A Study of Customers' Judgment towards Olper's Milk



A research project submitted in partial fulfillment of requirements for the degree of MBA

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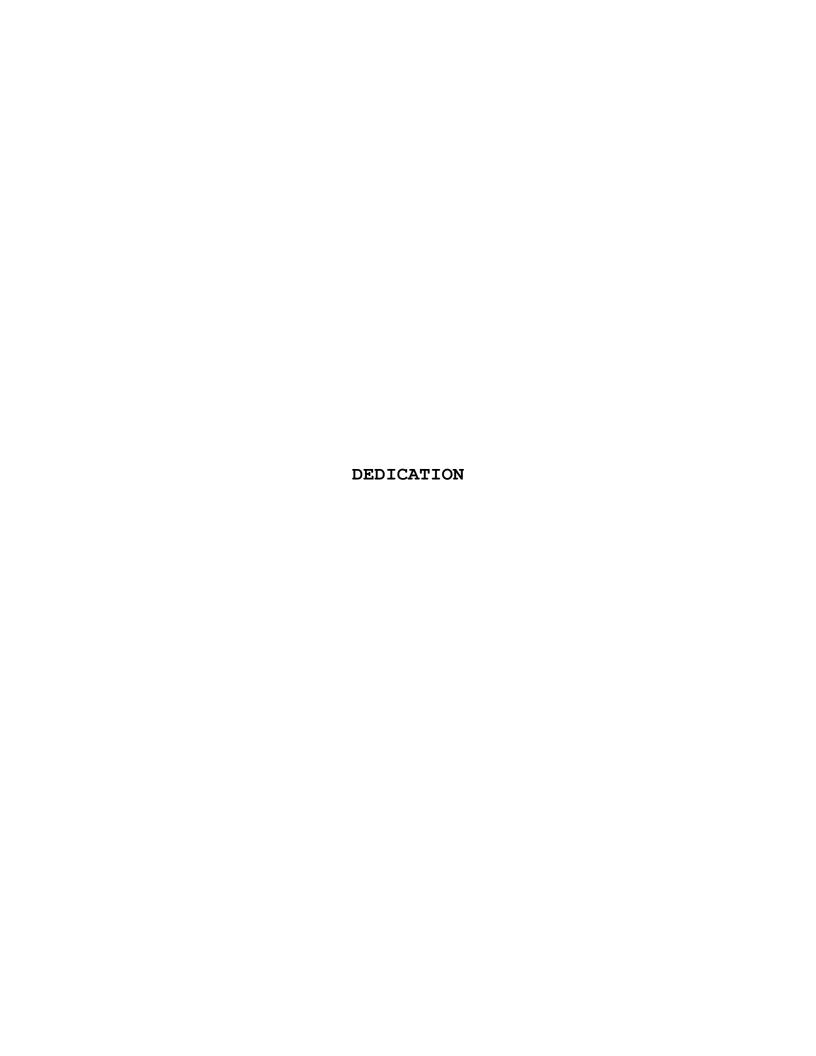
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We dedicate this research project to all our teachers who taught us towards the completion of this degree programme.

ABSTRACT

Marketers across many industries claim that there is a strong link between "Customers' Judgment" and "Brand Performance". This study basically aims to validate this theoretical assumption in quantified manner. The conceptual framework of this study is based on the relationship model between the constructs of brand performance and brand judgment. The constructs of performance are the product features, reliability, style, design and price. Whereas, the constructs of customers judgment are the brand quality, credibility, consideration and superiority. A product of ENGRO Foods Ltd, Olper's Milk, was selected to evaluate customers' judgments based on the brand performance. Linear regression tests were applied on the data so collected on each construct of customers' judgment. The results indicate that the customers have positive judgment towards the brand of Olper's Milk and that there is a strong influence of a brand performance on customers' judgment.