

# **FACTORS AFFECTING BRAND LOYALTY OF FROZEN FOOD AT RETAIL OUTLETS**

**By**

**HIRA AHMED  
22556**

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**Abstract:**

**Purpose:** The purpose of this study is to measure the correlation between brand loyalty and availability of frozen food at retail outlets in Karachi.

**Methodology:** The target population for the research customers of frozen food, located in Karachi. Data is collected through a web-based survey questionnaire. Two hundred and fifty questionnaires were sent to different respondents. To analyze the data correlation and regression analysis was done.

**Findings:** Correlation between brand loyalty and several food purchasing criteria were tested and found to be significant. All the regression tests found significant relationship between brand loyalties for frozen food at retail outlets. It shows that customer prefer to stay brand loyal to frozen food and creates positive and significant impact on all the selected performance measures.

**Practical Implications:** This study will help Frozen food organizations to plan for effective distribution of frozen food and availability of the same at retail outlets.

**Keywords:** Consumer Preferences, Frozen Food, Distribution, Availability.