

Preference and Perspective for Gift Over-packaging Solution: A Case Study of Consumers in Shanghai, China

Authors : Heping Wang

Abstract : Social interaction has increased as a result of rapid economic expansion. Particularly in China, gift exchanges have developed into a social tradition of showing gratitude. Most gifts, on the other hand, are lavishly presented or overpacked to impress or demonstrate respect to the gift receiver. Overpackaging wastes enormous resources and produces a lot of municipal solid waste (MSW), which can seriously harm the environment if it is not handled properly. The purpose of this study is to investigate consumers' perceptions, preferences, and perspectives regarding gifts overpackaging in order to identify potential solutions for reducing gifts overpackaging to achieve sustainable packaging objectives. The research was conducted by means of an online survey focusing on residents in Shanghai, China, and the data was quantitatively analyzed by SPSS software. According to research, consumers' perception of excessive packaging is approximately 3.5 points out of 5, and this perception has a significant impact on consumers' behavioral intentions; The preferences of givers and receivers for gift packaging are significantly different in three aspects; Customers prefer incentives for eco-packaging when it comes to measures to reduce gift overpackaging. Finally, the study also identifies suitable gift packaging options for customers.

Keywords : gift packaging, consumer perception, consumer preference, consumer perspective, overpackaging, solutions

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