

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

This research conducted to 100 respondents with every 25 of them represented each of the generations mentioned. This research aimed to find out about their attitudes towards greeting cards. The result was positive with the value of mean of 3.67. The positive attitudes ranged from 3.26 to 4.50. In addition, the respondents only responded negatively towards the 4 statements that were used in the questionnaire.

Based on the correlation study using Pearson product moment correlation coefficient, there was a correlation between the respondents' attitudes towards greeting cards and their age with the positive value of 0.123. This result showed that the correlation between them moved in the same direction. However, since the value of PPMCC was 0.123 which was less than the value of table  $r$  (0.195), the correlation found was not significant. In other words, the correlation was meaningless or weak.

To be more detailed, the Generation Z's correlation was the only one that moved in the opposite direction, with the PPMCC value of -0.128, causing a negative correlation. The Millennial Generation showed the strongest correlation, with the PPMCC value of 0.703. The Baby Boomer Generation and Generation X both also showed positive value of 0.351 and 0.201.

The researcher suggested that the Millennial Generation people are the best target market for this business since their interests and attitudes towards greeting cards were the most positive compared to the other generations from this research. The more modern designs or slang-included designs would suit the Millennial Generation people since the designs of the greeting

cards is the main factor for them in buying greeting cards. The researcher also suggested that the Generation Z people are not the best target market for this business due to their lack of interests in the tradition of exchanging greeting cards itself. The Baby Boomer Generation and Generation X people are a good target market as well, considering that some of them still buy greeting cards and the fact that they would not make their own greeting cards to give, buying greeting cards is still their first option.

To be hypothetical, if a business owner of greeting cards chose Millennial generation as their target market, they would have a potential in selling the greeting cards to a high number of customers. Retrieved from City Central Statistics Agency's website in Semarang, there were 326,405 Millennials (counted from the age 24-39) in Semarang. This number is likely getting higher since the statistics were released in the year 2010.

