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| **Abstrac**tIndian retail is a mix of organized and unorganized retail stores. The study examined the factors influencing customer’s loyalty in food and grocery retailing. The data have been collected using structured questionnaire. A total of 96 respondents were randomly selected from organized food and grocery retail store. The collected data were examined using correlation and regression analysis. The factors such as service quality, product quality, pricing strategy and customer loyalty were studied in detail. The study found that service quality and pricing strategy have a positive relationship with customer loyalty. |