**Abstract**

The Indian retail industry is one of the fastest growing industries in the world. It is an attractive market for retail investments and it contributes about 10 per cent to total GDP. The main objective of the study is to know the purchasing pattern and to analyse the factors that influence the consumers to purchase in organized retail stores. A sample of 400 respondents has been taken for the study by adopting stratified random sampling method. The study is mainly based on primary data. The data have been collected through questionnaire in Coimbatore. The statistical tools such as percentage analysis, chi-square and Kendall’s coefficient of concordance have been applied to analyse the data. The study has concluded that the factors such as quality of products, price, availability of products, discounts/offers, selfservice and store reputation have influenced the consumers to prefer the organized retail stores. The study has also revealed that among the demographic factors, occupational status and family monthly income have played a vital role in determining their purchasing pattern.