

CHAPTER 5

CONCLUSION & SUGGESTIONS

In this chapter, the writer presents suggestions and conclusions regarding the finding of the research. The first section is the research conclusion, and the second is the suggestion for future research.

5.1 Conclusion

This research focuses on customers' language preferences for coffee packaging. The conclusion can be drawn based on the data from the open-ended questionnaire and supported by the interview. The result from the questionnaire showed that most respondents have a positive response toward the usage of English in the coffee description. The answers from the interview also support that our respondents prefer packaging labels with English descriptions. On the other hand, a higher price for coffee with a label written in English will not affect them to purchase it more expensively.

5.2 Suggestions

The writer suggests future researchers conduct the actual coffee product tasting since the writer only conducts open-ended questionnaires online and interviews. Future researchers could use a quantitative study to get more realistic data. The future researcher also suggested gaining more respondents to get more reliable data. The writer also suggests future researchers add a coffee label sample with bilingual language to the respondents.