**Abstract**

Retailing in India is gaining attention like never before. Organized retailing especially is creating fondness amongst Indian consumers drawing them into malls and trade areas in huge numbers. The current retailing industry continues to experience tremendous expansion; it is clearly evident that this growth has led to the increase in number of retail stores. In this scenario, it is necessary to study the consumers’ buying behaviour and store loyalty towards   
organized retail store. This study attempts to examine the effect of demographic factors on the factors that affect consumer’s loyalty towards organized retail stores.