**Abstract**

In India organised retail sector is one of the most dynamic and fast-paced industry, mainly due to the entry of several new players. With a large number of new entrants in the industry, achieving success and maintaining the same is not an easy task. Store loyalty plays an important role in retail business success. However, how a retail store develops and maintains its consumer loyalty towards the store is still an open question. Only less marketing effort and resource is required to sustain a loyal customer, than to acquire a new customer. Hence retailers are interested in understanding the factors that drive customers to be loyal towards a retail store. The study aims at understanding the consumer’s preference in organised retail formats and also determines the various factors that influence consumer loyalty towards an organised retail store.