

Customer & trade perception of compressors - ValueNotes BrandMeter 2015-Bundle3

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Abstracts

ValueNotes Brandmeter is a quick-access tool providing insights on how customers and trade partners perceive various industrial compressor brands in India.

An unbiased and independent report based on 300+ interviews with end-users and trade participants

Companies are ranked by customers and the trade across parameters such as product quality, energy efficiency, after-sales service, quality of air output, compressor life, product availability, brand image, value for money, design & customization, and product warranty

Product- and brand-wise buying preferences across regions and end-user industries in India

End-user industries include automobile, cement, chemical, food and beverages, pharmaceuticals, power, steel, textiles

This report highlights the key purchasing criteria for compressors in India in 9 end user industries. The report brings attention to the types of compressors used in each industry, brand recall, ranking and each sector's complaints with compressors. Reciprocating and screw compressor brands are ranked by each industry by purchasing criteria.

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