

# **A Study of Customers' Judgment towards Olper's Milk**



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

**Aamir Hussain Shah (01-299082-001)**  
**Muhammad Amin (01-299082-010)**  
**Majid Sabir Raja (01-299082-009)**

**Department of Management Sciences  
Bahria Institute of Management & Computer Sciences**

# Bahria University Islamabad

## 2011

### Table of Contents

Contents		Page No
	Acknowledgement	1
	Dedication	2
	Abstract	3
<b>Chapter No 1</b>		4
<b>1</b>	Introduction	4
<b>1.1</b>	ENGRO Foods Ltd	5
<b>1.2</b>	Rationale	6
<b>1.2.1</b>	Motivation	6
<b>1.2.2</b>	Importance	6
<b>1.2.3</b>	Authors' Knowledge	6
<b>1.2.4</b>	Benefits	6
<b>1.3</b>	Problem Statement	7
<b>1.4</b>	Project Objectives	7
<b>1.4.1</b>	Primary Objectives	7
<b>1.4.2</b>	Secondary objective	7
<b>1.5</b>	Project Audiences	8
<b>Chapter No 2</b>		8
<b>2</b>	Literature Review	8
<b>2.1</b>	Brand Performance	9
<b>2.2</b>	Customers Judgment	10
<b>2.3</b>	Brand Performance and Customers Judgment	11
<b>2.3.1</b>	Brand Quality	11
<b>2.3.2</b>	Brand Credibility	12
<b>2.3.3</b>	Brand Consideration	13
<b>2.3.4</b>	Brand Superiority	13
<b>2.3.5</b>	Brand Performance	14
<b>2.3.6</b>	Performance	15
<b>2.3.7</b>	Service Effectiveness	15
<b>2.3.8</b>	Pricing	15
<b>Chapter No 3</b>		16
<b>3</b>	Research Methodology	16
<b>3.1</b>	Research Question	16
<b>3.2</b>	Hypothesis	17
<b>3.3</b>	Variables	17
<b>3.3.1</b>	Independent Variable (IV)	17
<b>3.3.2</b>	Dependent Variable (DV)	17
<b>3.4</b>	Theoretical Framework	17

3.5	Research Design	18
3.5.1	Research Technique	18
3.5.2	Type of Hypothesis	18
3.5.3	Type of Data	18
3.5.4	Target Population	18
3.5.4.1	Population Selection	18
3.5.5	Sample Design	19
3.5.5.1	Sample Size	19
3.5.5.2	On Location Sample framing	19
3.5.6	Measurement Scale	19
3.5.7	Type of Secondary data	19
3.6	Procedure	19
3.6.1	Target Industry	19
3.6.2	Company	20
3.6.3	Survey Questions	20
3.6.4	Parts of Survey Questionnaires	20
3.6.5	Data Collection	20
3.6.5.1	Data Collection Procedure	20
3.6.5.2	Factors of Data	21
3.6.6	Data Calculations	21
3.6.6.1	Data Computation	21
3.7	Data Presentation/Results	22
3.8	Assumption	22
3.9	Limitations	22
<b>Chapter No 4</b>		23
4	Research Survey Results	23-49
<b>Chapter No. 5</b>		50
5	Results and Analysis	51
5.1	Result of First Part	50
5.2	Analysis of First Questionnaire	51
5.3	Results of Second Part	52
5.3.1	Quality	52
5.3.2	Analysis	52
5.4	Creditability	53
5.4.1	Analysis	53
5.5	Price	54
5.5.1	Analysis	54
5.6	Brand Superiority	55
5.6.1	Analysis	55
5.7	Final Result	56
<b>CHAPTER No. 6</b>		57
6	Conclusion and recommendations	57
6.1	Conclusion	57
6.2	Recommendations	58

References	59-60
Appendix-I (Questionnaire of 1 <sup>st</sup> Part)	61-62
Appendix-II (Questionnaire of 2 <sup>nd</sup> Part)	63-64

### **ACKNOWLEDGEMENT**

We feel very fortunate to have received support from many people who have helped us to complete our research work. We would like to express our greatest gratitude to all of them. We are deeply grateful to our project supervisor, Mr. Sajjad Anwar Pasha to whom we owe tremendous debt of gratitude for rendering guidance and valuable advice at every stage of the project.

## DEDICATION

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 brand 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.