

THE HARM OF EXCESSIVE PACKAGING OF COMMODITIES AND SOLUTION DISCUSSION*

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Abstract

In order to have a better market for their own products, it is understandable to package the products. However, in recent years, the level of the packaging of the products has greatly surpassed the pursuit of the quality of the products. Excessive luxury packaging is emerging and growing. Environmental and ecological problems caused by excessive packaging can no longer be ignored. Our group's current research aims to explore the dangers of over-packaging and propose reasonable solutions.

Keywords: Excessive packaging; Positioning; Current situation; Hazard causes, Solutions.

Introduction

Government Policy and Related Background: On February 15, 2007, the National Development and Reform Commission, the Central Propaganda Department, the Ministry of Commerce, the State Administration for Industry and Commerce, the General Administration of Quality Supervision, Inspection and Quarantine, and the State Environmental Protection Administration issued a notice emphasizing the need to conserve resources, protect the environment, and oppose excessive packaging of commodities.

On February 26, the State Council Organ Affairs Administration issued a proposal for "Setting an Example in Preventing Excessive Packaging of Commodities", advocating that all departments, units and all staff of central state organs should pay attention to consumption habits in work and life, and refuse to use excessive packaging. s product.

The National Development and Reform Commission is formulating interim regulations to regulate commodity prices, strictly limiting the proportion of tying items to the entire commodity price; strengthening law enforcement inspections, and severely investigating and punishing illegal acts such as using excessive packaging of commodities for price gouging. In the "Eleventh Five-Year Plan" of the packaging industry, it is also the focus of work to solve the problem of excessive packaging of commodities and damage the environment, and to reduce the waste of resources and environmental pollution caused by excessive packaging of commodities.

The government's high attention and the high coordination and co-management of various departments have made the over-packaging of commodities become a hot topic. However, the harm of excessive packaging of goods has been largely ignored, which is what this paper looks at.

Research Objective

1. The research aims to explore the dangers of over-packaging and
2. To propose reasonable solutions

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Literature Review

First, make a qualitative analysis of the excessive packaging of goods. Commodity packaging refers to the containers and external wrapping used by enterprises in the production and circulation process in order to protect products, facilitate storage and transportation, and promote sales, according to certain technical methods. The purpose of packaging is to protect the product and avoid product damage and deterioration during manufacturing, transportation, storage and sales; the second is to beautify and promote the product and promote sales. Excessive packaging of commodities is a kind of commodity packaging with excess function and value, that is to say, excessive packaging is a wrong behavior that exceeds the level of normal packaging and causes a lot of waste of materials and energy (Lv, 2017). At present, the excessive packaging of commodities mainly exists in various commodities such as food, luxury goods, and daily necessities. One is excessive protection. In order to emphasize strict packaging and thoughtful service, there are three layers inside and three layers outside. The other type is purely for luxury and exquisiteness, excessive beautification, and attracts attention through cumbersome and bright packaging to achieve the purpose of promoting consumption. The manifestations of excessive packaging of goods, from a quantitative point of view, the packaging volume is too large and virtual bubbles, such as the use of too many materials, too large volume, and luxurious decoration; from a qualitative point of view, the packaging performance is distorted or suspected of fraud, such as excessive packaging layers Too many, excessive materials; excessive structural design, excessive packaging functions; excessive surface decoration, high packaging costs, etc.

Moreover, excessive packaging of commodities infringes upon the interests of consumers. The pull of consumer demand is the main force driving the demand of the living soil for the excessive packaging of commodities. One is the demand for public funds or private purchases for the purpose of trading power and money; the other is the demand for vanity consumption, and the excessive packaging of commodities caters to some Chinese people. However, consumers, especially vanity consumers, are the most direct victims of excessive packaging. A large part of the excessive packaging of commodities occurs in the food and health products and cosmetics industries (Cano-Rubio et al., 2017). Most of the commodities in these industries are post-test commodities (referring to consumers who usually can only rely on packaging judgment when purchasing and can only test the value of the commodity after purchase); consumers often end up with results that don't match the value at all. In order to obtain high profits, manufacturers increase packaging costs, exaggerate packaging functions, convert huge packaging costs into product-added value, and impose them on consumers, which infringes on the interests of consumers. For example, the value ratio of ordinary moon cake boxes to moon cakes is 1:1, while the value ratio of high-end moon cake boxes to moon cakes for the Mid-Autumn Festival is 2:1. With the visual impact of over-packaging, it gives the illusion of upscale. When I was consuming, I found out that what I bought at a high price was not moon cakes, but a bunch of useless packaging consisting of foam and cardboard.

Next, excessive packaging of commodities affects the sustainable development of enterprises. Enterprises rely on excessive packaging of commodities, which may achieve the purpose of attracting consumers and expanding the market share of commodities in the short term, bringing high profits. However, in the long run, this practice seriously damages the reputation and image of the enterprise, makes the enterprise lose its core competitiveness, and ultimately affects its long-term development. Moreover, as the country's requirements for environmental protection and commodity production are getting higher and higher, the waste

of resources and waste disposal caused by excessive packaging will inevitably be linked to enterprises. Carrying the economic burden brought by this will eventually lead to nothing and even affect the normal operation, which is very unfavorable for the enterprise (Shiba, 2005).

Following, excessive packaging of commodities wastes resources. The most used cartons in packaging are taken from trees. The rapid disappearance of forests has caused serious soil erosion and desertification, and regional ecological dysfunction. China's total terrestrial water resources are 280 million cubic meters, ranking sixth in the world. Still, the per capita water resources are only 2,200 cubic meters, only 1/4 of the world's per capita level, ranking 88th in the world (Li, 2000). Enterprises stopped production and reduced industrial output value by 100 billion yuan. Currently, forests have been turned into wrapping paper, and the over-packaging of commodities has worsened the natural resources on the verge of depletion. The resources needed for excessive packaging include electricity, chemical raw materials, precious metals, etc. In the context of the current shortage of resources, the completely avoidable resources caused by excessive packaging should not be burdened on the country and the people.

Finally, excessive packaging of commodities pollutes the environment and increases waste disposal costs. All kinds of exquisite and luxurious packaging become garbage in the hands of consumers and lose their value. Domestic waste is an important source of pollution that plagues urban environmental governance. At present, the most effective way to deal with domestic waste is to reduce, recycle and recycle, among which the reduction is the first in the management (Wang et al., 2003). The burden of subsequent governance can be reduced only by reducing the amount of waste at the source. The plastic products used for packaging take more than 200 years to be absorbed by the soil, and these chemical wastes cause serious environmental pollution. Among the solid wastes and recyclable renewable resources that can be comprehensively utilized in China every year, more than 50 billion yuan has not been recycled. After the Mid-Autumn Festival in a certain year, the moon cake boxes discarded in Guangzhou alone can cover 2,500 football fields. Except for the iron boxes, most of the paper boxes and ordinary household garbage are thrown into the garbage compressor. shipped to the landfill. This kind of processing method does not make the value of the moon cake box really play out, and to a certain extent, it is purely a waste.

Research Methodology

For the topic of over-packaging, we have developed the following research methods. First, collect and consult the central documents, study the content of the central documents and the relevant background of the issued documents, and develop a general grasp of the subject.

Secondly, conducts an in-depth study on the current situation of excessive packaging of commodities in my country by consulting books and materials, and at the same time finds network resources to support it. The collection of data is mainly carried out from the aspects of commodity type, packaging form, packaging degree and packaging cost. During the research process, the author conducted a questionnaire survey, which mainly targeted at Peking University students (30 copies), Zhongguancun Pacific and Hailong Electronic City consumers (50 copies), a total of 80 questionnaires were distributed, 73 were recovered, and the recovery rate was 91.25 %, of which 66 were valid questionnaires, accounting for 90.41% of the returned questionnaires.

Finally, the solution is discussed. The group members discuss the collected data and refer to the relevant literature, so as to draw the final conclusion.

Findings and analysis

In terms of commodity production enterprises, merchants excessively pursue packaging utility driven by interests. Packaging can promote, use and guide businesses and consumers, and establish a brand image to guide and attract consumers to purchase. Therefore, driven by the goal of maximizing profits, enterprises often resort to unfair competition methods, arbitrarily exaggerating the volume of commodity packaging, and decorating packaging products with luxurious materials, misleading consumers in terms of value judgment.

On the consumer side, consumption behaviors are blindly compared and consumption is socialized. The rapid growth of the national economy has increased people's living standards while increasing income. People have gradually developed from ignoring the packaging of commodities to focusing on the packaging of commodities, and even paying attention to the packaging of commodities. Whether the outer packaging of commodities is elegant or not has almost become the most important criterion when people choose the value of commodities. In addition, some people's pursuit of luxury and high-end while ignoring the actual value of the idea has contributed to the spread of excessive packaging.

According to the consumption theory, luxury packaged goods should be classified as luxury goods, and their consumption is realized by the wealthy class, and the average income person only consumes normal packaged goods, so that the supply of social goods can be balanced among different income classes.

The legislation for the packaging industry is still in a rather imperfect state, which has led to businessmen taking advantage of legal loopholes driven by their interests. It can be said that the phenomenon of excessive packaging reflects the culture, legal system and civilization of a society from another perspective. Therefore, judging from the current situation, to truly curb excessive packaging and establish a conservation-oriented society requires the joint efforts of the whole society, especially the governments at all levels and administrative supervision departments, to work hard on the refinement and implementation of laws and regulations.

From the findings, we can see that more than half of the respondents blamed the production enterprises for excessive packaging, and nearly half of consumers believed that vanity was the main reason. It can be seen that excessive packaging is the result of both producers and consumers. —"One is willing to fight, the other is willing to suffer" is not only the responsibility of the manufacturer but also the reasons of the consumers themselves (Mukherjee & Uttam 2018). Strengthening the education of consumers on a conservation-minded society should have good results. independent research report independent research.

For several reasons identified by the research, we propose the following solutions to the problem of excessive packaging:

Firstly, in terms of enterprises and markets, strengthen industry self-discipline and eliminate unhealthy trends in the market. Because the operation of enterprises is carried out under the control of the market, it is necessary to increase the regulation of the market, that is, to strengthen the country's macroeconomic management of the market. regulation.

Nest, many experts believe that legal norms are the best way to solve the problem of excessive packaging. First, formulate and improve the packaging standards for major commodities as soon as possible, especially the mandatory packaging standards for high-end consumer goods and several types of special commodities. Second, excessive packaging should be clearly classified as a commercial fraud, and daily supervision and punishment should be carried out in accordance with the Anti-Unfair Competition Law and the Consumer Rights

Protection Law. The third is to reflect the orientation of "opposing excessive packaging" in the design of industrial policies. From the perspective of tax policy and industrial access policy, "unpackaged" general commodities and "simple packaging" of high-end consumer goods are encouraged, and it is emphasized that packaging should be harmless to the ecological environment, human health and can be recycled or recycled. My country should vigorously promote appropriate packaging, carry out extensive consumption publicity, enhance consumers' sense of social responsibility, and form a consumption concept of saving resources on the premise of meeting the needs of the people to continuously improve their living standards. In fact, what consumers need is the product itself, not the packaging that has only one-time use value. In the future, my country should first legislate to limit excessive packaging, establish laws and regulations on consumer product packaging, and stipulate the content of consumer packaging materials, the weight and volume ratio of packaging and commodities.

In addition, price, taxation, finance and other means can be used to give full play to the role of market mechanisms and economic leverage, to transform the packaging and printing industry, and to establish an environmental protection packaging industry chain. For example, the government can implement a tax reduction and exemption system for the production of environmentally friendly packaging materials, and add environmental costs to the price formation mechanism of disposable packaging supplies, making packaging and printing companies unprofitable in excessive packaging. At the same time, it is also very necessary to establish a special management department, because at present, it is difficult for quality supervision departments, business administration departments, social groups, etc. to manage excessive packaging.

Educating consumers is also essential. Today, when the country is vigorously building a conservation-oriented society, it has become a top priority to educate consumers about conservation awareness. If the social atmosphere is not changed, even with the "Packaging Law", it may be difficult to cure the excessive packaging of commodities. Chinese consumers should enhance the concept of green consumption, consciously resist excessive packaging of commodities, and strengthen their awareness of self-protection, environmental protection and social responsibility, so that excessive packaging of commodities will lose their survival soil. Therefore, it can be seen from the results that consumers have a strong dependence on the government to solve the problem of excessive packaging. On the one hand, the government should indeed introduce measures to stop this bad trend. On the other hand, about two-thirds of consumers still neglect to reflect on themselves. Therefore, it is imperative to educate consumers about a conservation-minded society.

Conclusion and limitations

Diligence and thrift are the traditional virtues of the Chinese nation. Oppose excessive packaging and waste of resources, and build a harmonious relationship between man and nature. We need to strengthen our own moral construction, improve laws and regulations, increase publicity and education, and build industry standards. Promote packaging conservation and protect ecological resources.

First, in terms of enterprises and markets, strengthen industry self-discipline, eliminate unhealthy trends in the market, and strengthen the state's macro-control of the market. Second, increase legislation to formulate and improve packaging standards for major commodities as soon as possible, especially to formulate mandatory packaging standards for high-end consumer goods and several types of special commodities. Second, excessive

packaging should be clearly classified as a commercial fraud, and daily supervision and punishment should be carried out in accordance with the Anti-Unfair Competition Law and the Consumer Rights Protection Law. The third is to reflect the orientation of "opposing excessive packaging" in the design of industrial policies. From the perspective of tax policy and industrial access policy, "unpacked" general commodities and "simple packaging" of high-end consumer goods are encouraged, and it is emphasized that packaging should be harmless to the ecological environment, human health and can be recycled or recycled. Independence my country should vigorously promote appropriate packaging, carry out extensive consumption publicity, enhance consumers' sense of social responsibility, and form a consumption concept of saving resources on the premise of meeting the needs of the people to continuously improve their living standards. In addition, price, taxation, finance and other means can be used to give full play to the role of market mechanisms and economic leverage, to transform the packaging and printing industry, and to establish an environmental protection packaging industry chain. For example, the government can implement a tax reduction and exemption system for the production of environmentally friendly packaging materials, and add environmental costs to the price formation mechanism of disposable packaging supplies, making packaging and printing companies unprofitable in excessive packaging. At the same time, it is also very necessary to establish a special management department, because at present, it is difficult for quality supervision departments, business administration departments, social groups, etc. Finally, today, when the country is vigorously building a conservation-oriented society, it has become a top priority to educate consumers about conservation awareness. If the social atmosphere does not change, even with the "Excessive Packaging Regulations", it may be difficult to cure the excessive packaging of commodities. Chinese consumers should enhance the concept of green consumption, consciously resist excessive packaging of commodities, and strengthen their awareness of self-protection, environmental protection and social responsibility, so that excessive packaging of commodities will lose their survival soil. independent research.

This research is also not with limitations. First of all, this topic has been selected several times before it was determined. We mainly hope to choose a topic that is close to the content of the course and has certain practical significance. The problem of excessive packaging is a social issue that has attracted great attention from many parties in recent years, which involves administrative, economic, cultural and other aspects. The study of this problem not only gives us a deep and detailed understanding of the problem itself, but also discovers some notable problems in social and economic development.

Secondly, because this research belongs to current affairs, it is difficult to collect relevant books and materials, so we mainly draw on relevant magazines and reports, the content of which is a bit one-sided, but generally reflects the essence of the problem.

Finally, due to the lack of experience in the research of practical problems, there are inevitably many mistakes and deficiencies in the research process. We hope to get everyone's corrections, accumulate experience, and complete similar research in the future.

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