CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

1. The respondents patronising various departmental stores and number of visits to the departmental store.

It was observed that majority, 62% (122), of the respondents visit the departmental stores only once in a month. Respondents who visit the departmental store twice a month (once in 2 weeks) is around 27% (53). Across all the departmental stores, majority of the respondents visit once in a month in North Chennai. In Central Chennai, majority of the respondents, 116 (56%) visit the departmental stores once in a week. 36% (75) of the respondents visit the stores once in 2 weeks. It was also inferred that the majority of Reliance stores respondents visit the stores once in 2 weeks. In South Chennai majority, 46% (100), of the respondents out of 216, visits the departmental store once in a week and 30% (65) out of 216 visits the store once in 2 weeks. 19% (41) of the respondents visit the store once in a month. Majority of the respondents who patronise Spencer’s, visit the store once in a week and majority of the respondents who patronise Reliance visit the store once in 2 weeks. It was observed from the table that 38% of the respondents visit the departmental stores once in a week. Out of this, 49% of the respondents patronise other major departmental stores in the locality and 33% of the respondents patronise Spencer’s. 31% (193) of the respondents in Pan Chennai visit the departmental store once in 2 weeks and 29% (181) of the respondents visit the store once in a month of which majority of them were from the Reliance and Spencer’s departmental stores.

2. The respondents patronising various departmental stores and age group.
It is inferred that 61% (120) of the respondents were in the age group of 21 to 30 years and respondents in the age group 31 to 40 accounts 24% (47). Among the age group 21 to 30 years, 55% (66) of respondents patronise Spencer’s departmental store and 24% (29) of respondents patronise Reliance departmental store in North Chennai. Also that 42% (87) of the respondents were in the age group of 31 to 40 years and relatively equal number of respondents, 22% (47) in the age group of 21 to 30 and 21% (44) in the age group 41 to 50 years. Majority of the respondents who patronise Reliance (71%) and Spencer’s (93%) were in the age group of 21 to 30 years in Central Chennai. In South Chennai, majority of the respondents (40%) (86) were in the age group 31 to 40 years and 31% (68) of the respondents were in the age group 21 to 30 years. 19% (42) of the respondents were in the age group 41 to 50 years. 35% of the respondents in the age group of 31 to 40 years patronise Reliance departmental store in South Chennai. In Pan Chennai, majority, 235 (38%) out of 621 respondents were in the age group 21 to 30 years and 35% (220) were in the age group of 31 to 40 years. 17% (108) of the respondents were in the age group of 41 to 50 years. In the age group of 21 to 30 years, 39% (92) of the respondents patronise Spencer’s while 29% (64) of respondents in the age group of 31 to 40 years patronise Reliance departmental store. 27% (165) respondents of the Pan Chennai patronising other departmental stores in the locality were in the age groups 31 to 40 years (43%), 41 to 50 years (27%) and 21 to 30 years (20%).

3. The respondents patronising various departmental stores and occupation.

It is observed in North Chennai, that out of 196 respondents 106 (54%) have business as their occupation, 54 (28%) were salaried class, 28 (14%) were retired and 8 (4%) were homemakers. 66 (93%) respondents who patronise Spencer’s departmental store were Business persons while 30 (73%) respondents who patronise Reliance were Business persons. All the retired respondents of North Chennai patronise other departmental stores. In Central
Chennai, 144 (69%) out of 209 respondents were salaried persons, 48 (23%) were business person and 17 (8%) were homemakers. 60 (98%) out 61 respondents who patronise Reliance were salaried persons. 28 (49%) respondents who patronise Spencer’s were salaried while 16 (28%) of the respondents of them were homemakers. 106 (49%) out of 216 respondents in South Chennai were salaried persons, 67 (31%) of the respondents were business persons and 43 (20%) were homemakers. 31% (33) of the salaried respondents in South Chennai patronise other local departmental stores, 25% (27) of the respondents patronise Spencer’s and 18% (19) of the respondents patronise Reliance in South Chennai. In Pan Chennai, 304 (49%) out of 621 respondents under study belongs to salaried class, 221 (36%) have business as their occupation, 28 (4%) of the respondents were retired persons and 68 (11%) of the Pan Chennai respondents were homemakers. 89 (29%) of the salaried respondents patronise Reliance and 85 (38%) of the business persons patronise Spencer’s. All the retired persons patronise other local departmental stores. 32 (47%) of the homemakers patronise Spencer’s.

4. The respondents patronising various departmental stores and annual family income.

Majority (70%) of the 196 respondents in North Chennai were in the annual family income band of 1 to 3 lakhs. 55 (28%) of the respondents were in the annual family income band of 3 to 6 lakhs and 4 (2%) of the respondents were in the band 6 to 9 lakhs. In Central Chennai, 90 (43%) of the 209 respondents were in the income group 3 to 6 lakhs, 45 (22%) of the respondents were in the income group 6 to 9 lakhs, 29 (13%) were in the income group above 9 and 45 (22%) of them were in the income group 1 to 3 lakhs. 49% (30) of the respondents who patronise Spencer’s departmental store were in the income group 6 to 9 lakhs, 24% (14) of them were in the income group 1 to 3 lakhs and 23 (13) of them were in the income group 3 to 6 lakhs. 74% (45) of the respondents of Central Chennai who patronise other local departmental stores were in the income group of 3 to 6 lakhs. Out of 216 respondents from South Chennai 110 (51%) were in the income group 3 to 6 lakhs, 56 (26%) of the
respondents were in the income group 1 to 3 lakhs and 30 (14%) of them were in the income group 6 to 9 lakhs. 76% (41) of the respondents who patronise Reliance were in the income group 3 to 6 lakhs and 19% (10) of the respondents were in the income group 1 to 3 lakhs. 57% (38) of the respondents who patronise other local departmental stores were in the income group 3 to 6 lakhs. In Pan Chennai it is inferred from the table that out of 621 respondents 255 (41%) were from the income group 3 to 6 lakhs, 238 (38%) of the respondents were from the income group 1 to 3 lakhs, 79 (13%) of the respondents were from the income group 3 to 6 lakhs and 49 (8%) were from the income group above 9 lakhs. 45% (70) of the respondents who patronise the Reliance store were in the income group of 3 to 6 lakhs and 48% (86) of the respondents who patronise Spencer’s were in the income group 1 to 3 lakhs. 54% (24) of the respondents who patronise Nilgiris were in the income group above 9 lakhs.

5. The respondents patronising various departmental stores and number of household members.

It is seen from the table that out of 196 respondents 119 (61%) were in the band of 2 family members, 46 (23%) were in the 4 family members band and 31 (16%) were in the 3 family members band. 92% (66) of the respondents who patronise Spencer’s were in the 2 family member band. 76% of the respondents who patronise other local departmental stores were in the 4 family member band and 68% (28) of the respondents who patronise Reliance were in the 2 family member band in North Chennai. Out of 209 respondents in Central Chennai 91 (43%) were in the 4 family member band, 58 (28%) were in the 3 family member band and 46 (22%) were in the 2 family member band. Almost 98% (60) of the respondents who patronise other local departmental stores were in 4 family member band. 49% (30) of the respondents who patronise Reliance were in the 2 member family band while 47% (29) of them were in the 3 family member band. In South Chennai, 97 (45%) out of 216 respondents
were in the 4 family member band, 63 (29%) were in the 3 family member band, 43 (20%) were in the 2 family member band and 13 (6%) were in the above 4 family member band. 49% (33) of the respondents who patronise other local departmental stores in Central Chennai were in the 4 family member band. Similarly, 57% (31) of the respondents who patronise Reliance were in the 3 family member band and 63% (31) of the respondents who patronise Spencer’s were in the 4 family member band. 234 (38%) out of 621 respondents in the Pan Chennai city were in the 4 family member band, 208 (33%) of them were in the 2 family member band, 152 (24%) of the respondents were in the 3 family member band and 27 (5%) were in the above 4 family member band. 73% (121) of the respondents who patronise the local departmental stores were in the 4 family member band and 14% (23) of the respondents were in the 2 family member band. 42% (65) of the respondents who patronise Reliance were in the 3 family member band and 37% (58) of the respondents were in the 2 family member band. 38% (68) of the respondents who patronise Spencer’s were in the 2 family member band and 25% (45) of the respondents were in the 4 family member band.

6. Overall customer satisfaction between male and female respondents.

It is evident from the table that the male respondents with a higher mean of 2.22 compared with female respondents with a mean of 1.92 implies the overall customer satisfaction is different for male and female respondents in North Chennai. In Central Chennai, the male respondents with a higher mean of 2.41 compared with female respondents with a mean of 2.11 implies the overall customer satisfaction is different for male and female respondents and female respondents with more satisfaction. Also in Pan Chennai the male respondents with a higher mean of 2.28 compared with female respondents with a mean of 2.05 implies the overall customer satisfaction is different for male and female respondents and the female respondents with more satisfaction.

7. Respondents overall satisfaction level and various departmental stores.
It is inferred that 166 (85%) out of 196 respondents in the North Chennai city segment were satisfied, 21 (10%) were neutral in the satisfaction level and 9 (5%) were highly satisfied about the various departmental stores. 91% (65) of the respondents of the Spencer’s departmental store feels that they were satisfied about the stores, 90% (37) of the respondents of Reliance store and 49% (18) of the respondents who patronise local major departmental stores opine satisfied about the stores. 152 (73%) out of 209 respondents in the Central Chennai were satisfied, 55 (26%) were neutral in the satisfaction level and 2 (1%) were highly satisfied about the various departmental stores in this segment. 75% (46) of the respondents of the Reliance departmental store feels that they were satisfied about the stores, 77% (46) of the respondents of Spencer’s store and 52% (32) of the respondents who patronise local major departmental stores opine satisfied about the stores. 46% (28) of the respondents who patronise local major departmental store opine neutral about the satisfaction level. In 148 (69%) out of 216 respondents in the South Chennai city segment were satisfied, 51 (24%) were neutral in the satisfaction level and 17 (8%) were highly satisfied about the various departmental stores in Chennai city. 91% (61) of the respondents who patronise local major departmental stores feels that they were satisfied about the stores, 55% (30) of the respondents of Reliance store and 57% (28) of the respondents who patronise Spencer’s departmental stores opine satisfied about the stores. 466 (75%) out of 621 respondents in the Pan Chennai city segment were satisfied, 127 (20%) were neutral in the satisfaction level and 28 (5%) were highly satisfied about the various departmental stores in Chennai city. 77% (137) of the respondents who patronise Spencer’s departmental stores feels that they were satisfied about the stores, 67% (111) who patronise major local departmental stores and 66% (103) of the respondents who patronise Reliance departmental stores opine satisfied about the stores.
8. The personal care dimension and various departmental stores.

In North Chennai 138 (70%) out of 196 respondents feel satisfied on the Personal care factor, 24 (12%) of the respondents were neutral, 22 (11%) of the respondents feel highly satisfied and 12 (6%) of the respondents were not satisfied about the Personal care. 75 (36%) out of 209 respondents from Central Chennai segment feel neutral on the Personal care factor, 74 (35%) of the respondents feel satisfied, 59 (27%) of the respondents feel not satisfied and 3 (1%) of the respondents feel highly satisfied. 115 (53%) out of 216 respondents from South Chennai feels satisfied on the Personal care factor, 52 (24%) of the respondents were neutral, 22 (10%) of the respondents feel highly satisfied and 23 (11%) of the respondents were not satisfied. In Pan Chennai, 327 (53%) out of 621 respondents feel satisfied on the personal care factor, 52 (24%) of the respondents were neutral, 47 (8%) of the respondents feel highly satisfied and 91 (15%) of the respondents were not satisfied.

9. The dimension Safety and security level in the store and various departmental stores.

In North Chennai, 120 (61%) out of 196 respondents feel neutral on the Safety and security level factor, 50 (25%) of the respondents were satisfied, 13 (7%) of the respondents feel highly satisfied and 13 (7%) of the respondents were not satisfied about the Safety and security in the stores. 89 (42%) out of 209 respondents from Central Chennai segment feel satisfied Safety and security level in the store, 58 (28%) of the respondents feel neutral, 32 (15%) of the respondents feel not satisfied and 29 (14%) of the respondents feel highly satisfied about the Safety and security level in the store. In South Chennai it is inferred that 125 (58%) out of 216 respondents feel satisfied on the Safety and security level in the store, 86 (40%) of the respondents were neutral and 4 (2%) of the respondents feel highly satisfied. 264 (42%) out of 621 respondents from Pan Chennai feel satisfied on the Safety and security level in the store, 264 (42%) of the respondents were neutral, 46 (7%) of the respondents were neutral. 32 (5%) of the respondents were not satisfied, and 4 (1%) of the respondents feel highly satisfied.
respondents feels highly satisfied and 45 (7%) of the respondents were not satisfied about the Safety and security level.

10. The dimension store Reliability and various departmental stores.

In North Chennai, 159 (81%) out of 196 respondents feels satisfied on the stores Reliability, 15 (8%) of the respondents were neutral, 13 (7%) of the respondents feels not satisfied and 9 (4%) of the respondents were highly satisfied about the stores Reliability.

157 (75%) out of 209 respondents from Central Chennai segment feels satisfied about stores Reliability, 39 (19%) of the respondents feel neutral and 13 (6%) of the respondents feel highly satisfied about the stores Reliability. In Pan Chennai 435 (70%) out of 621 respondents feels satisfied on stores Reliability, 90 (14%) of the respondents were neutral, 65 (10%) of the respondents feels highly satisfied and 27 (4%) of the respondents were not satisfied about the stores Reliability.

11. The dimension store’s Policy and various departmental stores.

145 (74%) out of 196 respondents from North Chennai feels satisfied on the store’s Policy, 30 (15%) of the respondents were neutral and 21 (11%) of the respondents feels not satisfied about the store’s Policy. In Central Chennai 127 (61%) out of 209 respondents feels neutral about store’s Policy, 33 (16%) of the respondents were not satisfied, 31 (15%) of the respondents feel satisfied and 18 (8%) opine highly satisfied about the store’s Policy. 116 (54%) out of 216 respondents from South Chennai segment feels satisfied on the store’s Policy, 33 (15%) of the respondents were neutral, 19 (9%) of the respondents were not satisfied and 45 (21%) of the respondents feels highly satisfied about the store’s Policy dimension. In Pan Chennai 292 (47%) out of 621 respondents feels satisfied on store’s Policy, 190 (31%) of the respondents were neutral, 84 (13%) of the respondents feels highly satisfied and 52 (8%) of the respondents were not satisfied about the store’s Policy.

12. The dimension Complaint handling in stores and various departmental stores.
It is inferred that 105 (54%) out of 196 respondents from North Chennai feels neutral on the Complaint handling in stores and 91 (46%) of the respondents were about the Complaint handling in stores. All the 209 respondents from Central Chennai were satisfied about the Complaint handling in stores. 181 (84%) out of 216 respondents from South Chennai segment feels satisfied on the Complaint handling in stores, 27 (12%) of the respondents were highly satisfied and 8 (4%) of the respondents were neutral about the Complaint handling in stores. 481 (78%) out of 621 respondents from Pan Chennai feels satisfied on Complaint handling in stores, 113 (18%) of the respondents were neutral and 27 (4%) of the respondents feels highly satisfied about the Complaint handling in stores.

13. The store’s Physical Aspects dimension and various departmental stores.

In North Chennai 147 (75%) out of 196 respondents feel ‘satisfied’ on the store’s Physical Aspects, 40 (20%) of the respondents stay ‘neutral’ and 8 (4%) of the respondents feel ‘highly satisfied’ about the store’s Physical Aspects. 113 (54%) out of 209 respondents from Central Chennai opine ‘neutral’ about the store’s Physical Aspects, 77 (37%) respondents were ‘satisfied’ and 19 (9%) were ‘highly satisfied’ about the store’s Physical Aspects. In South Chennai 150 (69%) out of 216 respondents feels ‘satisfied’ on the store’s Physical Aspects, 35 (16%) of the respondents were ‘highly satisfied’ and 27 (13%) of the respondents were ‘neutral’ about the store’s Physical Aspects. In Pan Chennai it is inferred that 374 (60%) out of 621 respondents feel ‘satisfied’ on the store’s Physical Aspects, 180 (29%) of the respondents were ‘neutral’ and 62 (10%) of the respondents feels ‘highly satisfied’ about the store’s Physical Aspects.

14. Respondents’ overall customer satisfaction and annual family income groups

90(43.1%) respondents out of 209 in Central Chennai were in the family annual income group 3 to 6 lakhs. In this, 55 (61.1%) respondents opine ‘neutral’, 34(37.7%) respondents feel satisfied and one respondent feels ‘highly satisfied’. 45 (21.5%) of the respondents were
in the group 6 to 9 lakhs and majority of the respondents feel ‘satisfied’. Similarly, 29 (13.9%) of the respondents in the group above 9 lakhs feel ‘satisfied’. In South Chennai, 110 (50.9%) out of 216 were in the income group 3 to 6 lakhs with 53 feel ‘satisfied’ and 51 feel ‘neutral’, 56 (25.9%) were in the income group 1 to 3 lakhs with 49 feel ‘satisfied’, 30 (13.9%) of the respondents were in the income group 6 to 9 lakhs with 27 feel satisfied and 20 (9.3%) of the respondents in the income group above 9 lakhs with 19 feel satisfied. In Pan Chennai it is observed that out of 621 respondents 238 (38.3%) were in the annual family income group 1 to 3 lakhs with 212 feel satisfied, 255 (41.1%) were in the income group 3 to 6 lakhs with 132 feel satisfied, 79 (12.7%) were in the income group 6 to 9 lakhs with 74 feel ‘satisfied’ and 49 (7.9%) in the income group above 9 lakhs with 48 feel ‘satisfied’.

15. Respondents’ overall customer satisfaction and occupation

It is observed that in North Chennai 106 (54.1%) out of 196 were belong to ‘business’ category in which 105 feel ‘satisfied’, 54 (27.6%) were belong to ‘salaried’ category in which 45 feel ‘satisfied’ and 8 opine ‘neutral’ about their choice, 28 (14.3%) were belong to ‘retired’ category in which 15 feel satisfied and 13 feel ‘neutral’ and 8 (4.1%) were ‘homemaker’ in which 7 feel ‘highly satisfied’. 144 (68.9%) of the respondents in Central Chennai out of 209 were ‘salaried’ category in which 111 feel ‘satisfied’, 32 opine ‘neutral’ and 1 feel ‘highly satisfied’, 48 (23.0%) were ‘business’ category in which 25 feel satisfied’ and 17 (8.1%) were ‘homemaker’ category in which 16 feel ‘satisfied’. In South Chennai 106 (49.1%) out of 216 respondents were salaried in which 75 feel ‘satisfied’, 21 opine ‘neutral’ and 10 feel ‘highly satisfied’, 67 (31.0%) of the respondents were business category in which 44 feel ‘satisfied’,17 opine ‘neutral’ and 6 feel ‘highly satisfied’ and 43 (19.9%) of the respondents were ‘homemaker’ in which 29 feel ‘satisfied’ and 13 opine ‘neutral’ in their choice. In Pan Chennai it is inferred that out of 621 respondents, 304 (49%) were salaried in which 231 feel ‘satisfied’, 61 opine ‘neutral’ and 12 feel ‘highly satisfied’, 221 (35.6%) were
business category in which 174 feel ‘satisfied’, 40 opine neutral’ and 7 feel ‘highly satisfied’, 68 (11%) were ‘homemaker’ in which 46 feel ‘satisfied’, 13 opine ‘neutral’ and 9 feel ‘highly satisfied’ and 28 (4.5%) of the respondents were ‘retired’ category in which 15 feel ‘satisfied and 13 opine ‘neutral’ in their choice.

16. Six dimensions of satisfaction and age group.

It is inferred from the table 4.28, that for Pan Chennai in Personal Care dimension the minimum mean value of 4.50 was observed in the age group ‘below 20’ and a maximum mean value of 9.37 was observed in the age group ‘21 to 30’, in Policy the minimum mean value of 26.50 was inferred in the age group ‘below 20’ and the maximum mean value of 30.87 was observed in the age group ‘31 to 40’, in Safety & Security a minimum mean value of 4.54 in the age group ’41 to 50’ and a maximum mean value of 5.55 in the age group ‘31 to 40’, in Complaint handling the minimum mean value of 3.38 was inferred in the age group ‘below 20’ and maximum mean value of 4.70 was observed in the age group ‘21 to 30’, in Physical Aspect a minimum mean value of 11.75 in the age group ‘below 20’ and a maximum mean value of 15.80 in the age group ‘above 50’ and reliability observed a minimum value of 9.25 in the age group ‘below 20’ and a maximum mean value of 11.90 in the age group of ’41 to 50’ years. The dimensions Personal Care, Physical Aspect and Policy inferred a high mean gap among the different age groups, Reliability observed a moderate mean gap among the different age groups and Safety & Security and Complaint handling dimensions inferred a low mean gap among the different age groups in Pan Chennai. The dimensions physical aspect and reliability observed a high mean gap among the different age groups; Complaint handling and Personal Care observed a moderate mean gap among the different age groups and Policy and Safety & security dimension observed a low mean gap among the different age groups in North Chennai. The Policy dimension observed a high
mean gap among the different age groups; Personal care observed a moderate mean gap among the different age groups and Safety & security, Physical aspect, Complaint handling and Reliability observed a low mean gap among the different age groups in Central Chennai. The Policy dimension observed a high mean gap among the different age groups; Physical aspect observed a moderate mean gap among the different age groups and Personal care, Safety & security, Complaint handling and Reliability observed a low mean gap among the different age groups in South Chennai.

17. Six dimensions of satisfaction and occupation.

It is observed from the table 4.30, that for Pan Chennai in Personal Care dimension the minimum mean value of 4.50 was observed in the category ‘Homemaker’ and a maximum mean value of 9.76 was observed in the category ‘Salaried’, in Policy the minimum mean value of 26.50 was observed in the in the category ‘Homemaker’ and the maximum mean value of 29.24 was observed in the in the category ‘Salaried’, in Safety & Security a minimum mean value of 4.70 in the category ‘Salaried’ and a maximum mean value of 5.92 in the category ‘Business’, in Complaint handling the minimum mean value of 3.38 was observed in the category ‘Homemaker’ and maximum mean value of 5.84 was observed in the category ‘Business’, in Physical Aspect a minimum mean value of 11.75 in the category ‘Homemaker’ and a maximum mean value of 16.93 in the category ‘Retired’ and reliability observed a minimum value of 9.25 in the category ‘Homemaker’ and a maximum mean value of 12.86 in the category ‘Retired’. The dimensions Policy and Physical Aspect observed a high mean gap among different occupation category, Reliability observed a moderate mean gap among the different occupation category and Safety & Security and Complaint handling dimensions observed a low mean gap among the different occupation category in Pan Chennai. The dimensions Personal care and Physical aspect observed a high mean gap among the different occupation category; Policy, Complaint handling and
Reliability observed a moderate mean gap among the different occupation category and Safety & security dimension observed a low mean gap among the different occupation category in North Chennai. The dimensions Policy and Physical aspect observed a high mean gap among the different occupation category; Reliability observed a moderate mean gap among the different occupation category and Personal care and Safety & security dimensions observed a low mean gap among the different occupation category in Central Chennai. The dimension Policy observed a high mean gap among the different occupation category; Physical aspect observed a moderate mean gap among the different occupation category and Personal care, Safety & security, Complaint handling and Reliability dimensions observed a low mean gap among the different occupation category in South Chennai.

18. Six dimensions of satisfaction and Annual family income.

From the table 4.31, the dimension Policy observed a high mean gap among different Annual family income group, Complaint handling observed a moderate mean gap among the different Annual family income group and Personal care, Safety & Security dimension observed a low mean gap among the different Annual family income group in North Chennai. The dimensions Policy and Physical aspect observed a high mean gap among different Annual family income group, Personal care observed a moderate mean gap among the different Annual family income group and Safety & Security, Complaint handling and Reliability dimensions observed a low mean gap among the different Annual family income group in Central Chennai. The dimension Policy observed a high mean gap among different Annual family income group, Personal care observed a moderate mean gap among the different Annual family income group and Safety & Security, Complaint handling, Physical aspect and Reliability dimensions observed a low mean gap among the different Annual family income group in South Chennai. The dimension Policy observed a high mean gap among different Annual family income group, Safety & Security observed a moderate mean
gap among the different Annual family income group and, Personal care, Complaint handling, Physical aspect and Reliability dimension observed a low mean gap among the different Annual family income group in Pan Chennai.

19. Six dimensions of satisfaction and educational qualification
It is observed from the table 4.32, the dimension Safety & Security observed a moderate mean gap among educational qualification and Complaint handling, Physical aspect and Reliability dimensions observed a low mean gap among educational qualification in North Chennai. The dimension Physical aspect observed a high mean gap among educational qualification, Safety & Security and Reliability observed a moderate mean gap among educational qualification and Personal care, Policy and Complaint handling dimensions observed a low mean gap among educational qualification in Central Chennai. The dimensions Personal care, Policy, Physical aspect and Reliability observed a moderate mean gap among educational qualification and Safety & security and Complaint handling dimensions observed a low mean gap among educational qualification in South Chennai. The dimension Physical aspect observed a high mean gap among educational qualification, Personal care, Policy, Safety & Security and Reliability observed a moderate mean gap among educational qualification and Complaint handling dimension observed a low mean gap among educational qualification in Pan Chennai.

20. Patronizing level of departmental store and occupation.
It is inferred that, out of 106 (54.1%) business respondents in North Chennai 100 showed departmental store patronizing level as ‘high’. Out of 54 (27.6%) of the salaried respondents 24 showed patronizing level as ‘high’ and 17 showed patronizing level as ‘low’. In Central Chennai, out of 144 (68.9%) of the salaried respondents, 64 showed patronizing level as ‘high’, 51 showed patronizing level as ‘very high’ and 29 showed patronizing level as ‘low’ and ‘very low’. Out of 17 (8.1%) homemaker, 11 showed patronizing level as ‘very high’.
Out of 106 (49.1%) of the salaried respondents in South Chennai, 34 showed departmental store patronizing level as ‘moderate’, 27 showed patronizing level as ‘very high’, 22 showed patronizing level as ‘high’ and 22 showed patronizing level as ‘low’. Out of 67 (31%) of the respondents 29 showed patronizing level as ‘moderate’, 18 showed patronizing level as ‘high’ and ‘very high’ and 20 showed patronizing level as ‘low’ and ‘very low’. Out of 43 (19.9%) homemaker 30 showed patronizing level as ‘high’ and ‘very high’. In Pan Chennai, 304 (49%) out of 621 were salaried and 110 of the salaried showed departmental store patronizing level as ‘high’, 78 showed patronizing level as ‘very high’, 53 showed patronizing level as ‘low’ and 45 showed patronizing level as ‘moderate’. Out of 221 (35.6%) respondents in the business category 129 showed patronizing level as ‘high’, 33 showed patronizing level as ‘moderate’ and 24 showed patronizing level as ‘low’. Out of 28 (4.5%) retired respondents, 15 showed patronizing level as ‘moderate’ and 13 showed patronizing level as ‘high’. Out of 68 (11%) homemaker, 46 showed patronizing level as ‘very high’ and ‘high’ and 20 showed patronizing level as ‘low’ and ‘very low’.

21. Patronizing level of departmental store and annual family income.

It is observed that out of 137 (69.9%) respondents in the income group 1 to 3 lakhs, 106 showed departmental store patronizing level as ‘high’, 16 showed patronizing level as ‘moderate’ and 15 showed patronizing level as ‘low’ and ‘very low’. Out of 55 (28.1%) respondents in the income group 3 to 6 lakhs, 30 showed patronizing level as ‘high’, 14 showed patronizing level as ‘moderate’ and 11 showed patronizing level as ‘low’ and ‘very low’ in North Chennai. Out of 90 (43.1%) respondents in the income group 3 to 6 lakhs, 34 showed patronizing level as ‘very high’, 28 showed patronizing level as ‘high’ and 28 showed patronizing level as ‘low’. Out of 45 (21.5%) respondents in the income group 6 to 9 lakhs, 26 showed patronizing level as ‘very high’ and 17 showed patronizing level as ‘high’. Out of 45 (21.5%) respondents in the income group 1 to 3 lakhs, 18 showed patronizing level
as ‘very high’ and 27 showed patronizing level as ‘high’. Out of 29 (13.9%) of respondents in the income group above 9 lakhs, 14 showed patronizing level as ‘high’ and showed patronizing level as ‘very low’ in Central Chennai. It is inferred that, out of 110 (50.9%) respondents in the income group 3 to 6 lakhs, 43 showed departmental store patronizing level as ‘moderate’, 43 showed patronizing level as ‘very high’ and ‘high’ and 24 showed patronizing level as ‘low’ and ‘very low’. Out of 56 (25.9%) respondents in the income group 1 to 3 lakhs, 31 showed patronizing level as ‘low’ and 23 showed patronizing level as ‘very high’ and ‘high’. Out of 30 (13.9%) respondents in the income group 6 to 9 lakhs in South Chennai. In Pan Chennai, out of 255 (41.1%) respondents in the income group 3 to 6 lakhs, 65 showed patronizing level as ‘very high’, 70 showed patronizing level as ‘high’, 57 showed patronizing level as ‘moderate’ and 49 showed patronizing level as ‘low’. Out of 238 (38.3%) respondents in the income group 1 to 3 lakhs, 143 showed departmental store patronizing level as ‘high’, 31 showed patronizing level as ‘very high’, 17 showed patronizing level as ‘moderate’ and 47 showed patronizing level as ‘low’ and ‘very low’. Out of 79 (12.7%) respondents in the income group 6 to 9 lakhs, 48 showed patronizing level as ‘high’, 27 showed patronizing level as ‘very high’ and 2 showed patronizing level as ‘moderate’.

22. Patronizing level of departmental store and store distance.

It is observed that in Pan Chennai, 274 (44.1%) out of 621 respondents in the group ½ - 1 Km distance, 115 showed departmental store patronizing level as ‘high’, 54 showed patronizing level as ‘low’, 44 showed patronizing level as ‘moderate’, 31 showed patronizing level as ‘very low’ and 30 showed patronizing level as ‘very high’. Out of 213 respondents in the category less than ½ KM, 98 showed patronizing level as ‘high’, 55 showed patronizing level as ‘very high’, 30 showed patronizing level as ‘moderate’ and 27 showed patronizing level as ‘low’. Out of 94 respondents in the category 1 – 2 KM, 38 showed patronizing level
as ‘high’, 28 showed patronizing level as ‘very high’ and 18 showed patronizing level as ‘moderate’ in Pan Chennai.

23. Willingness to change the store and different departmental stores.

It is inferred that 16 (7.7%) of the respondents who were not willing to change store were patronizing Spencer’s. Out of 148 (70.8%) respondents who feel ‘neutral’, 47 were patronizing Reliance, 41 were patronizing Spencer’s and 30 were patronising other local departmental stores in North Chennai. 146 (67.6%) out of 216 respondents in South Chennai who opine ‘neutral’, 49 were patronizing Reliance, 39 patronizing other departmental stores and 31 were patronizing Spencer’s. In Pan Chennai, 416 out of 621 respondents who feel ‘neutral’, 123 were patronizing Reliance, 116 patronizing Spencer’s, 92 other local departmental stores and 44 patronizing FoodWorld. Out of 109 (17.6%) respondents who were not willing to change, 54 were patronizing Spencer's, 23 patronizing other local departmental stores and 11 patronizing Reliance. 75 (12.1%) of the respondents who were willing to change store, 46 were patronizing other local departmental stores, 15 were patronizing Reliance and 10 patronizing Nilgiris.

24. Willingness to change the store and annual family income.

It is inferred that 148 (70.8%) out of 209 respondents who feel ‘neutral’ in willingness to change store, 74 were in the income group of 3 to 6 lakhs, 45 were in the income group 1 to 3 lakhs, 15 were in the income group above 9 lakhs and 14 were in the income group 6 to 9 lakhs in Central Chennai. 146 (67.6%) out 216 respondents who feel ‘neutral’ in South Chennai, 72 were in the income group 3 to 6 lakhs, 54 were in the income group 1 to 3 lakhs and 10 were in the income group 6 to 9 lakhs. Out of 621 respondents in Pan Chennai 416 feel ‘neutral’ in their choice of willingness to change store, 184 were in the income group 1 to 3 lakhs, 182 were in the income group 3 to 6 lakhs and 25 were in each of the income groups 6 to 9 lakhs and above 9 lakhs. Out of 109 respondents who opine ‘not willing’, 43 were in the
income group 3 to 6 lakhs, 38 were in the income group 1 to 3 lakhs and 27 were in the income group 6 to 9 lakhs. Out of 75 (12.1%) who feel willing to change store, 28 were in the income group 3 to 6 lakhs, 24 were in the age group 6 to 9 lakhs and 23 were in the age group above 9 lakhs.

25. Willingness to change the store and educational qualification.

It is observed that 148 (70.8%) out of 209 respondents in Central Chennai who feel ‘neutral’, 87 were ‘graduates’, 45 were post graduates and 16 were professionals. 146 (67.6%) out of 216 respondents in South Chennai who opine ‘neutral’, 98 were ‘graduates’, 32 were post graduates and 13 were professionals. Out of 216 respondents in South Chennai 146 (67.6%) respondents who opine ‘neutral’, 98 were graduates, 32 were post graduate, 32 were post graduates and 13 were professionals. Out of 40 (18.5%) who feel not willing to change the store, 24 were graduates and 7 were post graduates. It is inferred from the table that out of 621 respondents in Pan Chennai, 416 opine ‘neutral’. In this 302 were graduates, 82 were post graduates and 29 were professionals. Out of 109 (17.6%) of respondents who feel not willing to change store, 91 were graduates, 9 were post graduates and 3 were professionals. Out of 75 (12.1%) respondents who feel willing to change store 52 were graduates and 23 were professionals. Finally, 21 (3.4%) of the respondents who feel highly not willing to change store were graduates.

26. Willingness to change the store and occupation.

It is inferred that, 144 out of 196 salaried respondents in the Central Chennai, 109 opine ‘neutral’ and 34 feel ‘willing’ to change the departmental store. 38 out of 48 business respondents feel ‘neutral’ and 10 were ‘willing’ to change. Out of 17 homemakers, 16 feel ‘neutral’. In South Chennai, 106 out of 216 respondents, 77 opine ‘neutral’, 22 ‘willing’ and 7 opine ‘not willing’. Out of 67 business category respondents, 59 feel ‘neutral’ and 8 feel
‘willing’ to change the departmental store. 304 (49%) out of 621 respondents in the Pan Chennai were salaried. Among the salaried category, 219 opine ‘neutral’, 56 feel ‘willing’, 23 feel ‘not willing’ and 6 feel ‘highly not willing’ to change the departmental store. Out of 221 (35.6%) under the category business, 164 feel ‘neutral’, 26 feel ‘not willing’, 19 feel ‘willing’ and 12 feel ‘highly not willing’ to change the store. Out of 28 retired respondents, 17 feel ‘neutral’ and 10 ‘not willing’. Out of 68 homemaker, 50 feel ‘not willing’ and 16 opine ‘neutral’ in changing store in Pan Chennai.

27. Willingness to change the store and Number of household members.

It is observed that 58 (27.8%) of the respondents in the number of household member category ‘3’, 28 opine ‘neutral’, 16 feel ‘not willing’ and 14 feel ‘wiling’. Out of 91 (43.5%) in the 4 members category, 60 opine ‘neutral’ and 30 feel ‘willing’ to change in Central Chennai. Out of 97 (44.9%) in the household member category ‘4’, 49 opine ‘neutral’, 27 feel ‘not willing’ and 21 feel ‘willing’ to change store. Out of 63 (29.2%) respondents in the category ‘3’ members, 43 feel ‘neutral’, 11 opine ‘not willing’ and 9 feel ‘willing’ to change store in South Chennai. In Pan Chennai, 234 (37.7%) respondents in the ‘4’ member category, 138 opine ‘neutral’, 51 feel ‘willing’ to change and 42 feel ‘not willing’ to change. Out of 208 (33.5%) respondents in the ‘2’ member category, 163 feel ‘neutral’ and 32 opine ‘not willing’ to change departmental store. Out of 152 (24.5%) respondents in ‘3’ member category, 90 opine ‘neutral’, 33 feel ‘not willing’ and 24 feel ‘willing’. Out of 27 (4.3%) respondents in the ‘above 4’ member category, 25 opine ‘neutral’ in their choice of changing the departmental store in Pan Chennai.

28. Willingness to change the store and store distance.

It is observed that out of 82 (41.8%) of the respondents in store distance range less than \( \frac{1}{2} \) KM, 51 opine ‘neutral’, 12 feel ‘highly not willing’ and 19 feel ‘not willing’ to change the departmental store in North Chennai. Out of 70 (35.7%) in the range \( \frac{1}{2} \) to 1 KM, 52 opine
‘neutral’ and 12 feel ‘not willing’ to change. In Central Chennai, 102 (48.8%) of the respondents in the store distance range ½ to 1 KM feel ‘neutral’ in their choice of changing store. Out of 78 (37.3%) in the store distance range less than ½ KM, 31 feel ‘neutral’ and 30 feel ‘willing’ to change. In South Chennai, out of 102 (47.2%) respondents in the store range ½ to 1 KM, 60 opine ‘neutral’, 28 feel ‘willing’ and 14 feel ‘not willing’ to change. Out of 53 in the store distance range less than ½ KM, 50 opine ‘neutral’. Out of 50 (23.1%) respondents in the store distance range 1 to 2 KM, 27 opine ‘neutral’ and 21 feel ‘not willing’ to change. In Pan Chennai, out of 274 (44.1%) of respondents in the store distance range of 1 to 2 KM, 214 opine ‘neutral’, 29 feel ‘willing’ and 26 feel ‘not willing’ to change departmental store. Out of 213 (34.3%) respondents in the store distance range of less than ½ KM, 132 opine ‘neutral’, 38 feel ‘not willing’ and 30 fell ‘willing’ to change. Out of 94 (15.1%) respondents in the range 1 to 2 KM, 61 opine ‘neutral’ and 28 fell ‘not willing’ to change.

29. Willingness to change the store and duration of patronage.

It is observed that, out of 148 (70.8%) respondents opine ‘neutral’, 56 respondents patronizing range is 1 – 2 years, 30 patronizing range is less than ½ year and 30 were patronizing 2 - 3 years. Out of 44 (21.1%) respondents who feel ‘willing’ to change store, 30 were in the patronizing range more than 3 years and 14 were patronizing 2 – 3 years in Central Chennai. In South Chennai, out of 146 (67.6%) respondents opine ‘neutral’, 32 were patronizing ½ - 1 year, 44 were patronizing 1 – 2 years and 29 respondents were patronizing less than ½ year. In Pan Chennai, out of 416 (67.0%) opine ‘neutral’, 173 were patronizing 1 – 2 years, 69 were patronizing less than ½ year, 68 were patronizing ½ - 1 year, 58 were patronizing 2 – 3 years and 48 were patronizing more than 3 years. Out of 109 (17.6%) respondent feel ‘not willing’ to change store, 58 were patronizing 1 – 2 years and 23 were patronizing above 3 years. Out of 75 (12.1%) respondents feel ‘willing’ to change store, 31
were patronizing above 3 years and 18 were patronizing 1 – 2 years. Out of 21 (3.4%) respondents feel ‘highly not willing’ to change store, 14 were patronizing 1 -2 years.

30. Share of wallet and store distance.

It is observed that, out of 102 (48.8%) respondents with store distance of ½ to 1 KM, 43 respondents SOW were ‘very low’, 41 respondents SOW were ‘moderate’ and 16 respondents SOW were ‘very high’ in Central Chennai. Out of 78 (37.3%) respondents with store distance less than ½ KM, 38 respondents SOW were ‘very high’ and 37 respondents SOW were ‘high’. Out of 86 (39.8%) of respondents with SOW ‘very high’, 36 respondents’ store distance ½ to 1 KM, 26 respondents’ store distance less than ½ KM and 23 respondents’ store distance 1 to 2 KM. Out of 55 (25.5%) respondents with SOW ‘very low’, 22 respondents’ store distance less than ½ KM and 13 respondents’ store distance 1 to 2 KM. in South Chennai. It is observed in Pan Chennai, out of 274 (44.1%) respondents’ store distance of ½ to 1 KM, 87 respondents’ SOW were ‘very high’, 77 respondents’ SOW were ‘moderate’, 71 respondents’ SOW were ‘very low’ and 33 respondents’ SOW were ‘high’. Out of 213 (34.3%) respondents’ store distance less than ½ KM, 115 respondents’ SOW were ‘very high’, 56 respondents’ SOW were ‘high’ and 32 respondents’ SOW were ‘very low’. Out of 94 respondents’ store distance 1 to 2 KM, 53 respondents’ SOW was ‘very high’, 16 respondents’ SOW was ‘low’ and 16 respondents’ SOW was ‘very low’.

31. Share of wallet and duration of patronage.

It is inferred that out of 119 (60.7%) of respondents with patronage duration 1 – 2 years, 92 respondents’ SOW were ‘very high’ and 20 respondents’ SOW were ‘high’. Out of 29 respondents with patronage duration 2 – 3 years, 10 respondents’ SOW was ‘low’ in North Chennai. Out of 57 (27.3%) respondents’ with patronage duration 1 – 2 years, 27 respondents’ SOW was ‘very low’ and 15 respondents’ SOW was ‘very high’. Out of 44 respondents’ with patronage duration 2 – 3 years, 15 respondents’ SOW were ‘very high’ and
15 respondents’ SOW were ‘very low’ in Central Chennai. Out of 87 (40.3%) respondents’ with patronage duration 1 – 2 years, 25 respondents’ SOW were ‘very high’, 19 respondents’ SOW were ‘moderate’ and 17 respondents’ SOW were ‘high’. Out of 34 respondents’ with patronage duration less than ½ year, 21 respondents’ SOW were ‘very low’ and 13 respondents’ SOW were ‘very high’ in South Chennai. In Pan Chennai, out of 263 (42.4%) respondents’ with patronage duration 1 – 2 years, 132 respondents’ SOW were ‘very high’, 40 respondents’ SOW were ‘very low’, 40 respondents’ SOW were ‘moderate’ and 38 respondents’ SOW were ‘high’. Out of 104 (16.7%) respondents’ with patronage duration 2 – 3 years, 45 respondents’ SOW were ‘moderate’, 26 respondents’ SOW were ‘very high’ and 16 respondents’ SOW were ‘very low’. Out of 79 (12.7%) respondents’ with patronage duration less than ½ year, 43 respondents’ SOW were ‘very high’ and 28 respondents’ SOW were ‘very low’. Out of 71 (11.4%) respondents with patronage duration ½ - 1 year, 31 respondents’ SOW was ‘very low’ and 27 respondents’ SOW was ‘moderate’.

32. Share of wallet and unplanned purchase.

Out of 128 (65.3%) respondents who rarely purchase unplanned items, 102 respondents’ SOW were ‘very high’ and 10 respondents’ SOW were ‘low’. Out of 68 respondents who sometimes purchase unplanned items, 26 respondents’ SOW were ‘high’, 17 respondents’ SOW were ‘moderate’ and 17 respondents’ SOW were ‘very low’ in North Chennai. In Central Chennai, out of 173 (82.3%) respondents who sometimes purchase unplanned items, 62 respondents’ SOW were ‘very high’, 56 respondents’ SOW were ‘moderate’ and 45 respondents’ SOW were ‘very low’. Out of 31 (14.8%) respondents who rarely purchase unplanned items, 28 respondents’ SOW were ‘high’ and 3 respondents’ SOW were ‘very high’. In South Chennai, out of 144 (66.7%) respondents who sometimes purchase unplanned items, 59 respondents’ SOW were ‘very high’, 37 respondents’ SOW were ‘moderate’ and 41 respondents’ SOW were ‘very low’. Out of 66 (30.6%) respondents who
rarely purchase unplanned items, 24 respondents’ SOW were ‘very high’, 17 respondents’ SOW were ‘high’ and 13 respondents’ SOW were ‘very low’. In Pan Chennai, out of 385 (62%) respondents who sometimes purchase unplanned items, 123 respondents’ SOW were ‘very high’, 110 respondents’ SOW were ‘moderate’ and 103 respondents’ SOW were ‘very low’. Out of 225 (36.2%) respondents who rarely purchase unplanned items, 129 respondents’ SOW were ‘very high’, 54 respondents’ SOW were ‘high’, 22 respondents’ SOW were ‘low’ and 17 respondents’ SOW were ‘very low’.

33. Share of wallet and shopping duration.

It is inferred that, out of 144 (73.5%) respondents with shopping duration in the range 15 – 30 minutes in North Chennai, 89 respondents’ SOW were ‘very high’, 25 respondents’ SOW were ‘high’ and 14 respondents’ SOW were ‘very low’. Out of 28 (14.3%) respondents with shopping duration in the range 30 – 45 minutes, 7 respondents’ SOW were ‘high’ and 7 respondents’ SOW were ‘moderate’. Out of 24 (12.2%) respondents with shopping duration in the range 45- 60 minutes, 11 respondents’ SOW were ‘very high’. Out of 117 (56%) respondents with shopping duration in the range 15 – 30 minutes in Central Chennai, 40 respondents’ SOW were ‘very high’, 36 respondents’ SOW were ‘high’ and 27 respondents’ SOW were ‘very low’. Out of 61 (29.2%) respondents with shopping duration in the range 30 – 45 minutes, 27 respondents’ SOW were ‘moderate’ and 17 respondents’ SOW were ‘very high’. Out of 31 (14.8%) respondents with shopping duration in the range 45- 60 minutes, 15 respondents’ SOW were ‘moderate’ and 12 respondents’ SOW were ‘very high’. Out of 94 (43.5%) respondents with shopping duration in the range 15 – 30 minutes in South Chennai, 32 respondents’ SOW were ‘very low’, 22 respondents’ SOW were ‘high’ and 19 respondents’ SOW were ‘moderate’. Out of 79 (36.6%) respondents with shopping duration in the range 30 – 45 minutes, 45 respondents’ SOW were ‘very high’ and 12 respondents’ SOW were ‘low’. Out of 32 (14.8%) respondents with shopping duration in the range 45- 60
minutes, 13 respondents’ SOW were ‘very low’ and 10 respondents’ SOW were ‘very high’.
In Pan Chennai, out of 355 (57.2%) respondents with shopping duration in the range 15- 30
minutes, 149 respondents’ SOW were ‘very high’, 83 respondents’ SOW were ‘high’ and 73
respondents’ SOW were ‘very low’. Out of 168 (27.1%) respondents with shopping
duration in the range 30 - 45 minutes, 66 respondents’ SOW were ‘very high’, 44
respondents’ SOW were ‘moderate’ and 31 respondents’ SOW were ‘very low’. Out of 87
respondents with shopping duration in the range 45- 60 minutes, 33 respondents’ SOW were
‘very high’, 30 respondents’ SOW were ‘moderate’ and 17 respondents’ SOW were ‘very
low’.

34. Opinion and expected gap in six dimensions.
It is observed that, expectation gap is more than opinion gap in Personal care, Policy, Safety
& security and Reliability dimensions and opinion gap is more than expectation Complaint
handling and Physical aspect dimensions in North Chennai. Expectation gap is more than
opinion gap in Personal care dimension and opinion gap is more than expectation Complaint
handling, Safety & security, Policy, Reliability and Physical aspect dimensions in Central
Chennai. Expectation gap is more than opinion gap in Personal care, Policy and Safety &
security dimensions and opinion gap is more than expectation Complaint handling,
Reliability and Physical aspect dimensions in South Chennai. Expectation gap is more than
opinion gap in Personal care and Reliability dimensions and opinion gap is more than
expectation Complaint handling, Reliability, Policy and Physical aspect dimensions in Pan
Chennai.

35. Opinion gap in six dimensions and occupation.
It is inferred, opinion gap is more in Personal care, Safety & security and Policy among the
homemakers, Complaint handling opinion gap is more among the salaried and dimensions
Physical aspect and Reliability opinion gap is more among retired respondents in North
Chennai. Opinion gap is more Personal care, Policy and Reliability dimensions among business respondents, opinion gap is more in Complaint handling among salaried and Physical aspect opinion gap is more among homemakers in Central Chennai. All the dimensions were predominant among salaried respondents in South Chennai. In Pan Chennai the Personal care, Policy and Complaint handling dimensions opinion gap is more among salaried respondents, gap is more in dimensions Safety & security, Physical aspect and Reliability among retired.

36. Opinion gap in six dimensions and educational qualification.

It is inferred that, opinion gap is more in the dimensions Personal care, Policy, Reliability and Physical aspect for the respondents with educational qualification as post graduate and opinion gap is more in dimension Complaint handling for the respondents with educational qualification graduate in North Chennai. Opinion gap is more in the dimensions Personal care and Complaint handling for the respondents with educational qualification as Up to SSLC, opinion gap is more in dimension Policy for the respondents with educational qualification graduate and opinion gap is more in dimension Reliability for the respondents with educational qualification post graduate in Central Chennai. Opinion gap is more in the dimensions Personal care and Complaint handling for the respondents with educational qualification professional, opinion gap is more in the dimension Safety & security for the respondents with educational qualification post graduate and opinion gap is more in the dimension Reliability for the respondents with educational qualification up to SSLC in South Chennai. In Pan Chennai, opinion gap is more in the dimensions Personal care, Safety & security and Complaint handling for the respondents with educational qualification professional, opinion gap is more in the dimensions Policy and Physical aspect for the respondents with educational qualification post graduate and gap is more in the dimension Reliability for the respondents with educational qualification up to SSLC.
37. Opinion gap in six dimensions and age.

It is observed that, the opinion gap is more in the dimensions Personal care and Policy for the respondents in the age group below 20, opinion gap is more in the dimensions Safety & security, Complaint handling and Reliability for the respondents in the age group 31 to 40 years and opinion gap is more in the dimension Physical aspect for the respondents in the age group 41 to 50 in North Chennai. Opinion gap is more in the dimensions Personal care, Policy, Physical aspect and Reliability for the respondents in the age group above 50 years, opinion gap is more in the dimension Safety & security for the respondents in the age group 41 to 50 years and opinion gap is more in the dimension Complaint handling for the respondents in the age group 21 to 30 in South Chennai. In Pan Chennai, opinion gap is more in the dimensions Policy, Safety & security, Complaint handling and Physical aspect for the respondents in the age group above 50. Opinion gap is more in the dimension Personal care for the respondents in the age group below 20 and opinion gap is more in the dimension Reliability for the respondents in the age group 31 to 40.

38. Opinion gap in six dimensions and departmental stores.

It is observed that mean opinion gap is more for the dimensions personal care, Policy, Reliability and Safety & security for the departmental store ‘More’, the gap is more for dimension Complaint handling for ‘Nilgiris’ and the gap is more for the dimension Physical aspect for the store ‘FoodWorld’ in North Chennai. Mean opinion gap is more for the dimensions personal care, Policy, Reliability, Physical aspect and Safety & security for the departmental store ‘FoodWorld’ and gap is more for the dimension Complaint handling for the store ‘Nilgiris’ in Central Chennai. Mean opinion gap is more for the dimensions Safety & security and Physical aspect for the departmental store ‘Reliance’, gap is more for the dimensions Personal care and Complaint handling for the store ‘FoodWorld’, gap is more for
the dimension Reliability for the store ‘More’ in South Chennai. In Pan Chennai the mean opinion gap is more for the dimensions Personal care and Reliability for the departmental store ‘More’, gap is more for the dimension Policy for the store ‘FoodWorld’, gap is more for the dimension Safety & security for the store ‘Reliance’, gap is more for the dimensions Complaint handling and Physical aspect for the store ‘Niligiris’.

39. Expected gap in six dimensions and occupation.

It is observed that, the mean expected gap is more in the dimensions Personal care, Complaint handling and Physical aspect for the occupation category salaried, Policy and Safety & security for the occupation Homemaker and Reliability for the occupation Retired in North Chennai. Expected gap is more for the dimensions Policy and Personal care for the occupation business and Safety & security, Reliability and Physical aspect for the occupation ‘Retired’ in Central Chennai. In south Chennai the expected gap is more for the dimensions Personal care, Safety & security and Physical aspect for the occupation business and Policy for the occupation ‘salaried’. The mean expected gap for the dimensions Personal care and Policy for the occupation Salaried and dimensions Safety & security, Physical aspect and Reliability for the occupation Retired in Pan Chennai.

40. Expected gap in six dimensions and age.

It is inferred that, the mean expected gap is more in the dimensions Personal care and Safety & security for the age group 31 to 40 years, dimension Policy gap is more for the age group below 20 and the dimensions Complaint handling, Physical aspect and Reliability the gap is more for the age group 41 to 50 years in North Chennai. The mean expected gap is more in the dimensions Personal care and Physical aspect for the age group above 50 years, dimensions Policy and Safety & security the gap is more for the age group 41 to 50 years, the dimension Complaint handling mean gap is more for the age group 21 to 30 years and Reliability the gap is more for the age group 31 to 40 years in Central Chennai. The mean
expected gap is more in the dimension Personal care for the age group 31 to 40 years, dimension Policy the gap is more for the age group above 50 years, dimensions Safety & security and Complaint handling for the age group 41 to 50 years, dimension Physical aspect for the age group above 50 years and dimension Reliability the gap is more for the age group 21 to 30 years in South Chennai. In Pan Chennai the mean expected gap is more in the dimensions Personal care and Safety & security for the age group 31 to 40 years, the dimensions Policy, Physical aspect and Reliability the gap is more for the age group above 50 years and dimension Complaint handling the gap is more for the age group 41 to 50 years.

41. Expected gap in six dimensions and educational qualification.

It is observed that, the mean expected gap is more in the dimensions Policy, Reliability and Physical aspect for the educational qualification Post graduate in North Chennai. The mean expected gap is more in the dimensions Personal care, Policy and Safety & security for the educational qualification Post graduate and dimension Complaint handling the gap is more for the educational qualification graduate in Central Chennai. The mean expected gap is more in the dimension Personal care for the educational qualification up to SSLC, the dimension Policy the gap is more for graduate, the dimension Safety & security for professionals and the dimension Reliability for Post graduate in South Chennai. In Pan Chennai the mean expected gap is more in the dimension Personal care for the Up to SSLC, the dimensions Safety & security and Policy the gap is more for Professionals and the dimensions Physical aspect and Reliability for Post graduate.

42. Expected gap in six dimensions and departmental stores.

The mean expected gap is more in the dimensions Personal care and Physical aspect for the departmental store ‘More’ , dimension Policy for ‘Spencer’s’, dimensions Reliability and Safety & security for ‘Others’ and dimension Complaint handling for ‘Nilgiris’ in North Chennai. The mean gap is more in the dimensions Personal care, Policy, Physical aspect and
Reliability for the departmental store ‘FoodWorld’, the dimension Safety & security for the store ‘Others’ and the dimension Complaint handling for the store ‘Nilgiris’ in Central Chennai. The mean expected gap is more in the dimensions Personal care and Reliability for the departmental store ‘FoodWorld’, the dimensions Safety & security and Complaint handling is more for ‘Others’ and the dimension Physical aspect for ‘Reliance’ in South Chennai. The mean expected gap is more in the dimensions Personal care, Reliability and Physical aspect for the departmental store ‘FoodWorld’, and the dimensions Policy and Complaint handling for the store ‘Nilgiris’ in Pan Chennai.

43. Understanding the Decision rules.

**Store format choice**

The decision rule 1 suggests that respondents whose patronisation level of the store is very high, the store distance is less than ½ Km and household members are 4 feels that store image is very important.

Similarly, rule 2 suggests that respondents whose patronisation level of the store is high are post graduates and their shopping is less than 30 minutes.

**Customer satisfaction**

The decision rule 4 suggests that respondents whose satisfaction level is at most satisfaction which include ‘highly satisfied’ and ‘satisfied’ are customers’ who shop for less than 30 minutes, store personal care is satisfied and Physical aspect is dissatisfied.

Similarly, rule 6 suggests that respondents whose satisfaction level is at most satisfaction feels physical aspect is dissatisfied, safety & security is neutral and their purchase volume is very high.
Share of Wallet

The decision rule 3 suggests that respondents’ whose SOW is high and whose patronisation level is low feels that brand availability is very important in spending the extra money. Similarly, rule 4 suggests that respondents’ whose SOW is high, the store distance is less than 1 Km, are graduates and patronise for 2 years feel that brand availability and quality are very important.

5.2 SUGGESTIONS

The suggested recommendations may be governed by the retailers to create good rapport with their customers for increasing further strength of CRM among the departmental stores and the customers. To enhance profitability and customer satisfaction, the store managers must focus on implementing CRM strategies like identifying prospect customers, understanding their needs, customer retention leading to customer loyalty and create conducive environment to make the customers to increase their share of wallet. A generalised store policy across Chennai will not fulfil customer expectations. Store policy has to be formulated as per the different segments of Chennai. Complaint handling system and knowledge of the items among the employees with a good personal care might attract more customers. Discounts and offers are not so attractive currently which need more reach to customers. Store employees need further training to handle customer to their expectations. Strategies to attract new customers like mailing information on offers and discounts, new arrivals and value added services like door delivery may also be implemented. Some other strategies which can be followed by the store managers to retain the existing customers are through prompt delivery, regular touch with customers, special compliment handling system.
and delivery with proper bills with a wide smile of thanks. To enhance the profitability of the store and customer satisfaction which lead to customer loyalty, retailers must focus on more on implementation of CRM at all levels.

5.3 CONCLUSION

Customer relationship management (CRM) plays an important role in the retail sector of organised departmental stores. The study explored the three aspects of the CRM, patronisation of departmental store, customer satisfaction & loyalty and share of wallet of Chennai respondents by considering the top leading departmental stores.

The study further found that Chennaiites patronise the departmental store because of the availability of multi brand items in departmental stores in comparison with local kirana shops. Annual family income range in 6 to 9 lakhs and above 9 lakhs respondents patronise departmental store more when compared to lower income. Educational qualification, number of household members and shopping duration has less contribution to the store patronising whereas store image has very little impact in patronising the departmental stores. The cluster analysis and discriminant analysis proves that the Chennai respondents can be segmented into three namely, North, Central and South based on the six dimensions of satisfaction. Of the six dimensions, in Pan Chennai the respondents feel Personal care, Reliability, Policy, Complaint handling and Physical aspect are satisfactory and Safety & security is not so satisfactory. Respondents of North Chennai feel that Safety & security as well as Complaint handling are not satisfactory compared with other dimensions. Central Chennai respondents feel Personal care, Policy and Physical aspect are not satisfied and opine neutral in these dimensions. In south Chennai majority respondents are satisfied with the existing service level in all the six dimensions. Annual family income range 6 to 9 lakhs and above 9 lakhs Chennaiites feel satisfied with the existing service levels in the departmental
stores. Similarly, Chennaites who are graduates were satisfied with the existing level of service when compared to others. More the disposable income, more is the SOW of the respondents in Chennai. Good Physical aspects of the departmental store attract customers to spend more. Also multi-brand availability makes the Chennaites to spend more and customers who spend more time in the store have not much effect on the SOW. In general, Retailers need to invest more resources to modify the departmental store appeal by offering quality service and money value to customer.

5.4 SCOPE FOR FURTHER RESEARCH

The results are based on the response provided by the respondents chosen through convenience sampling as well as stores of only top departmental stores in Chennai city. So this research work can be extended with additional samples collected from different departmental stores in order to generalisation of the results. The study can be extended to the second tier departmental stores to get a clearer direction of CRM. Studies can be done in the area of effectiveness in implementation of CRM through the management information system. There can be other factors which influence the customer satisfaction and store loyalty in the demographic as well as the relationship marketing and service quality variables. Share of wallet of the customers can be further investigated to understand the spending pattern during the festive season and non-festive seasons. A sequence of relationship between customers’ satisfaction leading to loyalty which increase the share of wallet should be linked with the customers’ life time value. Further studies could examine some of the suggestions made above.