

ABSTRACT

The study was set out to determine consumers' perception of Atlas Copco brand and market share of the industrial compressor. The objectives of the study were to establish the consumers' perception of the Atlas Copco brand and determine the market share of the Atlas Copco industrial compressors. The research adopted the descriptive survey research design while the sampling design adopted was the systematic random sampling design. The total population was 264 consumers and a sample of 100 customers was drawn using the systematic sampling design. A structured questionnaire was used to collect data. The method of data collection was mainly through electronic mail and personal visits. In this study, one hundred questionnaires were distributed, but only seventy six useable questionnaires were realized. Questionnaires were coded and edited for completeness using the Statistical Package for Social Sciences (SPSS). The data collected was analyzed using frequencies and percentages.

All quantitative data was analyzed using mean and percentages to determine the effect of industrial consumers' perception and market share. Qualitative analysis was only carried on those aspects of the data that were quantifiable. The findings are presented in form of tables and percentages or means obtained quantitatively. The research was able to determine that majority of the respondents would purchase the industrial compressors again; recommend the industrial compressors to friends and prospective buyers. Based on the findings consumers' perception relates to product attributes, customer values and market share. Also key to note was that the industrial consumers' were not so keen on energy efficiency, quality of air, and noise levels of the industrial compressor.