

การยอมรับแนวความคิดการสร้างบรรจุภัณฑ์สีเขียวในธุรกิจของผู้ประกอบการ

Acceptance of the Concept of Green Packaging of Entrepreneur

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บทคัดย่อ

การวิจัยครั้งนี้เป็นการศึกษาความคิดเห็นในการยอมรับแนวความคิดของการสร้างบรรจุภัณฑ์สีเขียวสำหรับธุรกิจในด้านของการลงทุน การรับผิดชอบต่อสังคม การสนับสนุนจากภาครัฐ และความตระหนักถึงสิ่งแวดล้อมที่มีผลต่อการสร้างบรรจุภัณฑ์สีเขียว โดยการวิจัยครั้งนี้ศึกษาถึงความคิดเห็นของผู้ประกอบการ ผู้มีอำนาจในการตัดสินใจในการประกอบธุรกิจ และผู้เชี่ยวชาญทางด้านสิ่งแวดล้อมในธุรกิจนั้นเกี่ยวกับปัจจัยดังกล่าวเพื่อนำไปสู่การสร้างบรรจุภัณฑ์สีเขียว โดยวิธีสัมภาษณ์แบบเจาะลึก ผลการวิจัยพบว่า ปัจจัยดังกล่าวมีส่วนทำให้เกิดบรรจุภัณฑ์สีเขียว โดยเฉพาะการสนับสนุนจากภาครัฐ เช่น การลดหย่อนภาษี หรือกฎหมายในการบังคับใช้ และเงินสนับสนุนจากภาครัฐ เป็นปัจจัยที่สำคัญที่สุดที่ผู้ประกอบการสนใจ

คำสำคัญ : การยอมรับ บรรจุภัณฑ์สีเขียว ผู้ประกอบการ

Abstract

This research explores the opinions on the concept of creating green packaging for businesses in aspects of investment, corporate social responsibility, government support, and environmental consciousness. This research studies the opinion of the entrepreneur, authorities to make decision on their business, and experts in the environment in business on the aspects that led to the creation of green packaging by using in-depth interviews. The result found that corporate social responsibility, government support, and environmental consciousness are the factors that cause green packaging, and government support is the most important factor that entrepreneurs are interested. The enforcement from government by law, tax policy or government funding to support research and development in this field will help many

entrepreneurs who are interested in green packaging and the need to create more green packaging. Moreover, The financial support and environmental consciousness will help firms achieve green packaging faster.

Keywords : acceptance, green packaging

1. Introduction

“The packaging industry is one of the most important industries in the world” (Sandra, Lija & Ingrida, 2011). In the last two or three years ago, We have seen that there were some new standards or policy and regulations about the safety of the package including the campaign on products that are environment friendly. Some company tend to make increasingly their packaging more environment-friendly and disposable or we have known as ‘Eco’ Packaging or ‘Green’ packaging. Suyog (2012) reported that the worldwide demand for green packaging is projected to rise 5.7% per year to \$212 bn by 2015 with Asia-Pacific region accounting for \$79 bn of the total demand (p.9). For instance, UPS company take responsibility to environmental preservation by designing packaging. For the materials used in packaging, UPS relies on data from the Sustainable Packaging Coalition and its Compass Program for lifecycle metrics. Furthermore, they expect to see some success with its two-year-old ‘Eco Responsible Packaging program’ (Official Board Markets, 2012). Suyog (2012) stated that drivers of sustainable packaging would depend on cost reduction, induced buying behavior, brand awareness, environmental sustainability, and market potential. Thailand also concerns about global warming and

shortage of natural resource that it make number of eco-friendly products appeared increasingly (Euromonitor International, 2013). For instance, green packaging demand has increased gradually since 2004 in the United State as table 1 (Official Board Markets, 2011).

Table 1 U.S. Green Packaging Demand (million dollars)

Item	2004	2009	2014	% Annual Growth	
				2004-2009	2009-2014
Green Packaging Demand	30145	34460	41650	2.7	3.9
Recycled Content Packaging	27175	31178	37250	2.8	3.6
Reusable Packaging	2795	2920	3715	0.9	4.9
Degradable Packaging	175	362	685	15.6	13.6

Note: Adapted from www.packaging-online.com Copyright 2011 by Official Board Markets. Reprinted with permission.

Pivotal role in the production process is integrated economic and environmental concepts into the design process in order to develop products that are environmentally friendly. This includes the analysis of the environmental performance of products, management of expired product, reducing

environmental impact at every stage of the life cycle of the product, coupled with an analysis of other factors, (such as cost, manufacturing process, quality control, and marketing) for example.

Eco Design is one way to demonstrate our responsibility to the environment apart from the other approaches are well known as a Cleaner Technology (CT), Life Cycle Assessment (LCA). Currently, there are many government agencies, independent agencies, and educational institutions which have educational programs and instruction to develop knowledge of EcoDesign more. As well as to disseminate knowledge and encourage industries to produce environmentally friendly products.

If we talk about what are factors that creating of producing green packaging, investment is the first thing the we thought absolutely. Investment in green packaging technology is high cost because companies have to invest in machine, research and development about eco-technology. However, Investment in green packaging technology can reduce carbon emissions due to packaging, green packaging technology comes with a high investment. Technology is important to produce green packaging. Coca-Cola (Thailand) Ltd cooperated with Thai Namthip Co Ltd to introduce new technology to reduces the usage of plastic by 13-20% in the production, thus, the new packaging used less plastic than the previous design (Euromonitor International, 2013). Using less plastic for packaging to make the packaging has a lighter weight, furthermore, it reduces transport costs because they can transport more. According to the study of Sundip, Michael, Gary and Gary (2011) found that

companies can save packaging and transportation costs by using green packaging initiative (reduce, reuse, recycle), improved technology, the availability of alternative packaging material, and supplier collaboration. Even in international market, they require advanced and high technology and innovation to enhance the standard of products and packaging and compete in an international environment (Euromonitor International, 2013, p.1).

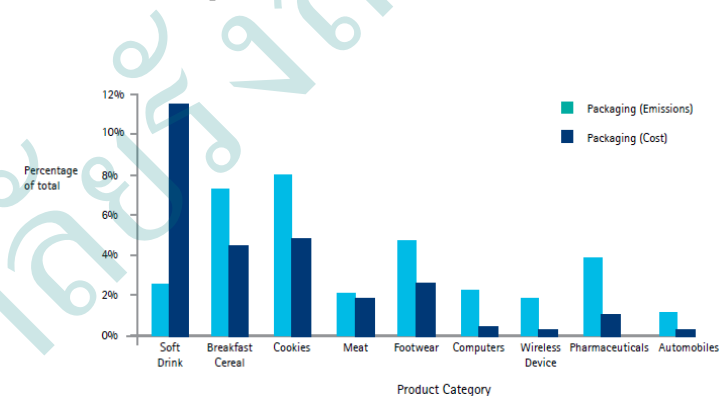


Figure 1 Percentage of cost and emission due to packaging

(source: Sundip et al., 2011, p. 4)

From figure 1, in each industry, the management cost of the packaging looks different because each product is different that it make acceptance of green packaging is different. Thus, green packaging is developed gradually. It also requires investment in research and development of eco-friendly packaging.

Euromonitor International (2013) reported that Thai Namthip Co Ltd invested up to Bt700 million in new machinery with new “Eco-Crush” technology to produce lightweight PET bottles for bottled water. The new packaging used 35% less plastic than the previous design; it is also 100%

recyclable and can also be crushed after use to save space.

However, the manufacture of eco-friendly packaging requires higher technology and higher production cost also. Thus, companies which tend to go to green have to ready in investment. If companies are not ready to invest in technology, eco-friendly packaging will happen hardly.

The study of Datta and Ishashwini (2010) suggested that to promote environmental concern is opportunities to convince green buying behavior of consumer. Suyong (2012: p.11) quoted "As consumers are becoming more educated about the ecological issues associated with packaging wastages, their buying pattern is changing to more eco-friendly products" Environmental concern is linked to corporate social responsibility (CSR) that is issues in consumer behaviour to have a growing interest in environmental concern (Joonas & Liisa, 2008).

corporate social responsibility as part of the promotion of the company that showed return profits or benefits to society. green packaging is the way that can be used to advertise the company's corporate social responsibility as well. It is possible that the company which has corporate social responsibility will produce and develop green packaging as well.

Moreover, Support from government by policies, tax reductions, investment and technology in green packaging is what led to the emergence of green packaging in the private or state industries. If the industrial sector of state is an example of action and success, it can be defined as a national policy. According to Suyong (2012) suggested that if

companies have eco-friendly packaging, government should reduce any tax duties for eco-friendly packaging materials.

Guirong & Zongjian (2012) also stated that establish the restriction law of packaging waste should be the priority. Eco-mark or Eco-label identifies a product that meet environmental standard (Geetika, 2013). Government should establish a government agency to manage eco-label for product that meet specific environmental criteria in order to improve trust from consumer about reliable eco-label standard.

To understand that their affairs are polluting the environment and have environmental consciousness is important beginning to lead to create green packaging. According to Vinod & Ritu (2001) concluded "the environmental awareness in India has started affecting marketing of products based upon packaging" (p.245). When we are environmental conscious it will cause action to preserve the environment without requiring rules, regulation, and enforcement from government.

Global pollution such as water, air, soil pollution, cause climate change. Consumer and business leaders from China, India, Germany, Japan, the U.K. and the U.S. aware climate change (Sundip et al., 2011). Global pollution awareness is a good start because it will cause better environmental management and promoting eco-packaging. Currently, there are already environmental rules but environmental awareness will make companies do and control environment more than standard. Thus, environmental consciousness and awareness will lead to better environmental management, which is leading to the

occurrence of green packaging. Suyong (2012) reported that many companies start switching over to sustainable packaging due to environmental considerations. However, the official government policy was a factor of leading to green, environmental consciousness and awareness was the most significant factor (Tan & Lau, 2010).

Although companies are ready to invest, gain the support from government and have the technology for producing green packaging, they might not invest in green packaging if it is not necessary because support from government is not law or enforcement. Therefore, this study will help us understand what is truly important in creating green packaging in order to suggest proposals or policies on environmental management.

2. The objective

To explore the opinions on the concept of creating green packaging for businesses in aspects of investment, corporate social responsibility, government support, and environmental consciousness.

3. Materials and Method

This research is qualitative research. The study used a structured interview that was developed based upon literature to create the key issues. Issues from this review were investment, corporate social responsibility, perception of government support, environmental consciousness, and the acceptance of the concept of green packaging. The structured interview was consulted with an expert (licensed auditor ISO 140001) in the field of environmental standard to

improve accuracy and reliability. Structured interview is separated 4 part as follow:

Part 1 is personal information of respondents, for example, name, age, and position.

Part 2 is opinion about drivers of green packaging that are investment, corporate social responsibility, government support, and environmental consciousness

Part 3 is opinion about the acceptance of the concept of green packaging.

Part 4 is comment and suggestion in order to respondents comment that how to manage for sustainable packaging for environment.

Participants for this study were 15 executives or managers who are authority in making decision on producing green packaging from 5 companies in order to provide answers or information precisely for the purposes of research by in-depth interview. The interview lasted approximately an hours. The interview was recorded and fully transcribed for subsequent content analysis.

4. Result and Discussion

Investment driving green packaging From interview companies that have already invested in green packaging, they gave reason that investment in green packaging can improve companies' image and reduce pollution from waste disposal. Someone said "The difficult compostable waste causes more pollution which most waste was coming from package". Some companies invested because they want to expand their market to international market. "Some countries have regulation of eliminating waste from other countries'

product. If it is compostable waste, you do not need to pay high cost for waste elimination”.

While other companies that have not invested in green packaging but plan to do it in the future gave reason in the same way that green packaging is a good thing that should do to preserve environment. However, companies that are not ready to invest in this field are small companies and requires high fund to research and develop green packaging. Corporate social responsibility driving green packaging

Many of the participants in this study gave reasons that green packaging is a way to make environment is better because the waste from green packaging can be disposed easier than the waste from not green packaging because material that is used in production of green packaging is environmentally friendly. Furthermore, the participants believed that if they use green packaging to promote companies' CSR, it will improve companies' image very well. “We are the part of environmental care”.

Government support driving green packaging

Here, participants described their perception of government support of environment that regulation or law seem not quite strict to enforce controlling eco-friendly packaging even food packaging. Regulation or law just forced packaging that it is not harmful and toxic to consumers while some countries have used tax regulations by charging more to eliminate waste from companies that cause serious pollution to the environment. Someone suggested that packaging waste regulation can do in the same way with ‘Polluter Pay Principle-PPP’ is an environmental

policy which requires that the costs of pollution by who cause it (Vito De Lucia,2013) “The cost of PPP should be not in the elimination of waste only, but they must pay damages for environmental impact in the future that the firm causing damage”

However, there is a center for creating eco-packaging at Kasetsart University that is supported by government. “This center design and suggest about eco-packaging for companies who are interested”.

Environmental consciousness driving green packaging

Participants described environmental consciousness could make green packaging happen faster. The green packaging affect ourselves and the public, furthermore, it will extend out to the wider environment. “As if we did not like pollution, so we should not pollute to the others”. Some suggested that green packaging should occur from the concept and consciousness of executives scholars who has authority to manage and convince eco-friendly concept. “Consciousness of only one person may not lead to green packaging but consciousness of group will lead to green packaging more effectively”.

The acceptance of the concept of green packaging

Everyone believes that the green packaging is good and should happen but someone still has not had fund to invest in research and technology in this field. “I agree that it's good thing, but it increases costs”. In addition, Thailand has not had any policy for control packaging that does not harm environment. “There are not any regulations on the use of packaging is not hazardous to the environment, however, there are only in the regulations does not harm consumers only”.

Someone argued that the green packaging can be used as a point of promoting CSR of the company as well that it might not be a real green packaging. "Some companies advertise that plastic bottles are environmentally friendly because it uses less plastic, but I think they did it for business interests, easy to transport, reduction weight of packaging because the material is still plastic, difficult compostable".

5. Discussion

In selecting packaging is environmentally friendly and investing in innovative machines for the production of green packaging which should be still under their sustainability and cost-effective management. In the beginning, many companies have opinions in the same way that it increased cost, however, if we look at the long term, it will help to increase profits from green market in the future market steadily. According to Pavan & Payal (2012) stated that green packaging is an important part of green marketing in order to give benefits are:

- It ensures sustained long term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps the companies market their products and services keeping the environment aspects in mind. (p. 37)

Furthermore, green packaging can make the employee feel proud and responsible for an environmentally responsible company that probably involve with the company's policy of Corporate

Social & Environmental Responsibility (CSR) (Pavan & Payal, 2012).

The environmental issues being integrated into the firm's corporate social responsibility (Geetika, 2013). Green packaging is a part that may be conditional of large organizations especially, which focus on image of social & environmental responsibility. For instance, some supermarket has the campaign on used in the plastic packaging that must be compostable bioplastics. Some organizations use the field of social & environmental responsibility to measure only sales of products but not focused on measuring changes in society. It is possible that firm's corporate social responsibility is publicity to promote business's image, product, service and manufacturing processes are environmentally friendly, for example, energy-saving electrical appliances, Supermarkets used paper bags instead of plastic bags, and giving discounts to customer who bring their own bags when they come shopping.

"The management of green packaging can be directly and indirectly promoted by laws, regulations, taxation, institutional and other measures" (Guirong & Zongjian, 2012, p 900). Government can promote new investment to develop green packaging and establish specialized institutions for research the new material for green packaging Standardization of green packaging must also be guaranteed by government (Guirong & Zongjian, 2012). Moreover, governmental pressure is a good way to control hazardous waste packaging by establish regulations relating to environmental packaging (Pavan & Payal, 2012). Government have the ability to evaluate the environmental composition or material of packaging (Geetika, 2013, p.56). Packaging regulation

can be promoted in the same way with 'The Emission Trading Scheme' of environmental law. For instance, There is limit of number of years and the amount of pollution in the degradation or eliminating waste from companies' products.

Entrepreneurs need to be conscious of the environment starting from the clean manufacturing process, policy of disposal of waste is not environmental degradation, and research and development do not harm to the environment and ecology. For enterprises, development of green packaging can use material of lightweight, thin, fluorine-free, biodegradable, and environmental friendly (Guirong& Zongjian, 2012). For business owners or executives, have good environmental consciousness to society and want to do businesses that do not pollute or increase intense of global warming, there will be competition in 'packaging'. Manufacturers use packaging materials that degrade faster, they will be more advantageous than other competitors in green marketing. Thus, The environmental consciousness causes green packaging happen faster.

6. Conclusion

Although investment, CSR, government support, and environmental consciousness are the factors that cause green packaging, government support is the most important factor that entrepreneurs are interested. The enforcement from government by law, tax policy or government funding to support research and development in this field will help many entrepreneurs are interested in green packaging and the need to create more green packaging. The

financial support and environmental consciousness will help firms achieve green packaging faster.

Another interesting point is trade competition. Major companies will be the crucial in determining the environmental requirements that partners must follow. If major companies set the standards for the purchase of the product that it must be environmentally friendly, it will cause trade competition in green market among partners. Thus, it will be chain process that starting from finding eco-material and clean production process to customers, and then it will be the whole green system or green supply chain.

Future research could also profitably explore how the success or failure in achieving green packaging. Which is the best driver for green packaging. This qualitative study was conducted with a small group by interview, thus, conclusions and advanced on the basis of this research are perhaps best viewed as tentative, and useful in formulating future research hypotheses.

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