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 Chennaites feel satisfied with the existing service levels in the departmental