

The Smartphone Buying Behavior of Two Generations X and Y Mediated by Brand Image

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Abstract

It is very difficult to trace the Buying Behavior of consumers based on different by age groups. Any way to catch the pattern of such behavior is very important for strategy makers, to form a powerful and productive organizational strategy. The study objectives are twofold; one is evaluating the Buying Behavior of Generation X and Y towards Smartphone consumers; second is analyzing the intervening function of Brand Image. This study is causal as well as quantitative in design and nature. The causal relational and mediating impact has been tested using a mediation procedure. This study focused on the Sindh government college education directorate of the Sukkur region. Therefore, the subject of interest in this study is college teachers of the directorate of the Sukkur region. Results suggest that the attitude of Generation X and Y has a positive and significant relationship with the Buying Behavior of smartphones. Further Brand Image mediates between attitudes of Generation X and Y towards Buying Behavior of Smartphone consumers. The study is significant because it has explored the least explored area in research the findings of this study will help the strategy makers to form an effective and efficient competitive strategy.

Keywords: *Buying Behavior, Brand Image, Smartphone, Generation X, Generation Y.*

Introduction

Different consumers behave differently in any given situation; they buy products according to their needs, wants, and purchasing power. Before 1980, individuals used to buy once the commitment aroused to them, that thinking was known as modern purchasing habit at that time. Now a day's buying behavior has been changed and it requires attention to the brand image by purchasing expensive brands. Brand image is the brand name, which comes quickly in the consumers' mind at the time he or she is going to buy. Buying behavior of consumers is different in different situations, not only that but also buying behavior is different in different age groups. Buying behavior is characterized as the behavior that buyers display in looking, acquiring, utilizing, assessing, and discarding items and services. Age groups refer to generation concept that means a consumer group having the same experiences, thoughts, values, beliefs, attitudes, behaviors, and more important same birth years. The difference in generation must be understood because of generational perception, generational attitude, and the generational gap that can impact communication effectiveness, engagement, work relationships, management strategies, and performance.

Y is the smart generation then generation X by Stein and Sanburn (2013). X Generation consists of a group of people who were born from 1961 to 1980. X generation is also known as Baby Busters, Why Me, and Latchkey Generation. This is a first-generation, which used personal computers for getting information, but they felt disorder from a social and economic perspective, therefore they mostly believe in themselves rather than technology (Sayers 2007). Whereas, generation Y consists of those consumers who were born from 1981 to 2000. This generation based on children of the previous cohort. Generation Y is also known as Echo Boomers, Generation Me, Millennials, and Nexters. Generation Y has a good understanding of technological advancement in mobile phones. This generation likes luxurious brands rather than original, creative, and unique brands.

Significance and scope of the study

This research is about attitudes of generations on Buying Behavior towards the target market of smartphones; with the intervening role of the brand image creates the way for marketers and strategy developers a unique road map to formulate an effective strategy for their target market. This study gives

ways in formulating advertising campaigns so that their brand will achieve a high level of image/place in the mind of the consumer and positive word of mouth will boost their selling. Further, this study is the guideline for policy and decision-makers by providing information regarding current challenges and future opportunities that will benefit to business sector specially and economy in general. This study is significant as it showed the positive impact of X and Y Generation on smartphone Buying Behavior. These findings would add value to the existing literature. A few empirical findings have been witnessed during this study showing the intervening effect of brand image; hence the findings of this will add a feather to the existing body of knowledge. Moreover, this study is unique and significant in the sense that it intended to know the buying behavior of the educated fraternity of the Sindh government.

Objectives of the Study

1. To analyze the Attitudes of X and Y Generation towards smartphones Buying Behavior.
2. To evaluate the comparisons between X and Y Generation towards smartphones Buying Behavior.
 3. To examines the role of brand image for X and Y Generation having smartphones.
4. To analyze the brand image's mediating role between Attitudes of X and Y Generation towards smartphones Buying Behavior.

Problem statement

Buying Behavior of consumers is very complicated and so much difficult to trace. The Buying Behavior of smartphones by generation X is different from generation Y. However, to make an effective and efficient strategy to target market it is also important to understand and capture the running trend of such buying behavior. Companies regularly focus on trade, advertisement, and buying behavior of the target market to compete with each other due to rivalry experienced in the smartphone industry increased day by day. On the other hand, Consumer satisfaction depends on the deliverance of main features, technological advancement, product price, uniqueness, and easy to reach. The consumers of generation X and Y behave differently to buy smartphones especially when they know the brand image. Taking brand image as mediating variable, few studies have been performed in Pakistan.

Literature review

Buying Behavior

Consumer behavior is the study about individual or group actions towards buying, using, and disposing of ideas or experience, goods, and services so that needs and wants to be satisfied. Buying behavior is characterized as the behavior that consumers show in looking, buying, utilizing, assessing, and discarding products and services. The various factors have influenced the buying behavior to buy cell phones and summarized it that the selections of mobiles vary among different age groups as well as income levels, and the decision relies upon the services inferred and holds for longer span based on the nature of the cell phone (Basha et al. 2011). The brand name has legitimately affected consumer's recognition of the nature of the smartphone. At the point when purchasers are fulfilled, they trigger verbal exchange and, inspire different customers by Azad and Safaei (2012). The expectation to buy may be perceived as an impression of real buying behavior. The more prominent the buying plan is, the more noteworthy a buyer's desire to buy an item. Buying behavior is a factor that directly affects the general performance of the company. Buyer behavior has developed throughout the years. On account of access to information, it is turning into an exceptional experience of original quality, which is a quantifiable wellspring of progress. Consumer behavior is a crisp methodology to the extent buyer's behavior is concerned, and it is pulling in gigantic enthusiasm from scholars. A buyer's behavior is an outcome of their dispositions which are enacted by the developments of today's world. Organizations need to manage increasingly demanding purchasers. One of the crucial issues in purchaser behavior is the way buyers create, adapt, and utilize strategies through decision making (Makarewicz 2013). The factors which influence the purchasing of smartphones have been studied several times. Now a day, the quick adoption of smartphones has been seen that has pulled in increasing consideration of consumer buying behavior (Howard 2014). The practical characteristics which influenced the purchasers buying choice of smartphones, the research refers to that the buyers give extraordinary significance to the product characteristics rather than functional elements while buying a smartphone by Kumar and

Chaubey (2015). Many diverse advertising components influence the way customers carry on, for example, atmospherics, advancements, and positions of items. Buying behavior is shown when people search, buy, utilize, and assess goods and services. Brand image plays so much noteworthy character in consumer's choices. Research recommends that brands impact positive buying behaviors that are precious for the brand (Japutra et al. 2018). Buyers' buying behavior corresponds to buying expectations and purchase any product or service. Consumers can also give a rating or value to consumer satisfaction into added value when post-purchase, consumers can immediately conduct an evaluation and they also feel the effectiveness in responding to the entire product and service (Gunawan et al. 2019).

Brand image

The higher the brand image, the higher the evaluated brands believe that buyer would conceptualize. Past observational proof has indicated that the brand image will support purchaser trust in a brand's end, and it contributes to brand loyalty. Consumers pay a lot of money for advanced features and brands on smartphones. Brand image is a company's most valuable asset and is an exclusive name for the product on the market. The brand name is more than just signs and titles. It is also the component of the business-consumer relationship by Kotler and Armstrong (2010). The product value has affected the intention of purchase. The consumers collect and compare the relevant product data to measure value by relying on the smartphone brand name. While buying a smartphone, a buyer sees the brand image more than other factors, for example, programming, design, display, and integration of hardware, extra cost, buying facility, and cost of the smartphone and camera pixels (Liao 2012). It is an opportunity for advertisers to grow such smartphones that will make a narrative content of interactive experience among purchasers and a brand, thus more effectively engaging consumers, by Gelenbe and Wu (2013). A brand image attitude is affecting consumers buying behavior. Brand Image is additionally viewed as representative importance related to buyers through explicit item or administration characteristics. Smartphone gadgets are currently playing a central role in all around the markets of the smartphone. A Brand image has a strong influence on the smartphone buying choices. Consumers buy a variety of smartphone gadgets that meet their preferences and needs. Consumers are always affected by some factors which lead him to choose a product/brand or a store that others prefer (Mohan 2014). When a firm prevails with regards to building up loyalty among its consumers it increases the value of the brand and makes a solid brand connection; decreases marketing costs and affects other potential customers through positive word of mouth. The brand name is valuable in comparing and signifying quality to the customers and proposes an exact information structure related to the brand. Forecasters have inferred that brand name and brand image go about as the basic variables for enhancing the item (Yeh et al. 2016). Consumer fulfillment is the primary indicator of their loyalty, proceeded with utilize goals and buys expectations, and can be anticipated by stream, efficiency, and satisfaction. It will additionally uphold the consumer saw an incentive to improve the buy goal. The factors' relationship among item properties, brand image, perceived value, buy aim, and which is a mediator or a moderator has the right to be explored for the way toward receiving a smartphone, by Gumussoy and Koseoglu (2016). Brand Image plays a mediating job among the attitude and consumer intention to purchase (Manohar 2017). Attitude concerning experience depends on the place where the customer has experience related to the past and so much data. Such a data set normally identifies with the data of the brand's presentation and its item properties. Brand affiliations identifying with item traits incorporate value quality recognitions, quality observations, and effective item structure. While a brand's demonstration linked affiliation incorporate operational efficiency and how technology has been used by the brand said by Brahmhatt and Shah (2017). Brand Image tends to mediate the correlation among dependent variable and independent variable, it is suggested that this intervening relation should be tested in the future, especially in the Asian context (Tariq et al. 2017). The associations that, consumers hold about brands are generally derived from the meanings that each brand creates or evokes in their minds. For instance, stronger brands may consistently evoke a rich array of favorable meanings and associations. Communicating a company's Corporate Social Responsibility activities has also been found to be beneficial as it can increase brand recognition and the perceived ethicality of a brand, which in turn improves brand image. To uphold a positive brand image organizations need to decrease the perceived risk experienced by consumers (Iglesias et al. 2019).

Smartphone

People are buying mobile phones for functions and in that case, mobile phones are possible can be replaced by the other single-function products (Bodker et al. 2009). Price is such aggregate worth that customers use to replace the advantage of purchasing the manufactured goods they need. In this way, regardless of how much the smartphone dealer cost for a specific smartphone. Therefore, no matter retailers how much the smartphone price for a particular smartphone, but it is another thing that a customer only cares about the actual importance of smartphones for them by Kotler and Armstrong (2010). The smartphone is characterized as an incredible calculated gadget. This gives conventional remote voice administrations, with the ability to interface and operate web-based functions; for example, emailing, social networking, and messaging. The merging of hand telephone and web browsing had brought forth smartphone. Only a few years ago the first iPhone has been introduced in 2007, (BAILY 2011). Smartphone has been looked at morning as awaken from sleep and also has been looked at the time of sleep (Oulasvirta et al. 2012). For managing customers effectively, smartphones provide an opportunity for a marketer to develop such type of smartphone that will be unique and interactive for consumers and notably brand. As we know that smartphone has a key role in the communication landscape, and it is also strongly predicted that smartphone will grow in the market through the next five years by Gelenbe and Wu (2013). Smartphone users use their devices to meet a wide range of needs, such as banking, healthcare, education, job-related information, and real estate. Smartphones have also been seen as a motivational factor and assistance for learning and growing individual capabilities. The smartphone term is explained that "a cell phone offering some Personal Computer like functionality, including net access" (Howard 2014). Today's consumer needs and want is smartphone furthermore customer thinks about the brand image when he is going to purchase smartphone even some customers are brand loyal in the market of India (Mohan 2014). Smartphone demand has been increased due to its trend and versatile functionality. The effectiveness of smartphones has encouraged people to use them without a difference among age groups. Nowadays, communication and social networking mainly occur by accessing smartphone services. Young adults mostly use smartphones for entertainment, information sharing, and seeking, while children use them for education and gaming, and older adults use them to spend leisure time (Van Deursen et al. 2015). Due to social circle mostly consumers use and purchase smartphones and also they are inspired and motivated to do that. It is found that people's dependency on smartphones is dependent on social pressure and that dependency leads to positive purchasing behavior (Arif et al. 2016). The purpose to purchase a branded smartphone is depending upon a customer's attitude towards the brand, the pressure of societal values, and expectations of other peoples. Mobile technology is widely used in our daily life and this opportunity has adopted by education institutions by adopting educational technology. Mobile technology such as tablet computers, laptop computers, and smartphones facilitated the learning environment by Elcicek and Bahceci (2017). The smartphone is not only a communication tool but also becomes part of our lives from every aspect. This is considered the fame of a smartphone. Smartphones are not only phones used to stay connected with other people. It can be used in every part of people's daily lives. A smartphone is a brand that everywhere found. The smartphone is a consumer product that received international acceptance in a short period (Al-Emran et al. 2018).

Generation

A special uniqueness that makes the sentiments that they have for the authority and associations (Gursoy et al. 2008). Generation refers to the Group of peoples who have the same birth years, same experience as well as attitude, beliefs, thoughts, behaviors, and values has been affected by so many factors, in turn, the same factors also affected them. It is very important to understand the differences between generations because generational differences can impact performance management strategies, work relations, commitment, and communication efficiency (Farmer 2014).

Generation X

People are checking their smartphones approximately 34 times per day, even if no updates are available. A study conducted that found the eight in 10 adults check their smartphones within 15 minutes of waking (Oulasvirta et al. 2012). Older people failed to use the internet on smartphones, because of low literacy levels, delayed learning, and forgetfulness. They fear that accessing unknown things on

smartphones will cause problems, and thus it leads to technology fear. Smartphones have also made a certain group of people addicted to their phones (Lelkes 2013). 87% are Internet users via smartphones “compared to Generation X born between 1961 and 1981 for which it is only 50%” and download almost twice as many smartphone applications in a month. Older adults spend less time on social and process usage of smartphones than younger adults. Thus, they experience less social stress (Van Deursen et al. 2015). Younger adults rely on the devices for various office and personal purposes, despite their potential disinterest, whereas older adults safely skip the device if it is negatively perceived. Further older adults have a negative attitude towards smartphone use due to anxiety (Navabi et al. 2016). Gen X has a stable income and to spend more money online than other generations. When generation X is compared with millennials in the 26 to 30 years range it is found that there have not been fundamental differences in values, attitudes, and preferences because this age is considered as mature lifecycle stage (da Silva et al. 2019).

Generation Y

The incredible media interpreted the message that attitude and perception of Y generation have been approximately going in the same positive direction. The children of the previous generation are the members of this generation and due to the industrial revolution in the 70s, this generation has increased the living standard and found the best environment to live (Puybaraud et al. 2010). The y generation is strongly connected with brands. They know that brands are very crucial in connecting people as well as through brand staff of companies respected and directed. Based on their knowledge brand have been rejected and supported very quickly (Weyland 2011). Generation Y is explained as reliable, broadminded, unique, having expertise in the use of technology, these features differentiate them from the other generation specially precede them by Hill and Lee (2012). Generation Y is a group of customers and such population of the world who are tagged as Echo Boomers, generation next, generation 2000, Millennials, generation.com, generation tech, boom babies, echo boom, and especially Generation Y. Generation Y is technologically advanced especially in phones therefore their purchasing decision has been influenced (Mudondo 2014). Generation Y is different from the prior generation in demographic, economical, and social characteristics. Generation Y has grown up at the time when there was a huge recession; that recession brought economic hardships which affected their values and attitudes, resulted very difficult to find any job and raise their living standard furthermore that recession forced them to enter in the labor force, restricted marriage, having children and even restricted purchasing home (Polzin et al. 2014). The individuals of generation Y make decisions on the spot and are emotional. They are unique and self determinant for their purchasing decisions. They are engaged to brands through the social circle. Generation Y has a grip on technological services more than prior generations. Generation Y consists of those individuals who were born between 1980 and 2000. Therefore this generation is based on young people they share common purchasing attitudes, values, experience, technology, and motivations. This generation feels more comfortable with brands than the prior generations because they were born at that time when almost everything is labeled and marked. As a result, this generation has exceptional behavior towards the brand (Bilgihan 2016). In previous studies, it was found that individuals of generation Y differ from the previous generation in their primary values. Individuals of generation Y do not like steady jobs, car ownership, homeownership instead of that they give more value to self purposeful life as well as developing the best future for themselves and society (Delbosc and Ralph 2017). All over the world economies are going towards the social structure of services and huge information; in this type of environment, Generation Y has to acquire such type of knowledge and skills so that they will compete in the worldly interconnected information-driven workplace (Millsap 2018). Generation Y gives more time to education activities rather than work. Baby boomers like to travel more than generation X, the gap of travel is so much larger in baby boomers and generation X rather than, generation Y. there have not been final words that how generation Y is different from previous generations in characteristics and mobility choices. Either generation Y is different due to the change of technologies and circumstance; are they different because of primarily differences in preferences, attitudes, values. Thus these phenomena will continue in the next generations? No doubt it is very difficult to isolate these impacts since mentalities, qualities, and inclinations have been shaped by the economic environment, environmental forces and technological forces are at peek at the time when generation Y grew, explained by BouMjahed and Mahmassani (2018). Every variable explanation shows that Females represent a lower inclination for use of the

internet, predictable with discoveries detailed in the researches. Nowadays Generation Y has consisted of the adult population and they are equal in their interests such as consumption patterns, attitudes, lifestyle preferences, activity-travel behaviors, values, and choices (Etezady et al. 2019). It created the impression that generation Y is starting to increasingly look like and copy behavioral examples portrayed by earlier generations. Other than diversity, technology-canniness is another separating behavior for this Y generation in the gap with earlier generations. A fourth of Y generation accepts that its affiliation to technology is the thing that makes their generation different from the previous one (da Silva et al. 2019).

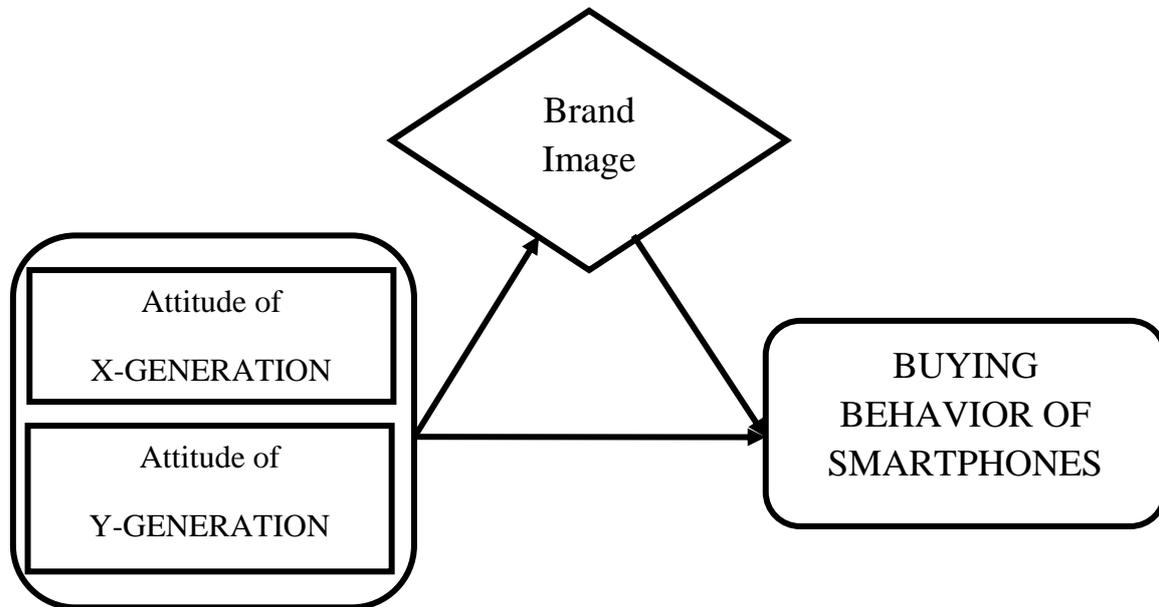


Figure 1. Research Model Conceptual Framework

The above research, model shows the Attitudes of Generation X and Y towards Smartphone Buying Behavior, in between that Brand Image contributes to its impact. Therefore in this model Attitudes of Generation X and Y are independent variables; Buying Behavior of Smartphone consumers is the dependent variable, whereas Brand Image has intervening impact/role between independent variables and dependent variable.

Hypotheses Development

- H₁:** Attitude of X and Y Generation has a positive and significant effect on Buying Behavior of Smartphone Consumers
- H₂:** Attitude of X and Y Generation has a positive and significant effect on Brand Image
- H₃:** Brand Image has a positive and significant effect on Buying Behavior of Smartphone Consumers
- H₄:** Relationship between Attitude of X and Y Generation and Buying Behavior of Smartphone Consumers is Mediated by Brand Image

Research methodology and design

The study has causal design because the impact of attitudes of generations is showed on consumer's buying behavior of smartphone with Brand Image has an intervening influence between them. The questionnaire has been used to collect and analyze the data quantitatively. The population for this study is teaching faculty, using Smartphones in the college education directorate of the Sukkur region, Sindh. The directorate of the Sukkur region consists of 39 colleges constituting a total population size of 1100. The population was divided into separate categories of college faculty members consist of "Lecturers (BPS-17) Assistant Professors (BPS-18) Associate Professors (BPS-19) and Professors (BPS-20)". The sample size calculated following the (Saunders et al. 2009) sample size table is 291 male and female faculty members directorate of Sukkur region. The response has been placid using proportionate

stratified random sampling technique frame for each category was available. Attitude, buying behavior and brand image has been measured using a modified questionnaire (Rosen et al. 2013), (Rajasekaran et al. 2018) and (Cho 2011) respectively.

Results and Hypotheses Testing

Reliability Static

Table 1. Reliability Value

Variable	Reliability Value
Attitude	.81
Buying Behavior	.84
Brand Image	.84

“Above reliability results show that our scale is reliable because the results are within the range of $\geq .70$ as suggested by (Nunnally, 1978)”.

Demographic Profile based on proportionate Stratified Random Sampling

Table 2. Proportionate Stratified Random Sampling

S.No	Category	Frequency	Percentage	Sample size
01	Lecturer	781	71%	206
02	Assistant Professor	176	16%	47
03	Associate Professor	132	12%	36
04	Professor	11	1%	2
	Total	1100	100	291

The above table signifies different categories and their quantum of participation in sample size. The sample size has been divided based on the identified percentage for each category.

Demographic Profile based on Smartphone Brands

Table 3. Brands

Brand Name	Frequency	Percentage
Samsung	87	30%
Oppo	99	34%
Q. Mobile	31	11%
Huawei	26	09%
Apple iPhone	06	02%
Others	42	14%
Total	291	100%

The above table shows that 87 faculty members are using Samsung smartphones, 99 Oppo smartphones, 31 Q. mobile smartphones, 26 Huawei smartphones, 06 Apple iPhone smartphones, and 42 other smartphones which are 30, 34, 11, 09, 02, and 14 percentage of total sample size respectively.

Descriptive and Correlation Analysis

Table 4. Mean, Slanderred Deviation and Correlation Static

Variable	Mean	Standard Deviation	Attitude	Buying Behavior	Brand
Attitude	3.9	0.48	1.0	.615**	.546**
Buying Behavior	3.9	0.40		1.0	.984**
Brand	4.0	0.42			1.0

“*. Correlation is significant at the 0.05 level. **. Correlation is significant at the 0.01 level”

Results show the Attitude has a positive significant relation with Buying Behavior ($r = -.61, p < .01$), and Attitude has a positive significant relation with Brand Image ($r = .54, p < .01$). Buying Behavior is found to have a positive significant relationship with a Brand image ($r = .98, p < .01$).

Hypotheses testing using Mediation Analysis

Baron & Kenny, 1986 elaborated three main analyses to search the mediating impact. These three steps are used to test the hypothesis.

(Analysis 01 for Path C to test H₁)

H₁: Attitude of X and Y Generation has a positive and significant effect on Buying Behavior of Smartphone Consumers

(Analysis 02 for Path A to test H₂)

H₂: Attitude of X and Y Generation has a positive and significant effect on Brand Image

(Analysis 03 for both Path B and Mediation to test H₃: and H₄:)

H₃: Brand Image has a positive and significant effect on Buying Behavior of Smartphone Consumers

H₄: Relationship between Attitude of X and Y Generation and Buying Behavior of Smartphone Consumers is Mediated by Brand Image

(Analysis 01 for Path C to test H₁)

H₁: Attitude of X and Y Generation has a positive and significant effect on Buying Behavior of Smartphone Consumers

Table 5. Path (C) Analysis

Variable	R	R ²	Adjusted R ²	B	Sig
	0.70	0.50	0.49		
Att				0.46	.000

Dependent Variable: "buying behavior of smartphone consumers"

Regression shows a strong relationship between Generation X and Y smartphone consumers buying behavior ($r = .70$) and 50% variant in buying behavior of consumers of the smartphone is caused by Generation X and Y ($R^2 = .49$). Findings further submit that Generation X and Y are positively and significantly related to the buying behavior of smartphone consumers ($\beta = .46, p < .000$) meeting the primary condition for the path (c) as said by Baron and Kenny (1986) and accepting the hypothesis.

(Analysis 02 for Path A to test H₂)

H₂: Attitude of X and Y Generation has a positive and significant effect on Brand Image

Table: 06 Path (A) Exploration

Variable	R	R ²	Adjusted R ²	B	Sig
	0.71	0.50	0.49		
Att				0.45	.001

Dependent Variable: Brand Image

Regression shows a strong relationship between Generation X and Y and Brand Image ($r=.71$) and 50% of the variation in Brand Image is caused by Generation X and Y ($R^2= .49$). Findings further submit that Generation X and Y are positively and significantly related to Brand Image ($\beta = .45$, $p< .001$) fulfilling the second situation for the path (a) given by (Baron & Kenny, 1986) and confirming the hypothesis.

(Analysis 03 for both Path B and Mediation to test H₃ and H₄.)

H₃: Brand Image has a positive and significant effect on Buying Behavior of Smartphone Consumers

H₄: Relationship between Attitude of X and Y Generation and Buying Behavior of Smartphone Consumers is Mediated by Brand Image

Table: 07 Path (B) and Mediation Exploration

Variable	R	R ²	Adjusted R ²	B	Sig
First Model (Path C)	0.70	0.50	0.49		
Att				0.46	.000
Second Model	.74	.55	.54		
Brand Image (Path B)				.52	.001
Att				.21	.067

Dependent Variable: Buying Behavior Of smartphone consumers

The above table contains two models. The first model is the analysis of (path c) which was already done at the first step and the same results have been carried here for comparing it with the second model to specifying the impact of mediation. The second model contains outcomes of regression analysis having Buying Behavior Of smartphone consumers as the dependent variable and Generation X and Y (actually independent variable) and Brand Image (actually mediating variable) have been taken as independent variables as suggested by (Baron & Kenny, 1986). Results of the second model specify that 55% change in Buying Behavior Of smartphone consumers is caused by Generation X and Y and Brand Image. Further outcomes indicate that Brand Image is positively and significantly related to Buying Behavior Of smartphone consumers ($\beta = .52$, $p< .01$) fulfilling the third condition for the path (b) suggested by (Baron & Kenny, 1986) ending in accepting hypothesis 3.

The attitude of X and Y Generation which was significant in the first model (path c) ($\beta = .46$, $p< .01$) after including mediating factor the results show that Attitude of X and Y Generation has an insignificant impact on consumers of smartphone Buying Behavior because P-value is 0.067 which is greater than 0.05 it means mediating variable Brand Image fulfilling the last condition described by (Baron & Kenny, 1986) So it can be concluded that Brand Image mediates the relationship between Attitude of X and Y Generation and Buying Behavior of smartphone consumers culminating in accepting the hypothesis 4.

Discussion

This research study intended to be aware of the Buying Behavior of smartphone consumers in public colleges of the Sukkur region. Buying Behavior of smartphone consumers changes according to their understanding level, some consumer focus on camera features, some on RAM, some on the internal memory of smartphones, some on price and some on other applications; but more consumer focus on brand such as Samsung, Oppo, Q. mobile, Huawei, apple iPhone and on other brands. This study concluded that in the purchasing of smartphones Brand image is the key factor rather than smartphone features. Further Attitude of X Generation towards Buying Behavior of smartphones is very different than generation Y because generation Y is well aware of smartphones due to smartphones created in this era. Moreover, Generation Y is the most advanced generation in developing, maintaining, and using smartphones. This study also focused on the intervening impact of the Brand image created by

smartphone companies and created through unique and latest features and also brand image has been created through renewing these features day by day.

Conclusion and Important Recommendations

Results generated through this study have verified that generation X and Y positively and significantly affect the Buying Behavior of smartphones. Findings have further verified that relationship between generation X, and Y and Buying Behavior of smartphones of college teaching faculty in public sector directorate of Sukkur region Sindh is completely mediated and intervened by Brand Image. Policymakers, management, and concerned quarters are recommended to use findings of this research to enhance their selling of smartphones by understanding the Buying Behavior of generation X and Y. Researchers are also recommended to further take this study to other sectors of the economy so that the Buying Behavior of smartphone consumers further analyzed as to make this area of research richer in literature and findings.

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