



# A Study on Influence of Gender on Customer Preference towards Chinese's Smartphone Brands in Indian Market with Special Reference to Trichy City

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## ABSTRACT

The Indian smartphone market has emerged as one of the fastest-growing sectors globally, with Chinese smartphone brands capturing a significant share due to their competitive pricing, innovative features, and extensive marketing strategies. However, consumer preferences in this dynamic market are shaped by various demographic factors, including gender. This study investigates the influence of gender on customer preferences for Chinese smartphone brands in the Indian market, with a special focus on Trichy City.

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## INTRODUCTION

The Indian smartphone market has experienced exponential growth over the past decade, driven by technological advancements, competitive pricing, and increasing consumer dependence on mobile technology. Chinese smartphone brands, such as Xiaomi, Vivo, Oppo, and Realme, have emerged as dominant players in this sector, offering a range of products that cater to diverse customer needs and budgets. Trichy city, located in Tamil Nadu, represents a dynamic consumer base with varied preferences and purchasing behaviors, making it an ideal locale to study consumer attitudes and preferences.

This study explores the **influence of gender on customer preferences** towards Chinese smartphone brands in the Indian market, with a specific focus on Trichy city. It seeks to identify the factors that drive customer choice and examine whether men and women exhibit distinct preferences for features, pricing, brand perception, and overall satisfaction.

By analysing gender-based differences in customer preferences, this research aims to provide valuable insights for smartphone manufacturers and marketers to refine their approaches, improve customer engagement, and enhance their market presence. Furthermore, the findings will contribute to a deeper understanding of consumer behavior in the context of a competitive and evolving industry.

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## LITERATURE REVIEW

**Kotler and Keller (2016)** emphasize that gender plays a critical role in shaping consumer preferences, purchasing behavior, and brand loyalty. Men and women often prioritize different attributes, such as functionality versus aesthetics.

**Hoyer and MacInnis (2018)** noted that men tend to focus on technical specifications and performance, while women are more likely to consider brand aesthetics, social influence, and emotional attachment.

**Counterpoint Research (2023)** reports that Chinese smartphone brands hold over 60% market share in India. Their success is attributed to aggressive pricing, frequent product launches, and localized marketing campaigns.

Studies by **IBEF (2022)** reveal that Indian consumers associate Chinese brands with innovation and affordability. However, gender-based preferences within these segments remain underexplored.

**Hofstede's Cultural Dimensions Theory** has been used to understand how gender roles and societal norms influence consumer decisions in patriarchal societies like India. Research suggests that brands tailoring their marketing strategies to resonate with gender-specific preferences can significantly enhance customer engagement.

## OBJECTIVES

- To identify the factors influencing the consumer preference.
- To know the customer preference towards Chinese smartphone brands.
- To analyse the consumer preference

## SCOPE OF THE STUDY

- The study is centered on Trichy City, India, as a representative urban market for analysing customer preferences.
- Focuses on the role of gender (male and female) in influencing preferences and purchasing decisions for Chinese smartphone brands.
- Examines popular Chinese smartphone brands, such as Xiaomi, Vivo, Oppo, Realme, and others, to understand consumer attitudes and preferences.
- Studies factors like pricing, features, brand loyalty, after-sales service, and marketing strategies that vary across genders.
- Uses surveys, questionnaires, or secondary data to gather information on gender-influenced customer preferences.

## DATA ANALYSIS AND INTERPRETATION

### CHI-SQUARE TEST

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between the two variables.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between the two variables.

	price	features/specifications	brand reputation	Design/packaging	availability	Total
male	12	16	9	3	1	41
female	5	5	4	0	0	14
Total	17	21	13	3	1	55

1.73    chi-square

4        df

.7853    p-value

Critical value is greater than calculated value so, H<sub>0</sub> is accepted.

### INTERPRETATION

The p-value (0.7853) is much greater than the common significance level ( $\alpha = 0.05$ ). This indicates that the null hypothesis cannot be rejected. Thus, there is **no significant relationship** between gender and customer preference for Chinese smartphone brands in Trichy City based on the given attributes.

## FINDINGS FROM THE STUDY

**Main Conclusion:** Gender does not have a statistically significant influence on customer preferences towards Chinese smartphone brands in Trichy City. This implies that marketing strategies for these brands in this region may not need to differentiate based on gender.

**Most Important Factors:** Customers, irrespective of gender, prioritize **features/specifications** and **price** when choosing a Chinese smartphone brand.  
**Lesser**

**Influential Factors:** **Design/packaging** and **availability** have minimal impact on customer preferences.

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## SUGGESTIONS FOR MARKETERS

- **Focus on Features and Pricing:** Brands should emphasize competitive features and affordable pricing in their marketing campaigns to attract a larger customer base.
- **Gender-Neutral Campaigns:** Since gender does not significantly influence preferences, advertising strategies can remain gender-neutral and instead target broader customer segments.
- **Enhance Secondary Factors:** Improving design/packaging and availability may help to gain a competitive edge, even though they are not primary drivers of preference.

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## CONCLUSION

The study titled "*A Study on Influence of Gender on Customer Preference Towards Chinese Smartphone Brands in Indian Market with Special Reference to Trichy City*" aimed to explore the role of gender in shaping customer preferences for Chinese smartphone brands.

The statistical analysis revealed that gender does not have a significant influence on customer preferences for Chinese smartphone brands in Trichy City. The p-value (0.7853) is much higher than the significance level of 0.05, indicating that there is no substantial relationship between gender and preferences for attributes such as price, features/specifications, brand reputation, design/packaging, and availability.

Across all respondents, irrespective of gender, **features/specifications** and **price** emerged as the most influential factors in choosing Chinese smartphone brands. These attributes play a dominant role in consumer decision-making and are critical for brand positioning.