

# **Identification Baby Boomer and Millennial Generation in Buying Dried Mango**

**Yosini Deliana, Eti Suminartika**

Department of Agribusiness, Faculty of Agriculture,  
Universitas Padjadjaran, Jatinangor 45363, Indonesia

[y.deliana@gmail.com](mailto:y.deliana@gmail.com)

[eti2s@yahoo.com](mailto:eti2s@yahoo.com)

**Mohamad Djali**

Department of Food Industry Technogy- , Universitas Padjadjaran,  
Jatinangor 45363, Indonesia

[djali@unpad.ac.id](mailto:djali@unpad.ac.id)

## **Abstract**

Dried mango is one of the solutions during the main harvest so that prices do not fall. With the processing of fresh mangoes into dried mango, it can extend the fruit storage period. Deliana and Wulandari (2017) research results revealed that consuming 1 ounce of dried mango is the same vitamin content as eating fresh 1 kilogram of mango. This is very good for health, especially during the current Covid 19 pandemic. Baby Boomers and millennial generations, of course, differ in addressing the prevention of Covid-19, this has an impact on the purchase of products that have a lot of vitamins, especially vitamin C. This study aims to identify the purchase of dried mango between generations. The study was conducted in the city of Bandung because many tourist places that sell dried mango as a souvenir.

Respondents in this study were 255 people taken by systematic random sampling with interviews and questionnaires from May to July 2020. The results showed that baby boomers bought dried mango with simple packaging forms, paper material, neutral colors, simple logo shapes, small slices, orange, vacuum, no preservatives, and product knowledge. Whereas millennials choose colorful packaging, made from plastic, attractive colors, unique logo shapes, sheet size slices, yellow color, not vacuum, no preservatives, and product knowledge. This research is useful to provide input to the dried mango Micro, Small and Medium Enterprises (MSMEs) to create a marketing strategy with a clear target market.

**Keywords:** Baby Boomer, Millennial generation , dried mango, systematic random sampling and cross tabulation

## **1. Introduction**

To increase the added value of mangoes and extend mango storage, wider market reach and less risk of damage, mangoes are salted into dried mango. Dried fruit may be eaten as snacks or used in cookies or breakfast cereals, or used after rehydration in food processing for fresh, canned or frozen fruit. It has the advantage of being available in off season periods. Mango processing uses drying and adding sugar technology. For dried mango use mango with maturity level > 80%. Fresh mango processing into dried mango is expected to save the abundant harvest. In general, fruit and vegetables are dried to enhance their storage stability, minimize packaging requirement, and reduce transport weight and consequently transport cost (Deliana, Fatimah, & Wulandari, 2017)

During the Covid-19 pandemic, people needed to live healthy by adopting new habits. The most important thing is to maintain the body's immunity by consuming lots of vegetables and fruits, especially those that contain lots of vitamin C, vitamin B complex, vitamin E, and also beta carotene. According to (Deliana et al., 2017), research results revealed that consuming 1 ounce of dried mango is the same vitamin content as eating fresh 1 kilogram of mango. This is very good for health, especially during the current Covid-19 pandemic

Each generation has unique characteristics in terms of the expectations, experiences, lifestyle, environment and values they understand. This situation affects each generation in their buying behavior. Factors affecting consumer purchases in buying dried mango are age, income and willingness to pay (WTP), while family members and the distance from home to the sales place do not affect. This research are not included in the study as factor target market, segment market, product quality, packaging, promotions, tastes, buying habits, culture, consumption patterns, peer group, and words of mouth. Thus, the dried mango producer targets its market in accordance with the market segment (Deliana et al., 2017). Thus, this further research is want to see the identification of consumers in the purchase of dried mango between the baby boomer generation and the millennial generation in terms of packaging, dried mango products, and consumer knowledge.

## **2. Literature Review**

Many previous studies divided generations by year of birth. In general, there are four of the six generations living today, namely; Baby Boomers (1946–1964), generation X (1965–1976), generation Y (1977-1994), and generation Z (1994–2013) (Deliana & Rum, 2019; Hawkins, Mothersbaugh, & Best, 2010; Higgins, 1998). There are also those who divide it starting from the Silent generation (aged 74-91 years), the Baby Boomer generation (55-73 years old), X generation (39-54 years old), millennial generation (23-38 years), and generation Z (7-22 years), this generation Y is also called the millennial generation. After generation Z, it is called the alpha generation who were born after 2020, and are the sons and daughters of generation X and generation Y.

The millennial generation has a completely different starting point from the previous generation. As digital natives, they always have true technology integrated into most aspects of their lives. The baby boomer has idealist, revolutionary, and collective characteristics. Generation X has materialistic, competitive, and individualist characteristics. Generation Y or millennial generation has a global, critical, and individual orientation. Meanwhile, generation Z has inclusive, realistic, and dialogue. This difference in nature certainly determines each generation perceives something, analyzes it and ultimately decides to buy something

Active packaging is an innovative packaging system / technology that allows the product and its environment to interact to extend the product shield life and / or to ensure its microbial safety, while maintaining the quality of the packed food (Ahvenainen, 2003; Pattison, Rahmanto, & Davies, 2012). Because consumers are concerned about health and environmental issues, it becomes a new challenge and opportunity to create an environmentally friendly packaging concept (Dobrucka, 2013). This is to reduce

food waste, there are size diversification to help consumers buy the right amount and new packaging designs to prevent the loss of scent and the appropriate moisture content (Zhou, Xu, & Liu, 2010). Packaging and labels are used to promote a product (Han, 2014). Packaging must also have a practical function to carry the product, so that it is easy to carry and also makes distribution and transportation easier (Azzi, Battini, Persona, & Sgarbossa, 2012). It has been shown that the physical characteristics and improved containment aspects of food packaging are expectations that affect sale of product and consumer attitudes. There are health and environmental issues, so packaging must use technology that through internal and external indicators monitor the interaction between the food, the packaging and the environment.

### **3. Material and Methods**

The research was conducted online from May - July 2020, with sampling using systematic random sampling. The data in this study are primary and secondary data, the object of this research is that 255 consumers have seen dried mango packaging. Data collection techniques were carried out using questionnaires and literature study. The research objective was to identify the Baby Boomer generation and millennial generation in buying dried mango.

In the questionnaire, they were asked about the choice of dried mango, not only from the color and slice, but also questions about their preferences in choosing dried mango packaging. The packaging is very decisive in product selection. There are nine variables determining the packaging to be used, namely; form, material, color, logo, dried mango size, dried mango color, vacuum technology, no preservatives (green product), and product knowledge.

This study uses a liqueur scale from 1 to 5 for each variable. A value of 1 describes disliking up to a value of 5 which indicates very much like.

After the data is collected. Then the difference test is carried out using the t test, with the following formula:

$$t = \frac{\bar{d}}{\left(\frac{SD}{\sqrt{n}}\right)}$$

Description:	t	=	t-count value
	$\bar{d}$	=	average difference between measurements 1 and 2
	SD	=	standard deviation of the difference between measurement 1 and 2
	n	=	number of samples

## **4. Results**

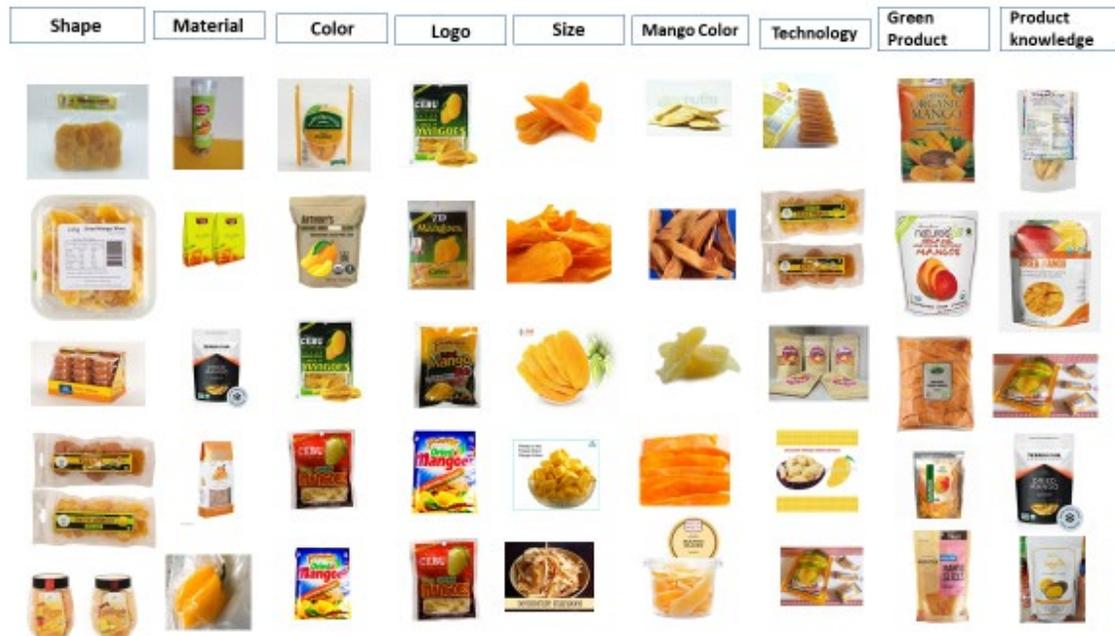
### **a. Consumer Characteristics**

Respondents in this study of the Baby Boomer generation mostly had an income of around 10 million (11%), while the millennial generation (20%). The jobs of the Baby Boomer generation are generally civil servants (16%), while millennials generally work in the private sector or state-owned enterprises (BUMN) (33%). Education for Baby Boomers (33%) and millennials (29%) are undergraduate. Baby Boomers (37.5%) and

millennials (36%) are women, with the frequency of purchasing Baby Boomers (28.2%) and Generation Y (22.7%) being frequent, especially for gifts given to relatives or friends

**b. Selection of Dried Mango for Baby Boomer and Millennial Generation**

Figure 1. Dried Mango Packaging



The results showed that baby boomers bought dried mango with simple packaging forms, paper material, neutral colors, simple logo shapes, small slices, orange, vacuum, no preservatives, and product knowledge. Whereas millennials choose colorful packaging, made from plastic, attractive colors, unique logo shapes, sheet size slices, yellow color, not vacuum, no preservatives, and product knowledge. However, to see which variable differentiates the baby boomer generation and Y generation in purchasing dried mango, a different test is performed (t test).

This research show that for the nine variables that are considered the most important is the form of packaging with an average score of 3.32 for the millennial generation and an average score of 3.239 for the baby boomers generation. The next variable is the green product with an average score of 3,224 for the millennial generation and 3,213 for the baby boomers generation For the dried mango size and logo shape variables, the assessment is not too important according to consumers. This can be seen from the lowest average score of the two variables among the others. To see the effect of generation on packaging selection, the t test was performed. The test results showed that of the nine variables, only the form of packaging was significantly different for the two generations (p-value <0.05).

From this research it is revealed that only the form of packaging is the most distinguishing. Thus, if the target market is for the baby boomer generation, the packaging is simple, while the target market is for the millennial generation, the packaging must be unique using an attractive color composition. The dried mango size and logo are not a problem. In this study, the choice of a logo is not important, but in other studies it is said that a logo is important to determine as a brand identity and provides instant recognition for a brand (Morgan, Pritchard, & Pride, 2013; Park, Eisingerich, Pol, & Park, 2013). This is probably because the product is dried mango, consumers want to quickly taste it, are attracted by the orange, seductive image display so they don't pay attention to the logo. Likewise, packaging technology using vacuum has not yet become the choice of dried mango consumers, even though packaging technology like this is very good for making products more durable with various attributes and applications (Kerry, O'Grady, & Hogan, 2006). Consumers prefer it when the logo is located on top of the packaging because it is easy to see and looks like a strong brand (Riaz, 2019).

Table 2. The Result of t - Test

Variable	Generations	n	Mean	Std. Error Mean	p-value
Packaging form	Baby boomers	140	16.193	0.099	0.005
	Millenials	115	16.600	0.102	
Packaging material	Baby boomers	140	15.043	0.106	0.775
	Millenials	115	15.000	0.103	
Packaging color	Baby boomers	140	15.214	0.115	0.572
	Millenials	115	15.313	0.132	
Logo shape	Baby boomers	140	14.600	0.130	0.069
	Millenials	115	14.252	0.139	
Dried mango slice	Baby boomers	140	14.436	0.120	0.159
	Millenials	115	14.165	0.149	
Dried mango color	Baby boomers	140	14.650	0.101	0.168
	Millenials	115	14.852	0.104	
Technology product	Baby boomers	140	14.886	0.131	0.459
	Millenials	115	14.739	0.149	
Green Product	Baby boomers	140	16.064	0.123	0.760
	Millenials	115	16.122	0.143	
Product Knowledge	Baby boomers	140	14.971	0.115	0.353
	Millenials	115	15.130	0.126	

According to (Spence, 2012), visual and verbal brand elements such as name, typeface, color, shape are perceived not only in terms of their formal or technical properties but also in terms of their symbolic connotations. However, in this study, neither the baby boomer generation nor the millennial generation had different opinions regarding packaging in terms of shape, material, color, and logo. Consumers when buying dried mango only see the shape of the slice and the color on the packaging, however according to consumers, if the color resembles fresh mango, it is assumed to contain more vitamin C, so consumers prefer colors that resemble the original mango. In terms of the practicality of carrying dried mango in relation to product technology, there is a tendency for baby boomers to prefer using aluminum foil while the millennial generation prefers vacuum technology. The baby boomer generation and millennial generation prefer green

products, which are defined as the basic ingredients for making dried mango from organic, natural ingredients, containing no preservatives, other selected ingredients, and the expiration date is brief.

## **5. Conclusion**

The baby boomers generation bought dried mango with simple packaging forms, paper material, neutral colors, simple logo shapes, small slices, orange, vacuum, no preservatives, and product knowledge. Whereas millennials choose colorful packaging, made from plastic, attractive colors, unique logo shapes, sheet size slices, yellow color, not vacuum, no preservatives, and product knowledge. However, the form of packaging is what differentiates baby boomers and millennials in buying dried mango.

The baby boomer generation and millennial generation prefer green products, which means that the basic ingredients for making dried mango are organic, natural, without preservatives, other selected ingredients, and the expiration date is brief.

For baby boomers packaging is not imported, while for the millennial generation, the form of packaging is important, especially packaging that is practical to carry.

## **Acknowledgements**

I would like to thank for research funding from Research and Technology Grant/National Research Innovation Agency- Fiscal Year 2020 (Hibah Riset dan Teknologi/ Badan Riset dan Inovasi Nasional Tahun Anggaran 2020) – Contract No. 1837/UN6.3.1/LT/2020 - May 12, 2020. Besides that, I would like to thank to the anonymous reviewers who have offered helpful suggestions

## **References**

- Ahvenainen, R. (2003). Active and intelligent packaging: An introduction. In *Novel food packaging techniques*. Cambridge, UK: Woodhead Publishing Ltd.
- Azzi, A., Battini, D., Persona, A., & Sgarbossa, F. (2012). Packaging Design : General Framework and Research Agenda. *Packaging Technology and Science*, 25(8), 435–456. <https://doi.org/10.1002/pts>
- Deliana, Y., Fatimah, S., & Wulandari, E. (2017). Consumer Decision in Purchasing Dried Mango. *International Journal of Economic Research*, 14(13), 563–577.
- Deliana, Y., & Rum, I. A. (2019). How does perception on green environment across generations affect consumer behaviour? A neural network process. *International Journal of Consumer Studies*, (January), 358–367. <https://doi.org/10.1111/ijcs.12515>
- Dobrucka, R. (2013). The future of active and intelligent packaging industry. *Logforum*, 9(2), 103–110.
- Han, J. . (2014). A review of food packaging technologies and innovations, in *Innovations in Food Packaging*. San Diego, Calif, USA: Academic Press.
- Hawkins, D. ., Mothersbaugh, D. ., & Best, R. . (2010). *Consumer Behavior*. USA: Irwin-Mc-Graw-Hill.
- Higgins, K. . (1998). Generational Marketing. *Marketing Management*, 7(3), 6–10.
- Kerry, J. ., O’Grady, M. ., & Hogan, S. . (2006). Past, current and potential utilisation of active and intelligent packaging systems for meat and muscle-based products: A review. *Meat Science*, 74, 113–130.
- Morgan, N., Pritchard, A., & Pride, R. (2013). Destination brands. In *Managing Place Reputation*. London: Butterworth-Heineman.
- Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013). The role of brand logos in firm performance. *2Journal of Business Research*, 66(2), 180–187.
- Pattison, D. ., Rahmanto, A. ., & Davies, M. . (2012). Photooxidation of proteins. *Photochem Photobiol Science*, 11, 38–53.
- Riaz, T. (2019). Strategic Logo Placement on Packaging – Using Conceptual Metaphors of Power in Packaging- Evidence from Pakistan. *Procedia Computer Science*, 158, 582–589.
- Spence, C. (2012). Managing Sensory Expectations Concerning Products and Brands: Capitalizing on the

Potential of Sound and Shape Symbolism. *Journal of Consumer Psychology*, 22, 37–54.  
Zhou, X. ., Xu, Y., & Liu, Y. (2010). Preservation technologies for fresh meat—a review. *Meat Science*, 86(1), 119–128.

## **Biographies**

**Yosini Deliana** is a Lecture at Department of Agricultural Social Economics Faculty of Agriculture, Padjadjaran University. Graduated from Universitas Padjadjaran in 1983, continued with a Masters Program at the same University and graduated in 1987. A Doctorate Degree was obtained from the 2004 in UNPAD. Her research focuses on Entrepreneurship, Agribusiness Marketing, Green Marketing and Consumer behavior. Her research also was widely presented in seminars and reputable international journals, accredited national journals, international and national proceedings. Books ever written are Agricultural Marketing, Packaging of Agricultural and Agro-industrial Products, and The Role of Green Marketing for Sustainable Agriculture.

**Eti Suminartika** is a Lecturer at the Faculty of Agriculture UNPAD, graduated from the Faculty of Agriculture, Padjadjaran University in 1984. Furthermore, continued the IPB Post-Graduate Program focusing on Financial in Agribusiness, graduated in 1997 and continued her Doctoral Program at UNPAD Postgraduate Program 2000-2006 and Doctoral Program at UPM Malaysia 2003-2009

**Mohadad Djaliis** is a Lecturer in the Department of Technology FTIP Padjajaran University. Stratum (SI) majored in Agricultural Food Technology at the Faculty of Agriculture, Padjadjaran University. Graduated in 1986, then continued with a Postgraduate Program (S2), with a concentration in Plantation Product Technology at the Faculty of Agricultural Technology, Gajah Mada University and graduated in 1993. Furthermore, a Postgraduate Program (S3) with a focus on Plant Sciences at the Faculty of Postharvest Science and Technology, Padjadjaran University and graduated in 2010.