

## CHAPTER 4

### DATA ANALYSIS

For the data analysis, the writer collected the data through a close-ended questionnaire. In the questionnaire, the researcher distinguished the questions in three sections. The first section was intended to know about the respondents' experiences with greeting cards, the second section was created to find out about the activities between them and greeting cards in the present time, and the third section was meant to determine their perspectives towards greeting cards and their intention in using greeting cards in the future.

#### 4.1. The Respondents' Attitudes towards Greeting Cards

To reveal the respondents' attitudes towards greeting cards, the researcher used this statements identification to find out their attitudes towards all of the statements in the questionnaire. The researcher then added the frequency tables that are shown after this section as an additional data.

**Table 4.1.1**

*Statements Identifications Among the Respondents from All Generations*

	N	Mean	Std. Deviation	Information
Item1	100	4.15	0.575	Positive
Item2	100	4.13	0.597	Positive
Item3	100	3.84	0.907	Positive
Item4	100	2.66	1.139	Negative
Item5	100	3.82	0.869	Positive
Item6	100	2.73	1.127	Negative

Item7	100	3.34	0.987	Positive
Item8	100	2.27	0.886	Negative
Item9	100	2.21	0.795	Negative
Item10	100	4.50	0.522	Positive
Item11	100	4.37	0.580	Positive
Item12	100	3.87	0.800	Positive
Item13	100	4.06	0.694	Positive
Item14	100	4.11	0.601	Positive
Item15	100	3.97	0.758	Positive
Item16	100	3.95	0.592	Positive
Item17	100	3.26	1.031	Positive
Item18	100	4.05	0.626	Positive
Item19	100	4.30	0.560	Positive
Item20	100	3.74	0.645	Positive
Valid N	100			
Average		3.67		Positive

Based on the table above, it is discovered that there are 4 items with the value of mean of less than 3. Those items are item 4, item 6, item 8, and item 9. This identified negative attitudes of the respondents from all generations towards those 4 items. Meanwhile, the rest of the items identified positive attitudes towards greeting cards among all of the respondents from all generations with the mean value of more than 3, range from 3.26 to 4.50. With that being said, considering the final value of mean is 3.67, the respondents' attitude towards greeting cards is positive. For further details, the researcher included tables of every generation that participated in this research. The tables were included in the following sections:

**Table 4.1.2**

*Statements Identifications of Baby Boomer Generation*

	N	Mean	Std. Deviation	Information
Item1	25	4.16	0.374	Positive
Item2	25	4.20	0.408	Positive
Item3	25	4.00	0.707	Positive
Item4	25	2.36	0.860	Negative
Item5	25	4.00	0.500	Positive
Item6	25	2.40	0.816	Negative
Item7	25	3.08	0.997	Positive
Item8	25	2.24	0.663	Negative
Item9	25	2.40	0.816	Negative
Item10	25	4.64	0.490	Positive
Item11	25	4.60	0.500	Positive
Item12	25	3.96	0.539	Positive
Item13	25	4.16	0.473	Positive
Item14	25	4.12	0.440	Positive
Item15	25	4.24	0.436	Positive
Item16	25	3.92	0.493	Positive
Item17	25	3.04	0.978	Positive
Item18	25	4.24	0.663	Positive
Item19	25	4.48	0.510	Positive
Item20	25	3.88	0.332	Positive
Valid N	25			
Total Average		3.71		Positive

Based on the descriptive statistic above, it is identified that there are 4 items with less than 3 value of mean ; item 4, item 6, item 8, and item 9. This identifies the Baby Boomer Generation respondents' negative attitudes towards the 4 items mentioned above. The other 21 items identify their positive attitudes towards greeting cards with the value of mean of more than 3, range from 3.04 until 4.64.

**Table 4.1.3**

*Statements Identifications of Generation X*

	N	Mean	Std. Deviation	Information
Item1	25	4.24	0.523	Positive
Item2	25	4.16	0.624	Positive
Item3	25	4.28	0.458	Positive
Item4	25	2.16	0.850	Negative
Item5	25	4.16	0.688	Positive
Item6	25	2.20	0.866	Negative
Item7	25	3.60	0.913	Positive
Item8	25	2.28	0.980	Negative
Item9	25	2.12	0.833	Negative
Item10	25	4.72	0.458	Positive
Item11	25	4.52	0.510	Positive
Item12	25	3.84	0.943	Positive
Item13	25	4.12	0.440	Positive
Item14	25	4.24	0.436	Positive
Item15	25	4.04	0.676	Positive
Item16	25	3.96	0.611	Positive
Item17	25	3.32	0.945	Positive
Item18	25	4.08	0.493	Positive
Item19	25	4.24	0.436	Positive
Item20	25	3.68	0.690	Positive
Valid N	25			
Total Average		3.70		Positive

Based on the descriptive statistic above, it is discovered that there are 4 items with less than 3 value of mean ; item 4, item 6, item 8, and item 9. This identifies the Generation X respondents' negative attitudes towards the 4 items mentioned above. The other 21 items identify their positive attitudes towards greeting cards with the value of mean of more than 3, range from 3.32 until 4.72.

**Table 4.1.4**

*Statements Identifications of Millennial Generation*

	N	Mean	Std. Deviation	Information
Item1	25	4.16	0.374	Positive
Item2	25	4.12	0.440	Positive
Item3	25	3.64	0.907	Positive
Item4	25	2.96	1.136	Negative
Item5	25	3.56	0.870	Positive
Item6	25	3.16	1.143	Positive
Item7	25	3.40	0.913	Positive
Item8	25	2.24	0.831	Negative
Item9	25	2.12	0.526	Negative
Item10	25	4.28	0.458	Positive
Item11	25	4.28	0.458	Positive
Item12	25	4.00	0.645	Positive
Item13	25	3.96	0.790	Positive
Item14	25	3.92	0.702	Positive
Item15	25	4.00	0.577	Positive
Item16	25	3.88	0.440	Positive
Item17	25	3.04	1.098	Positive
Item18	25	4.08	0.400	Positive
Item19	25	4.40	0.500	Positive
Item20	25	3.84	0.554	Positive
Valid N	25			
Total Average		3.65		Positive

Based on the descriptive statistic above, it is found out that 3 items with less than 3 value of mean ; item 4, item 8, and item 9. This identifies the Millennial Generation respondents' negative attitudes towards the 3 items mentioned above. The other 22 items identify their positive attitudes towards greeting cards with the value of mean of more than 3, range from 3.04 until 4.40.

**Table 4.1.5**

*Statements Identifications of Generation Z*

	N	Mean	Std. Deviation	Information
Item1	25	4.04	0.889	Positive
Item2	25	4.04	0.841	Positive
Item3	25	3.44	1.193	Positive
Item4	25	3.16	1.375	Positive
Item5	25	3.56	1.158	Positive
Item6	25	3.16	1.313	Positive
Item7	25	3.28	1.100	Positive
Item8	25	2.32	1.069	Negative
Item9	25	2.20	0.957	Negative
Item10	25	4.36	0.569	Positive
Item11	25	4.08	0.702	Positive
Item12	25	3.68	0.988	Positive
Item13	25	4.00	0.957	Positive
Item14	25	4.16	0.746	Positive
Item15	25	3.60	1.080	Positive
Item16	25	4.04	0.790	Positive
Item17	25	3.64	1.036	Positive
Item18	25	3.80	0.816	Positive
Item19	25	4.08	0.702	Positive
Item20	25	3.56	0.870	Positive
Valid N	25			
Total Average		3.61		Positive

Based on the descriptive statistic above, there are 2 items with less than 3 value of mean ; item 8, and item 9. This identifies the Generation Z respondents' negative attitudes towards the 2 items mentioned above. The other 23 items identify their positive attitudes towards greeting cards with the value of mean of more than 3, range from 3.16 until 4.36.

#### 4.2. The Respondents' Experience With Greeting Cards

This first section of the questionnaire was intended to know about the respondents' experience with greeting cards drawn from the questionnaire. The table includes all the respondents from four different generations. The results are as follow:

1<sup>st</sup> statement: I have sent/given greeting cards (*Saya pernah mengirim/memberi kartu ucapan*).

**Table 4.2.1**

*I Have Sent/Given Greeting Cards (Saya Pernah Mengirim/Memberi Kartu Ucapan).*

Valid	Frequency	Percent	Valid Percent
2	3	3	3
3	2	2	2
4	76	76	76
5	19	19	19
Total	100	100.0	100.0

The frequency distribution shows that 19% of the respondents strongly agreed and 76% of them agreed to the statement. While only 3% of them disagreed and 2% of them chose neutral. The frequency shows that the respondents had a positive attitude towards this statement that they have sent greeting cards.

**Table 4.2.2**

*2<sup>nd</sup> Statement: I Have Received Greeting Cards (Saya Pernah Menerima Kartu Ucapan).*

Valid	Frequency	Percent	Valid Percent
2	3	3	3
3	3	3	3
4	74	74	74
5	20	20	20

Total	100	100.0	100.0
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While the first statement stated if they have ever sent greeting cards, this second statement stated that the respondents have received greeting cards. The frequency distribution shows that 20% of the respondents strongly agreed and 74% of them agreed to the statement. While only 3% of them disagreed and 3% of them chose neutral. This showed that the respondents had received greeting cards.

**Table 4.2.3**

*3<sup>rd</sup> Statement: I Have Sent/Given More Than 10 Greeting Cards in My Life (Saya Telah Mengirim/Memberi Lebih dari 10 Kartu Ucapan dalam Hidup Saya).*

Valid	Frequency	Percent	Valid Percent
1	4	4	4
2	12	12	12
3	2	2	2
4	69	69	69
5	13	13	13
Total	100	100.0	100.0

In order to know the respondents' experience with greeting cards more precisely, this statement used 10 greeting cards as a base measurement. This statement shows that 69% of the respondents agreed and 13% strongly agreed to the statement that they have sent/given more than 10 greeting cards in their lives. This result shows that the respondents had positive attitudes towards this statement since only 12% of them disagreed and 4% of them strongly disagreed while 2% of them were neutral.



**Table 4.2.4**

*4<sup>th</sup> Statement: I Have Sent/Given Less Than 10 Greeting Cards in My Life (Saya Telah Mengirim Kurang dari 10 Kartu Ucapan dalam Hidup Saya).*

Valid	Frequency	Percent	Valid Percent
1	10	10	10
2	70	70	70
3	4	4	4
4	15	15	15
5	1	1	1
Total	100	100.0	100.0

This fourth statement was the opposite of the previous statement. This results shows negative attitudes towards the statement, making this and the previous statement more accurate since this statement stated that they have sent less than 10 greeting cards, the opposite of the previous statement. 10% of the respondents strongly disagreed, and 70% of them disagreed. While 15% of them agreed, and only 1% of them strongly agreed. Finally, 4% of them chose neutral.

**Table 4.2.5**

*5<sup>th</sup> Statement: I Have Received More Than 10 Greeting Cards in My Life (Saya Telah Menerima Lebih dari 10 Kartu Ucapan dalam Hidup Saya).*

Valid	Frequency	Percent	Valid Percent
1	3	3	3
2	12	12	12

3	4	4	4
4	70	70	70
5	11	11	11
Total	100	100.0	100.0

This table shows that the respondents had a positive attitude towards this statement. 70% of them agreed and 11% strongly agreed. Only 4% of the chose neutral. 12% of them disagreed and only 3% of them strongly disagreed. This table shows that despite there is a small number of respondents who have not received more than 10 greeting cards in their lives, there is still a big number of respondents who have.

**Table 4.2.6**

*6<sup>th</sup> Statement: I Have Received Less Than 10 Greeting Cards in My Life (Saya Telah Menerima Kurang dari 10 Kartu Ucapan dalam Hidup Saya).*

Valid	Frequency	Percent	Valid Percent
1	8	8	8
2	69	69	69
3	4	4	4
4	19	19	19
Total	100	100.0	100.0

Following the two previous pattern, this statement is the opposite of the previous statement. The percentage of the negative attitudes is bigger than the positive ones, making it compatible to say that the previous statement is accurate. In this statement, 69% of the

respondents disagreed that they have received less than 10 greeting cards in their lives, and even 8% of them strongly disagreed. 19% of them agreed, and only 4% of them chose neutral.

### 4.3. The Respondents' Relationship With Greeting Cards in the Present Time

The second section was created to find out about the relationship between the respondents and greeting cards through the activities between them in the present time.

**Table 4.3.1**

*7<sup>th</sup> Statement: I Send/Give Greeting Cards Annually on Special Occasions (Mengirim/Memberi Kartu Ucapan Saya Lakukan Setiap Tahun pada Hari-hari yang Istimewa).*

Valid	Frequency	Percent	Valid Percent
1	3	3	3
2	26	26	26
3	19	19	19
4	43	43	43
5	9	9	9
Total	100	100.0	100.0

Even though there is a considerable number of the respondents who chose neutral (19%), the frequency distribution in the table above shows that the respondents perceived the statement as positive, that they send greeting cards every year on special occasions. The detail of the table above shows that 43% of the respondents agreed and 9% of them strongly agreed. While 26% of the disagreed and only 3% of them strongly disagreed.

**Table 4.3.2**

*8<sup>th</sup> Statement: I Still Send Greeting Cards Through Mail to My Friends/Family/Colleague Who Live Far Away from Where I Live (Saya Masih Mengirim Kartu Ucapan untuk Kerabat/Keluarga/Kolega Saya yang Tinggal Jauh dari Tempat Tinggal Saya)*

Valid	Frequency	Percent	Valid Percent
1	11	11	11
2	78	78	78
3	4	4	4
4	5	5	5
5	2	2	2
Total	100	100.0	100.0

In this statement, there is a significant difference between the positive and negative attitudes. 78% of the respondents disagreed to the statement that they still send greeting cards through mail, even 11% of them strongly disagreed to this statement. Only 5% of them agreed, meaning that they still send greeting cards through mail, and 2% of them totally agreed. The 4% of them were unsure.

**Table 4.3.3**

*9<sup>th</sup> Statement: I Still Receive Greeting Cards Through Mail from My Friends/Family/Colleague Who Live Far Away from Where I Live (Saya Masih Menerima Kartu Ucapan Dari Kerabat/Keluarga/Kolega Saya yang Tinggal Jauh Dari Tempat Tinggal Saya)*

Valid	Frequency	Percent	Valid Percent
1	10	10	10
2	78	78	78
3	5	5	5
4	6	6	6

5	1	1	1
Total	100	100.0	100.0

The same result from the previous statement can also be found in this statement. A significant difference existed between the positive and negative attitudes despite the 5% of the respondents were unsure. 78% and 10% of them disagreed and strongly disagreed to the statement. While only 6% and 1% of them agreed and strongly agreed.

#### 4.4. The Respondents' Perspectives and Plans in Using Greeting Cards in the Future

This third and final section was meant to determine the respondents' perspectives towards greeting cards and their intentions in using greeting cards in the future.

**Table 4.4.1**

*10<sup>th</sup> Statement: I Feel Happy When I Receive Greeting Cards (Saya Merasa Bahagia Saat Menerima Kartu Ucapan).*

Valid	Frequency	Percent	Valid Percent
3	1	1	1
4	51	51	51
5	48	48	48
Total	100	100.0	100.0

The result received from this statement is rather interesting, because there is no negative attitudes towards this statement. 51% of the respondents agreed, and a big percentage also appeared from the respondents who were strongly agreed, 48% of them precisely. Although only

1% of them was unsure, a big percentage of the positive attitudes proved that the respondents found happiness in receiving greeting cards.

**Table 4.4.2**

*11<sup>th</sup> Statement: Sending Greeting Cards is a Special Gesture (Mengirim Kartu Ucapan Merupakan Sikap yang Istimewa)*

Valid	Frequency	Percent	Valid Percent
3	4	4	4
4	58	58	58
5	38	38	38
Total	100	100.0	100.0

A similar result from the previous statement can be seen in the table above, where there is no negative attitudes and a big number of positive attitudes dominate the table. 58% and 38% of the respondents agreed and strongly agreed to the statement that sending greeting cards is a special gesture to them. Only 4% of them chose neutral to this statement.

**Table 4.4.3**

*12<sup>th</sup> Statement: If I was Given a Choice, I Would Choose to Receive a Greeting Card Rather Than an E-mail or a Text Message on a Special Day (Jika diberi Pilihan, Saya Lebih Memilih untuk Menerima Kartu Ucapan Daripada Surel atau Pesan Singkat pada Hari yang Istimewa).*

Valid	Frequency	Percent	Valid Percent
2	9	9	9
3	15	15	15

4	64	64	64
5	11	11	11
Total	100	100.0	100.0

Although there is a small percentage of a negative attitude towards this statement (9%), and 15% of the respondents chose neutral, there is still a big percentage of positive attitudes to this statement, that the respondents would choose a greeting card for them to receive on a special day rather than an e-mail or a text message. 64% of the respondents agreed to this statement, and 11% of them strongly agreed.

**Table 4.4.4**

*13<sup>th</sup> Statement: A Physical Greeting Card is More Special Than an Online Greeting Card (Kartu Ucapan Berbentuk Fisik Lebih Istimewa Daripada Kartu Ucapan Daring).*

Valid	Frequency	Percent	Valid Percent
2	6	6	6
3	9	9	9
4	67	67	67
5	18	18	18
Total	100	100.0	100.0

Similar to the result before, positive attitudes dominated this statement, where 67% and 18% of them agreed and strongly agreed to this statement that the physical greeting card is more special than an online one. Only 6% of them disagreed, and 9% was unsure.

**Table 4.4.5**

*14<sup>th</sup> Statement: When I Choose a Greeting Card, I Consider the Design of the Greeting Card (Saat Memilih Kartu Ucapan, Saya Mempertimbangkan Desain Kartu Ucapan Tersebut).*

Valid	Frequency	Percent	Valid Percent
2	3	3	3
3	3	3	3
4	75	75	75
5	19	19	19
Total	100	100.0	100.0

This result shows that the respondents had a positive attitude towards this statement, that they consider the design of the greeting card before they choose it. 75% of the respondents agreed, and 19% of them strongly agreed; which represents a big number. While only 3% of them disagreed, and the rest of the 3% chose neutral.

**Table 4.4.6**

*15<sup>th</sup> Statement: I Appreciate the Tradition of Giving and Receiving Greeting Cards (Saya Mengapresiasi Tradisi Saling Mengirim dan Menerima Kartu Ucapan)*

Valid	Frequency	Percent	Valid Percent
2	6	6	6
3	10	10	10
4	70	70	70
5	14	14	14
Total	100	100.0	100.0

Although there is still a small number of a negative attitude towards this statement and unsure respondents (6% and 10%), still, the positive ones are bigger than the negative ones



towards this statement. 70% of the respondents appreciate the tradition of giving and receiving greeting cards; which is a big number. 14% of them even strongly agreed to this statement; which is a considerable amount of number.

**Table 4.4.7**

*16<sup>th</sup> Statement: I Am Interested in Giving Greeting Cards on Special Occasions (Saya Tertarik untuk Memberi Kartu Ucapan pada Hari-hari yang Istimewa).*

Valid	Frequency	Percent	Valid Percent
2	4	4	4
3	10	10	10
4	78	78	78
5	8	8	8
Total	100	100.0	100.0

This statement discussed the respondents' willingness in giving greeting cards in the future, 78% of the respondents agreed to this statement, moreover, 8% of them strongly agreed in giving greeting cards on special occasions. Meanwhile, only 4% of them disagreed, and 10% of them was unsure in giving greeting cards.

**Table 4.4.8**

*17<sup>TH</sup> Statement: If I Do Not Find the Right Greeting Card to Give, I Would Be Interested in Creating My Own Greeting Card to Give on Special Occasions (Jika Saya Tidak Menemukan Kartu Ucapan yang Cocok untuk Diberi, Saya Tertarik untuk Membuat Kartu Ucapan Sendiri untuk Saya Beri di Hari-hari yang Istimewa).*

Valid	Frequency	Percent	Valid Percent
1	1	1	1
2	36	36	36
3	14	14	14
4	42	42	42
5	7	7	7
Total	100	100.0	100.0

Although the result from this statement is quite varied, where the percentage of respondents who agreed and disagreed are rather close (42% and 36%), the same goes with the percentage of the strongly agreed and strongly disagreed respondents (7% and 1%), and the respondents who chose neutral was 14%, the respondents who were interested in the idea of creating their own greeting cards to give if they did not find the right ones are still more than the ones who were not interested.

**Table 4.4.9**

*18<sup>th</sup> Statement: The Activity of Giving and Receiving Greeting Cards is to Strengthen the Bond Between People (Aktivitas Saling Mengirim Kartu Ucapan Merupakan Pengerat Hubungan).*

Valid	Frequency	Percent	Valid Percent
2	3	3	3
3	5	5	5
4	75	75	75
5	17	17	17
Total	100	100.0	100.0

The majority of the respondents showed positive attitudes towards this statement that the activity of giving and receiving greeting card is a way to bond with one another. A big number of 75% of the respondents agreed to this statement, even 17% of them strongly agreed. Although 5% of them were unsure, only 3% of them disagreed to this statement; proving the majority of the respondents showed positive attitudes.

**Table 4.4.10**

*19<sup>th</sup> Statement: The Activity of Sending and Receiving Greeting Cards Gives a Nice Impression (Aktivitas Saling Mengirim Kartu Ucapan Memberikan Kesan yang Baik).*

Valid	Frequency	Percent	Valid Percent
3	1	1	1
4	70	70	70
5	29	29	29
Total	100	100.0	100.0

The respondents showed an almost rounded positive attitude to this statement since only 1% of them chose neutral. A big percentage of 70% respondents agreed to the statement that sending and giving receiving greeting cards gives a nice impression. 29% of them strongly agreed to this statement, making this statement has 99% positive attitude.

**Table 4.4.11**

*20<sup>th</sup> Statement: If My Friend/Family/Colleague Having a Birthday or Celebrating Something, I Will Try to Give Them a Greeting Card (Jika Saya Memiliki Kerabat/Keluarga/Kolega yang*

*Sedang Berulang Tahun atau Merayakan Sesuatu, Saya akan Berusaha Memberi Kartu Ucapan).*

Valid	Frequency	Percent	Valid Percent
2	8	8	8
3	20	20	20
4	67	67	67
5	5	5	5
Total	100	100.0	100.0

This last statement was created to see the respondents' attitudes towards this event, a quite big number of them was unsure about this statement (20%). The positive attitudes still dominated this statement, since 67% and 5% of them agreed and strongly agreed to this statement. Meanwhile, only 8% of them disagreed to the idea of giving a greeting card.

Based on the results of the questionnaire, there are few things that can be drawn as the conclusions. The first section of this questionnaire was intended to know the history of the respondents and greeting cards. The majority of the respondents have given and received greeting cards in the past (Table 4.1, 4.2). Moreover, the majority of them have given and received more than 10 greeting cards (Table 4.3, 4.5). In order to make sure that the respondents would react differently to the statement if the statement was the opposite, the researcher created statements that did so, and only a small percentage of them have sent and received less than 10 greeting cards (Table 4.4, 4.6). From the first section of the questionnaire so far, the respondents showed a positive attitudes towards greeting cards.

The second section only consisted of three questions, yet very important ones. This section was meant to reveal their activities in using greeting cards. In summary, more than half

of the respondents indicated that they still give greeting cards every year on special occasions (Table 4.7), but more than 80% of them do not send or receive greeting cards through mail anymore (Table 4.8, 4.9).

The last section contained most of the questions in this questionnaire to indicate the respondents' personal attitudes towards greeting cards and the predictions of how they would use greeting cards in the future. Surprisingly, 99% of the respondents showed positive attitudes towards question number 10, meaning that they feel happy when they receive greeting cards (Table 4.10).

Statements number 18 and 19 stated that the activity of giving greeting cards makes the two or more parties bond even more since it gives nice impressions to one another, in which respondents gave the two statements positive percentages of 92% and 99% (Table 4.18, Table 4.19). Perhaps, we could state that the cause of them giving such high positive results to the two statements mentioned, is because of the statement number 11 which was asked previously, in which the respondents gave a positive attitude of 96% (Table 4.11) to the statement that said giving greeting cards is a special gesture.

These next two statements were made to relate to the modern technology today, one of which was the statement number 12 that stated that the respondents would rather receive a physical/real greeting card on a special day than a text message or an e-mail. Although 15% of the respondents were unsure, and 9% of them disagreed to this statement, 76% of them agreed and strongly agreed to the statement number 12 (Table 4.12).

75% of the respondents showed positive attitudes towards the statement number 13, meaning that they agreed and strongly agreed to the statement that physical/real greeting cards

are more special than the online ones (Table 4.13). 86% of the respondents were interested in giving greeting cards on special occasions (Table 4.16).

When the respondents are looking for a greeting card to buy, 94% of them take the design of the greeting card as a consideration (Table 4.14). Furthermore, when they can not find the right greeting card to buy, 49% of them would not mind to make their own greeting card to give, while 37% of them showed negative attitudes towards this statement and 14% of them were unsure (Table 4.17).

In all probability, these two statements might be two of the most important statements in this section. Despite the fact that 6% of the respondents disagreed to the statement of the fondness towards the tradition of giving greeting cards, 84% of them showed positive attitudes towards this tradition (Table 4.15). The last statement from this questionnaire stated their willingness in giving greeting cards to people on special occasions, 72% of the respondents showed their willingness while 8% of them disagreed, and 20% of them chose neutral (Table 4.20).

In all conclusions, the attitude of the respondents towards greeting cards is positive since the average mean is 3.67 identified as positive.

#### **4.5. The Correlation Between the Attitudes Towards Greeting Cards and Age Background**

**Table 4.5.1**

*All of the Generations Towards Greeting Cards*

**Correlations**

		Attitudes Towards Greeting Cards	Age
Pearson Correlation	Attitudes Towards Greeting Cards	1.000	.123
	Age		1.000
Sig. (1-tailed)	Attitudes Towards Greeting Cards	.	.112
	Age		.
N	Attitudes Towards Greeting Cards	100	100
	Age		100

Research Hypothesis:

- H0 : There is no significant relation found between the respondents' attitudes towards greeting cards among all generations.
- H1 : There is a significant relation found between the respondents' attitudes towards greeting cards among all generations.

Decision Criteria:

If Sig. > 0.05 and value of correlation coefficient product moment < Table r, H0 is accepted.

If Sig. < 0.05 and value of correlation coefficient product moment > Table r, H1 is accepted.

The correlation of table r with N = 100 and  $\alpha = 0.05$  is 0.195

From the table above, it is known that Sig. (0.112) > 0.05, coefficient product moment Pearson correlation (0.123) < correlation of table r (0.195) therefore, H0 is accepted and H1 is rejected. Since the value of the product moment Pearson correlation above is 0.123 and identified as positive, the relation between the respondents' attitudes and the greeting cards among all generations moves in the same direction, meaning if the age background is higher, their attitudes towards greeting cards is also higher or positive. However, since the coefficient correlation of Pearson product moment (0.123) < correlation value of table r (0.195), the relation between the respondents towards greeting cards is meaningless, given the fact that the level of correlation strength is 0.123, resulting in weak relation level. In order to be more in-depth, the researcher added the same explanation about the correlation between respondents' attitudes towards greeting cards and their age background for each generation. The explanations as follows:

**Table 4.5.2**

*Baby Boomer Generation Towards Greeting Cards*

Correlations

		Attitudes Towards Greeting Cards	Baby Boomer
Attitudes Towards Greeting Cards	Pearson Correlation	1	.351
	Sig. (2-tailed)		.085
	N	25	25
Baby Boomer	Pearson Correlation	.351	1
	Sig. (2-tailed)	.085	



N	25	25
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Research Hypothesis:

- H0 : There is no significant relation found between the respondents' attitudes towards greeting cards among Baby Boomer Generation.
- H1 : There is a significant relation found between the respondents' attitudes towards greeting cards among Baby Boomer Generation.

Decision Criteria:

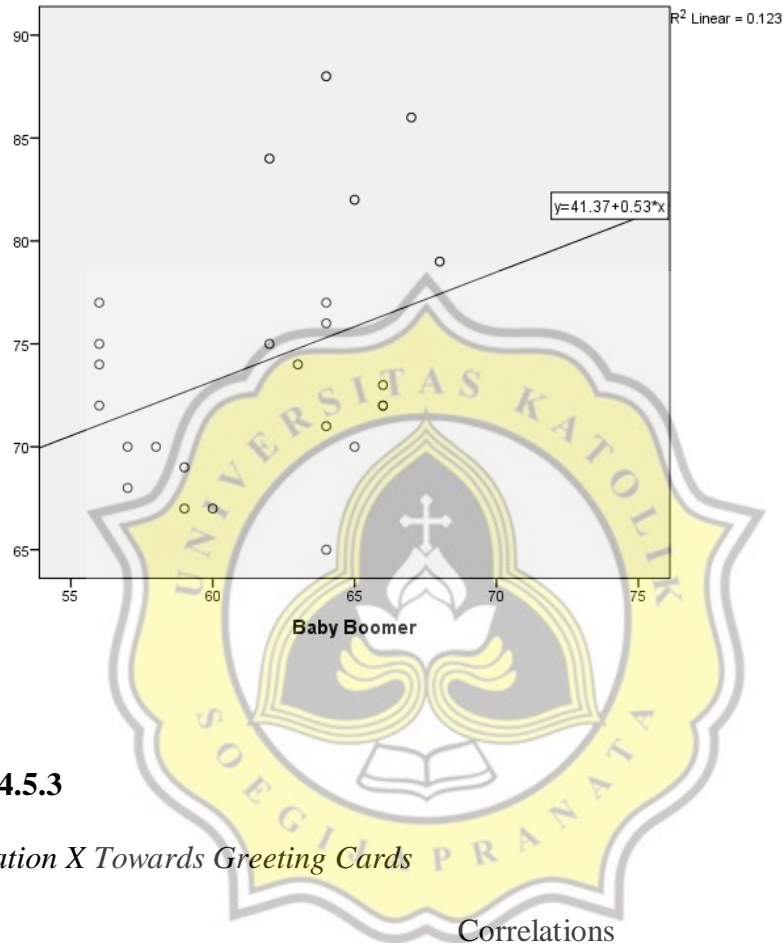
If Sig. > 0.05 and value of correlation coefficient product moment < Table r, H0 is accepted.

If Sig. < 0.05 and value of correlation coefficient product moment > Table r, H1 is accepted.

The correlation of table r with N = 25 and  $\alpha = 0.05$  is 0.396

From the table above, it is known that Sig. (0.085) > 0.05 coefficient product moment Pearson correlation (0.351) < correlation of table r (0.396), therefore, H0 is accepted and H1 is rejected. Since the value of the product moment Pearson correlation above is 0.351 and identified as positive, the relation between the respondents' attitudes and the greeting cards among Baby Boomer Generation moves in the same direction, meaning if the age background of the Baby Boomer Generations is higher, their attitudes towards greeting cards is also higher or positive. However, since the coefficient correlation of Pearson product moment (0.351) < correlation value of table r (0.396), the relation between the respondents from the Baby Boomer Generation towards greeting cards is meaningless, given the fact that the level of correlation strength is

0.351, resulting in weak relation level. In order to understand the correlation with a more brief visual explanation, the researcher included the linear relationship graph as shown below:



**Table 4.5.3**

*Generation X Towards Greeting Cards*

		Attitudes Towards Greeting Cards	Gen X
Attitudes Towards Greeting Cards	Pearson Correlation	1	.201
	Sig. (2-tailed)		.336
	N	25	25
Gen X	Pearson Correlation	.201	1
	Sig. (2-tailed)	.336	

N	25	25
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Research Hypothesis:

- H0 : There is no significant relation found between the respondents' attitudes towards greeting cards among Generation X.
- H1 : There is a significant relation found between the respondents' attitudes towards greeting cards among Generation X.

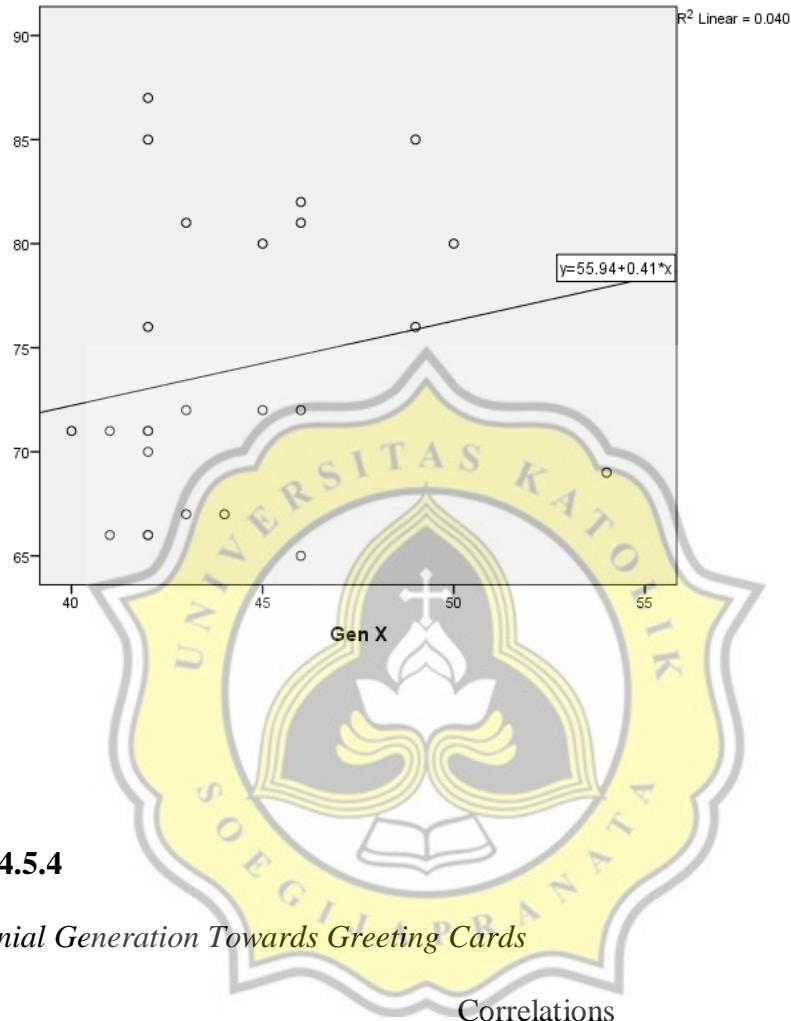
Decision Criteria:

If Sig. > 0.05 and value of correlation coefficient product moment < Table r, H0 is accepted.

If Sig. < 0.05 and value of correlation coefficient product moment > Table r, H1 is accepted.

The correlation of table r with N = 25 and  $\alpha = 0.05$  is 0.396

From the table above, it is known that Sig. (0.336) > 0.05 and coefficient product moment Pearson correlation (0.201) < correlation of table r (0.396), therefore, H0 is accepted and H1 is rejected. Since the value of the product moment Pearson correlation above is 0.201 and identified as positive, the relation between the respondents' attitudes and the greeting cards among Generation X moves in the same direction, meaning if the age background of the Generation X is higher, their attitudes towards greeting cards is also higher or positive. However, since the coefficient correlation of Pearson product moment (0.201) < correlation value of table r (0.396), the relation between the respondents from the Generation X towards greeting cards is meaningless, given the fact that the level of correlation strength is 0.201, resulting in weak relation level. In order to understand the correlation with a more brief visual explanation, the researcher included the linear relationship graph as shown below:



**Table 4.5.4**

*Millennial Generation Towards Greeting Cards*

Correlations

		Attitudes Towards Greeting Cards	Milenials
Attitudes Towards Greeting Cards	Pearson Correlation	1	.703
	Sig. (2-tailed)		.000
	N	25	25
Milenials	Pearson Correlation	.703	1

Sig. (2-tailed)	.000	
N	25	25

Research Hypothesis:

- H0 : There is no significant relation found between the respondents' attitudes towards greeting cards among Millennial Generation.
- H1 : There is a significant relation found between the respondents' attitudes towards greeting cards among Millennial Generation.

Decision Criteria:

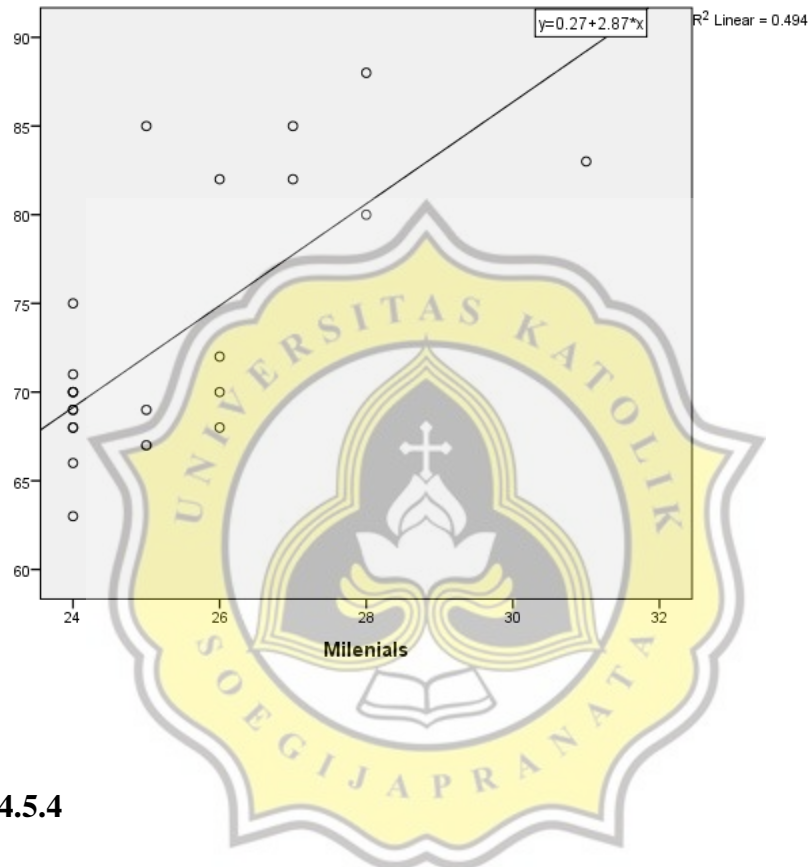
If Sig. > 0.05 and value of correlation coefficient product moment < Table r, H0 is accepted.

If Sig. < 0.05 and value of correlation coefficient product moment > Table r, H1 is accepted.

The correlation of table r with N = 25 and  $\alpha = 0.05$  is 0.396

From the table above, it is known that Sig. (0.000) < 0.05 and coefficient product moment Pearson correlation (0.703) > correlation of table r (0.396), therefore, H0 is rejected and H1 is accepted. Since the value of the product moment Pearson correlation above is 0.703 and identified as positive, the relation between the respondents' attitudes and the greeting cards among Millennial Generation moves in the same direction, meaning if the age background of the Millennial Generation is higher, their attitudes towards greeting cards is also higher or positive. Since the coefficient correlation of Pearson product moment (0.703) > correlation value of table r (0.396), the relation between the respondents from the Millennial Generation towards greeting cards is significant, given the fact that the level of correlation strength is 0.703, resulting in a

strong relation level. In order to understand the correlation with a more brief visual explanation, the researcher included the linear relationship graph as shown below:



**Table 4.5.4**  
*Generation Z Towards Greeting Cards*

		Correlations	
		Attitudes Towards Greeting Cards	Gen Z
Attitudes Towards Greeting Cards	Pearson Correlation	1	-.128
	Sig. (2-tailed)		.541
	N	25	25

Gen Z	Pearson Correlation	-.128	1
	Sig. (2-tailed)	.541	
	N	25	25

Research Hypothesis:

- H0 : There is no significant relation found between the respondents' attitudes towards greeting cards among Generation Z.
- H1 : There is a significant relation found between the respondents' attitudes towards greeting cards among Generation Z.

Decision Criteria:

If Sig. > 0.05 and value of correlation coefficient product moment < Table r, H0 is accepted.

If Sig. < 0.05 and value of correlation coefficient product moment > Table r, H1 is accepted.

The correlation of table r with N = 25 and  $\alpha = 0.05$  is 0.396

From the table above, it is known that Sig. (0.541) > 0.05 and coefficient product moment Pearson correlation ( $-0.128 = |0.128|$ ) < correlation of table r (0.396), therefore, H0 is accepted and H1 is rejected. Since the value of the product moment Pearson correlation above is -0.128 and identified as negative, the relation between the respondents' attitudes and the greeting cards among Generation Z moves in the opposite direction, meaning if the age background of the Generation Z is higher, their attitudes towards greeting cards is lower or negative. However, since the coefficient correlation of Pearson product moment ( $-0.128$ ) < correlation value of table r (0.396), the relation between the respondents from the Generation Z towards greeting cards is meaningless, given the fact that the level of correlation strength is -0.128, resulting in a very

weak relation level. In order to understand the correlation with a more brief visual explanation, the researcher included the linear relationship graph as shown below:

