Value**	**Acceptable criteria**	**Literature**
Likelihood Ratio (□2/df)	2.121	≤ 4	Wheaton et al. (1977)
Comparative Fit Index (CFI)	0.930	>0.95, 0.9 and >0.8(acceptable)	Bentler (1990)
Tucker-Lewis Index (TLI)	0.912	>0.9	Bonnet & Bonnet (1980
RMSEA	0.045	<0.05	Hu and Bentler (1990)
NFI	0.921	>0.9	Bollen (1989)
GFI	0.910	>0.9	Hu and Bentler (1990)

The above table reflects the index value of the required model fit indices. All the values of the model fit indices met the acceptable criteria. Thus, indicating a fit model.

Hypothese Testing:

Table.10. Regression Weight Table

	Estimate	S.E.	C.R.	P	Remark
Consumers Satisfaction<---Service Quality	-.119	.109	-1.100	.271	H_1: Not Supported
Consumers Satisfaction <---Value Added Service	.204	.080	2.556	.011	H_2: Supported
Consumers Satisfaction <---Perceived Value	.588	.114	5.167	***	H_3: Supported
Consumers Satisfaction <---Customers Loyalty	.081	.058	1.398	.162	H_4: Not Supported
Consumers Satisfaction <---Customers Support	-.216	.107	-2.023	.043	H_5: Supported

Results indicated a good fit for the model presented including GFI of .910, and CFI of .930. The RMSEA 0.045 to achieve the desired values as RMSEA should be less than 0.08 for model fitness to achieve.

Hypotheses resulting based on path analysis shows that Consumers Satisfaction is negatively and significantly associated with Service Quality (β= -0.119, P>0.05). Consumers Satisfaction fit is positively and significantly associated with Value Added Service (β= 0.204, P<0.05). Consumers Satisfaction is positively and significantly associated with Perceived Value (β= 0.588, P<0.05). Consumers Satisfaction is negatively and not significantly associated with Customers Loyalty (β= -0.081, P>.05). Consumers Satisfaction is positively

and significantly associated with Customers Support (β= -0.216, P<0.05). Based on these results, we accept the H2, H3, and H5. We rejected H1 and H4 since p-value is significant but the nature of relationship is negative which is contrary to our hypothesized nature of relationship.

Conclusion:

This study tested the impact of Service quality, value-added service, Perceived Value, Customers Loyalty, and customer support on consumer satisfaction. After testing the hypothesis, it reveals that value-added service, Perceived Value, and customer supports have a significant impact on consumer satisfaction. That shows that Bharti Airtel is providing value-added services better than the others, a s well as customers think that Bharti Airtel is charging a reasonable price for its service. Furthermore, Bharti Airtel Customers support service is far better than the other telecommunication companies, and consumers satisfied with these types of services which are provided by Bharti Airtel to their Consumers. Further data seems that two factors are service quality and customers loyalty which have no significant impact on consumer satisfaction it shows that the customer of Bharti Airtel is not loyal to their brand if some other companies provide a better service in comparison to Bharti Airtel they will switch easily as well as data seems that consumers of Delhi-NCR are not satisfied with the service quality of Bharti Airtel. So, it is suggested to Bharti Airtel they should retain its customers so it will continuously update its services and provide some valuable service at a low price compared to the other service providers otherwise the customer will switch to the other company.

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