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Research on Consumers' Choice of Green Packaging

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Abstract: With the development of economic globalization and the overall requirements of ecological civilization construction, the country has paid more and more attention to the pollution caused by packaging. The promotion and use of green packaging is closely related to consumers. This paper studies consumers' choice of green packaging, analyzes the development status of China's green packaging, factors that affect consumers' choice of green packaging, finds out the problems in the process of consumers' choice of green packaging, makes an in-depth analysis, and puts forward the corresponding improvement measures.

Keywords: Green Packaging; Green Consumption; Consumer.

1. Introduction

Logistics has become an important industry in our country. As an important link in the logistics process, packaging has received more and more attention from enterprises. The level, mode and material selection of packaging are related to the transfer process of logistics. Unreasonable packaging will affect the logistics time, but also affect the ecological environment. In this case, some companies began to promote the concept of green packaging, that is, the use of green materials for packaging, and refuse excessive packaging. With the deepening of people's understanding of environmental issues and the improvement of education level, consumers are more and more concerned about environmentally friendly products in the purchase decision, and the development of green packaging is of great significance.

2. Factors Affecting Consumers' Choice of Green Packaging

(1) Green Packaging Price

According to a survey, price is an important factor affecting green packaging, and high-income consumers tend to purchase environmentally friendly products. But the primary consideration for most consumers when purchasing products is cost-effectiveness. Green and environmentally friendly packaging materials are mostly biodegradable materials, which often further increase the cost of packaging, followed by an increase in product prices. This will have a certain impact on consumers when choosing green packaging. Therefore, in this situation, popularizing recyclable products or using technological means to reduce duplicate packaging and improve the efficiency of packaging material use are the best ways to cope with the rising cost of packaging materials.

(2) Green Packaging Design

With the continuous progress and development of society and the transformation of human consciousness, green paper packaging design has gone beyond simple functions of protecting products, facilitating transportation, and providing product information, and more carries the awareness of social responsibility and environmental protection. Consumers often show great interest in the design of green packaging when choosing it. At present, in the increasingly fierce market competition, personalized green packaging has become one of the effective tools for brands to attract customers. A natural and concise design, rich in green and environmental protection concepts, will always win consumers' recognition and choice. Paper packaging that emphasizes functionality will also surprise consumers and quickly occupy the market. Therefore, designers should integrate the concept of green packaging design into their designs, making the design of green packaging timelier and more practical.

(3) Convenience of using green packaging

The essence of packaging is to protect products, facilitate their storage and transportation, and promote their sales. Green packaging, on its basis, contributes to recycling and recycling, and can promote sustainable development of the national economy. For consumers, the convenience of packaging is one of the key factors they focus on and also one of the factors that affect their choice of green packaging. Packaging materials vary greatly due to the nature of the product, and some packaging materials can be preserved, collected, and reused after use. For convenient packaging materials, consumers often can preserve the packaging materials; For situations where packaging materials occupy too much space or are difficult to fold, consumers often choose to abandon or discard them, which will to some extent lead to resource waste. Therefore, the convenience of using green packaging is extremely important.

(4) Reuse rate of green packaging

When consumers choose green packaging, the reuse rate of the packaging is also a key consideration. Especially for consumers with strong awareness of ecological environment protection and green consumption, they often care more about the reuse rate of green packaging. It is understood that consumers mostly use waste disposal methods for packaging materials that have no reuse value, and the waste channels are mainly garbage collection points. In fact, when consumers choose green packaging, if it is difficult to discover its other value, their interest in green packaging will decrease. With the gradual improvement of consumers' awareness of green consumption, they are more willing to choose green packaging that has reuse value or can be transformed into more useful packaging. Once consumers' demand for this type of green packaging is met, it will not only greatly increase their frequency of choosing green packaging, but also improve the reuse rate of packaging materials, reduce waste rates, and provide more added value for green products.

3. Consumers Choose Green Packaging Problems

(1) Consumers have weak awareness of green environmental protection

In recent years, ecological issues such as environmental pollution have been increasingly valued, and some consumers have also begun to pay attention to the health and safety of the products they purchase. Therefore, some consumers in China are increasing their awareness of green environmental protection and their willingness to purchase green products is expanding. Although the concepts of green logistics and green packaging are being popularized in the lives of Chinese consumers, their awareness of green packaging is also increasing to a certain extent. However, the concept of green awareness among consumers in second and third tier cities in China is relatively weak, and their ability to identify, select, and differentiate green packaging is relatively weak. In fact, consumers' awareness of green environmental protection will affect the formation of green consumption concepts, and the formation and intensity of consumption concepts will affect their purchasing behavior, and to some extent, will affect the implementation and development of green logistics packaging. The reasons for consumers' weak awareness of green environmental protection may be due to their low pursuit of quality of life, lack of awareness of environmental protection, and low awareness of green products. To achieve green packaging, consumers must establish a correct consumption concept. Establish the awareness of environmental protection, change the mentality of comparison, and refuse to use products with Overpackaging and empty packaging.

(2) Consumers' original consumption habits are difficult to change

In order to vigorously develop green consumption and enhance the sense of saving of the whole people, the National Development and Reform Commission and other seven departments jointly issued the Implementation Plan for Promoting Green Consumption, which requires that by 2025, the concept of green consumption will be deeply rooted in the hearts of the people, the green consumption mode will be widely promoted, and the consumption system for green and low Carbon cycle development will initially take shape. However, some consumers still maintain the original habit of choosing disposable shopping bags, and their preference for green packaging under the concept of green consumption is relatively low. This kind of consumers are difficult to change their consumption habits. They pay more attention to past consumption experience and often judge and choose current Consumer behavior based on past consumption standards. At present, the green packaging promoted by the government and enterprises cannot meet the needs of such consumers. Their inherent consumption concepts are difficult to change, and they mostly adopt a negative attitude towards new green packaging. Therefore, they often do not choose to use and purchase green packaging.

(3) Consumers have insufficient behavioral power to choose green packaging

At present, the concept of green consumption among consumers is gradually forming, and consumers are gradually recognizing the improvement of the environment and resource savings brought by green packaging. Although many consumers have realized that improper packaging disposal can cause environmental pollution, the material of the packaging itself also affects the effectiveness of waste disposal. However, during the product purchase process, consumers still hesitate to purchase due to the price of green products, the design of green packaging, and the materials used in green packaging. When it comes to considering multiple factors such as packaging design, price, and reusability, consumers often overlook the impact of incorrect packaging on the environment through comprehensive consideration. Therefore, although consumers have some perception of environmental pollution issues in packaging, the degree of influence on their behavior is relatively insufficient. During the purchasing process, they tend to show a certain degree of environmental friendliness, but the decision to give up buying due to concerns about packaging pollution is not common.

4. Development Countermeasures for Consumers to Choose Green Packaging

(1) Improve consumer awareness of green environmental protection

The formation of consumers' awareness of green environmental protection is closely related to their choice and use of green packaging. Fully popularizing the concept of green environmental protection to consumers is a major prerequisite for the good development of green logistics and green packaging. Due to the lack of systematic knowledge promotion in society, consumers lack a deep understanding of green consumption. The most important thing in implementing environmental regulations and cultivating environmental habits is to educate the public, continuously explain and promote through various channels. National governments, business units, schools and other organizations should provide education and popularization of ecological and environmental protection related knowledge to consumers. Relevant government departments and business units can organize green promotion activities in public places to help more consumers understand the significance of green logistics and green packaging, and enhance their green consumption concepts; Relevant departments and units can use the organic combination of old media and new media to publicize the relationship between ecological environment protection and green packaging.

(2) Further promote and promote green packaging

At present, consumers lack green consumption knowledge, and their scientific understanding of the concept of green packaging is shallow and incomplete, leading to the current green Consumer behavior is not mature enough, and consumption is still relatively blind. One of the primary tasks of promoting and promoting green packaging is to adopt various forms of publicity and education activities, cultivate and establish the environmental awareness and participation awareness of all consumers. The in-depth promotion of green packaging knowledge is also an effective way to encourage consumers to use green packaging, such as broadcasting television advertisements to promote the concept of protecting nature. By promoting green packaging knowledge and making the public aware of the close relationship between treating the environment well and treating oneself well, as well as the urgency of environmental protection, the regulations formulated by the government can be truly and effectively implemented. On the contrary, relying solely on regulations or simply promoting them with slogans is difficult

to promote the deepening of green consumption and environmental protection. Communities, enterprises, and units should also regularly carry out various forms of education on green consumption and green packaging knowledge. In terms of green packaging, education can mainly include explanation, display, and identification of green packaging, in order to enhance consumers' recognition and acceptance of green packaging.

(3) Drive consumers to choose green packaging behavior

The main reason why consumers lack the ability to choose green packaging behavior is because they do not recognize, understand, and accept the green packaging of some products. Therefore, clarifying the goals of green packaging and analyzing consumers' willingness to accept green packaging is an important prerequisite for designing and mass-producing green packaging products from the perspective of consumers. The government and enterprises should clarify the fundamental purpose of green packaging, which is to balance environmental protection and economic benefits; Maintaining natural resources and saving labor and energy costs are equally important; Balancing meeting consumer needs with improving environmental quality. The government and enterprises should consider and analyze consumers' willingness to accept green packaging from the perspective of consumers. Packaging, as an accessory of a product, has the ultimate disposal right for consumers. Whether packaging can ultimately achieve the expected "green effect" largely depends on consumers' acceptance of green packaging. Only when consumers actively and spontaneously choose green and environmentally friendly lifestyles and consumption forms can they promote the transformation of society towards sustainable development. Therefore, governments and enterprises should analyze consumers' willingness to accept green packaging, design and choose green packaging that is more in line with consumer needs, such as low-cost, portable, and reusable green packaging. At the same time, the government and enterprises should also strengthen their guidance to consumers, so that they can actively learn about green consumption and green packaging, correctly understand the connotation of green packaging, and promote the development of green packaging in China.

5. Conclusion

Logistics started later in China than abroad, but its development speed is rapid. With the increasing attention paid by the country to the impact of logistics activities on the environment. Establishing a green logistics system for enterprises is an important prerequisite for achieving sustainable development of resources. Packaging, as an important part of enterprise logistics activities, plays a significant role and significance. The choice of green packaging by consumers is closely related to the ecological protection of the green environment. This article analyzes the current development status of green packaging in China and the factors that affect consumers' choices of green packaging. The price, design, convenience of use, and reuse rate of green packaging will all affect consumers' choices of green packaging to a certain extent. Green packaging has entered people's lives, and this new consumption concept has become a hot topic worldwide. How to make consumers actively and voluntarily choose and accept green packaging is an urgent problem to be solved. Green packaging and green consumption in China started relatively late and have not yet become the consumption habit of the majority of the public. This requires the joint efforts of the government, enterprises, and consumers to implement green packaging throughout the entire consumption process, achieve sustainable development of ecological civilization, and make a contribution to the protection of the Earth's ecological environment.

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