

## GO-GREEN GASTRONOMY DELIVERY: THE ROLE OF GREEN-PACKAGE DESIGN ENHANCING QUALITY AND VALUE CREATION ON BANG SAEN'S TOURIST DESTINATION

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**Abstract:** Gastronomic tourism is a key tourism type that significantly impacts Thailand economy. This study aims to underline the correlation between green package design and the quality of food delivery service, perceived value, and customer satisfaction of green gastronomy of the tourist destination Bang Saen. It expounds on how the norm activation model and the theory of planned behavior enhance both pro-social behavior and rational decision-making. Ultimately, it examines the government campaign on “Go Ea(s)t and Go Green” on the east coast of Thailand. The study focused on Bang Saen area along the east coast of Thailand. The sample groups were tourists experiencing green gastronomy services during their stays. The questionnaire was administered for data collection both onsite and online. The direct and indirect effects were examined by Partial Least Square-Structural Equation Modelling (PLS-SEM). There were 408 respondents of whom 71 percent are generation Z. It is recognized that the green packaging has a high direct impact on the quality of green food delivery service and customer perceived value. This study thoroughly investigates the psychological aspect of seeing through bare eyes on forming a perception to attitude, and personal norms to behavior preference. We locate that ecological awareness, personal health consciousness, and societal influences are critical in customer decisions. It endows a better understanding of the inherent motivations behind green consumption and, allows gastronomic business to modify their tactics to fit with these driving forces.

**Keywords:** norm activation model, green package design, gastronomy, theory of planned behavior, green food delivery service

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### INTRODUCTION

Thai gastronomy has a significance position in the global food industry. As an attractive tourism destination, Thailand has also been known as "the kitchen of the world." The recognition and importance of the Thai food are mainly due to ample natural resources, a competent workforce, and continuous research and development (Ramingwong et al., 2019; Thailand Board of Investment, 2023). The food industry is also known as the most developed in Southeast Asia. In economic value, the Thai food industry was worth 141 billion baht in 2022, which is 14 percent up from the year 2021. Furthermore, the food industry, as the third largest sector of the country, contributes 21 percent to the Gross Domestic Product (GDP) (Food Export, 2024). Considering the potential and worldwide recognition, Thailand also ranked as the seventh-highest nation in the food and agricultural product processing-related industries (Tantayanubutr and Panjakajornsak, 2017). The significant and natural reason for the immense growth in the food industry was the strong backward linkage with the country's agriculture sector, which is also called the backbone of the Thai economy. Research shows that more than 80 percent of food raw materials are sourced from the agricultural sector (Ramingwong et al., 2019).

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According to the estimates, more than 54,000 food processing factories are established, which employ more than one million workers accounting for 19.7% of total industrial sector employment (Development Insights, 2023). To provide optimum food service to customers, the HRI sector in Thailand, which comprises hotels, restaurants, and institutional food service, is characterized by intense competition. The sectors comprise of more than 150,000 establishments, encompassing 100,000 eateries and more than 5,000 hotels and resorts. Notably, the expansion of Thailand's food service sector has been propelled mainly by the robust growth of the country's tourism sector (Pongsakornrungsilp and Pongsakornrungsilp, 2023).

From the consumer perspective, the COVID-19 pandemic has accelerated and changed the landscape of the Thai food industry. The change is mainly associated with the rising consumer consciousness for health and environment sustainability. In relation to the environmental crises Lahiri et al. (2022) indicated that globalization and food safety scandals prompted consumers to be concerned about the quality of food, safety, and environmental responsiveness. Consequently, consumers become more conscious about their food choices and its possible impact, which in turn encourages green purchasing behavior. The concerned consumers also consider green consumption patterns as an opportunity to guard against the calamitous crises of global warming (Suki et al., 2022) thereby increasing their consciousness toward the environment (Chen et al., 2023; Hao and Chenyue, 2021).

In addition to the environment, consumers in Thailand are seen reevaluating their food choices to adopt healthier lifestyles. Consumers are now more likely to seek products that ensure their psychological and physiological health. They prefer to purchase high-quality food for a better life. As part of this change, there is a rapid increase in demand for quality food, such as green or organic products (Xiao et al., 2023). Consequently, there is an increase in consumption and market value of plant-based food compared to processed food. Estimates by Euromonitor and Allies companies shown an average growth of 10 percent, translating into a rise of market value from 845 million USD in 2019 to 1.5 million USD in the year 2024. Notable international chain restaurants such as McDonald's, Starbucks, etc. started to offer plant-based products in 2021 in Thailand (Foreign Agriculture Service, 2022). Verisimilitude, these alterations in consumers' perspectives have resulted significantly in the production and purchasing of green products for producers and consumers, respectively, in Thailand (Udomphoch and Pormsila, 2023).

In addition, the advancement of information technology has also enlarging people's knowledge and awareness of sustainable practices. As the study of Khan et al. (2020) found, a greater understanding of sustainability among people in Thailand and Malaysia has a significant impact on consumer attitudes, leading to green behavior. Relatively, scholars Hengboriboon et al. (2022) highlighted green marketing as a tool to elevate the green consciousness of Thais, leading to higher green consumption. Addedly, Wongsachia et al. (2022) emphasized that Thais' self-realization related to the environment positively impacts their attitudes and green purchase intentions. Simultaneously, this group of researchers also found that social norms on green gastronomy consumption affect non-green consumers' mindset toward green food consumption. These researches witnessed that green gastronomy consumption is on the rise, and the current market size of organic products is at 15.6 million USD, which is the 43rd largest organic product market in the world (Food Export, 2024). Furthermore, there is rapid economic growth in Thailand following the COVID-19 pandemic, increasing consumers' household income. In this context, a 3.7 percent growth rate was recorded in 2023 due to recovering tourism that brings confidence in the economy (Thailand Board of Investment, 2023).

Food-delivery services in Thailand are anticipated to benefit from the country's generally high household food expenditures from the perspective of the food market. Monthly expenditures by the average household on food and beverages amounted to 7,039 baht (\$224). The proportion of overall household spending, roughly 33 percent or one-third, has remained consistently high over the past ten years (Teerakowitkajorn and Tularak, 2020). As Janmaimool et al. (2024) stated, food delivery in the country is predictably reaching USD 2.3 billion with a 4.5 percent growth rate in 2023. Yet, it has become common especially in urban areas where people adopt using food delivery services. Consequently, due to a significant surge in economic expansion, income levels, and awareness about health, Thailand is transforming into a major global market for high-quality food consumption (Kantamaturapoj and Marshall, 2020).

While intending to buy green products, the research shows customer perceived value (PCV) and customer satisfaction (STF) play a critical role in actual buying behavior. One of the important drivers is Package Design (PKD). López-Mas et al. (2022) and Zafar et al. (2022) support the idea that the quality of packaging design plays a direct and influential role in shaping consumers' perceptions of the delivered food. Because the package protects food from contamination by pathogens (Thapliyal et al., 2024; Varzinskas and Markeviciute, 2020), green package design not only positively influences customers' perception of food delivery service quality but also maintains food temperature, presentation, and taste (Harahap et al., 2020). Becoming particularly pertinent in the context of green food delivery services, where the visual appeal of eco-friendly packaging not only elevates the overall customer experience but also serves as a tangible expression of the provider's commitment to sustainability (Chitturi et al., 2022). It is noteworthy that 76% of Thai buyers have gained knowledge about products that have eco-friendly packaging. This figure serves as an indication of one's social and environmental awareness, as it reflects a certain level of desire for environmentally friendly items. Green items are environmentally friendly products (García-Granero et al., 2018). However, the research also shows that many consumers fear being cheated when buying products with green claims (Nuttavuthisit and Thogersen, 2017; Pudaruth et al., 2015; Shah et al., 2023), particularly when a higher price is asked. Additionally, packaging can also denote green and organic food (Maschio et al., 2023). Nevertheless, a recent literature assessment has determined that there has been a lack of research focus on the correlation between consumer trust, organic food packaging, and purchasing decisions for environmentally friendly items (Udomphoch and Pormsila, 2023). More precisely, there is a dearth of studies on the specific green characteristics that impact consumer decision-making and behavior in this context.

Analogously, the quality of green food delivery service is also a key factor in developing PCV and STF. In this context, several researchers indicated that green food service is an essential aspect of online purchasing (Srisathan et al., 2023). Following the COVID-19 pandemic, home delivery has become a necessity rather than a luxury. For example, the revenue generated from the food delivery businesses has increased rapidly, with a 150 percent growth rate recorded during the first half of 2020. Likewise, the order rate has reached 66-68 million transactions with a 78–84% growth rate, and the transaction amount has increased by 50 to 400 percent (Tantayanubutr and Panjakajornsak, 2017; Weiler and Gilitwala, 2024). Considering the growing consumer concerns about the environment, climate change, and health, green consumption has been extensively studied, particularly in developed markets (Chen et al., 2017; Chen et al., 2023; Srisathan et al., 2023). However, this concept remains relatively unexplored in emerging Asian markets, where the understanding of green products and their processes is still developing (Joshi and Rahman, 2016). Furthermore, many of the existing studies have focused primarily on the inclination of customers toward green products. While literature is abundant on the attributes of green products, there is relatively little research on the change in attitude among green customers (Srisathan et al., 2023).

Currently in Thailand, Chaigasem and Kumboon (2024) found that gastronomy components have an impact on cultural identities narrative in Phuket's old town area. Chaigasem and Thongom (2024) underlined the importance of improving local sausages in terms of packaging and distribution for the ultimate aim of gastronomy tourism. In contrast, the east coast region of Thailand, as exemplified by Bang Saen, has received less attention in terms of gastronomy and green delivery studies. To restate, the study of the correlation among green packages to quality, value, and end customer satisfaction is still limited. Additionally, the Thai government has launched the campaign "Go East & Go Green" promoting the east coast cities for green tourism, attracting ecotourists. For this reason, the center of gastronomic tourism development should logically be Bangkok and its surrounding provinces (Phalitnonkiat et al., 2024). Specifically, the eastern region is the country's second-largest contributor to gastronomic tourism (Thongkaw et al., 2024). The "Go East & Go Green" campaign aligns with the UN's efforts to reduce food waste, promoting the use of green and digital technologies to minimize consumer food waste and encourage more sustainable consumption patterns. Cities worldwide, both developed and developing, should capitalize on the new opportunities arising from these technologies (UNEP DTU Partnership and United Nations Environment Programme, 2021). Moreover, the gastronomic value of Thai cuisine acts as powerful magnets for tourists due to its unique qualities (Hsu et al., 2022; Zhu et al., 2024; Thio et al., 2024).

To support the government campaign "Go East and Eat Green," cooperation from tourism entrepreneurs and tourists is essential for promoting green practices. Gastronomy entrepreneurs could objectively create attractive and communicative packaging to drive consumers' behavior. This research investigates the influence of green package design (PKD) on the quality of green food delivery service (GFDS), perceived value (PCV), and satisfaction (STF). Additionally, it examines the reverse influence of GFDS on PCV and STF, as well as the mediating effect of GFDS in its relationship between PKD, STF, and PCV among Thai consumers. From a theoretical standpoint, this study is guided by the Norm Activation Model (NAM) and Theory of Planned Behavior (TPB), which provide a framework for evaluating key dimensions such as PKD, GFDS, PCV, and STF. A positive perception of these factors will ultimately lead to purchase intentions. This research contextualized the norm activation model (NAM) and theory of planned behavior (TPB). The NAM and TPB serve as a guiding lens for evaluating key dimensions such as PKD, the quality of green food delivery service, PCV, and STF. Irrevocably, the positive discernment would culminate in intention consumption. We conceptualized the study model as shown in Figure 1.

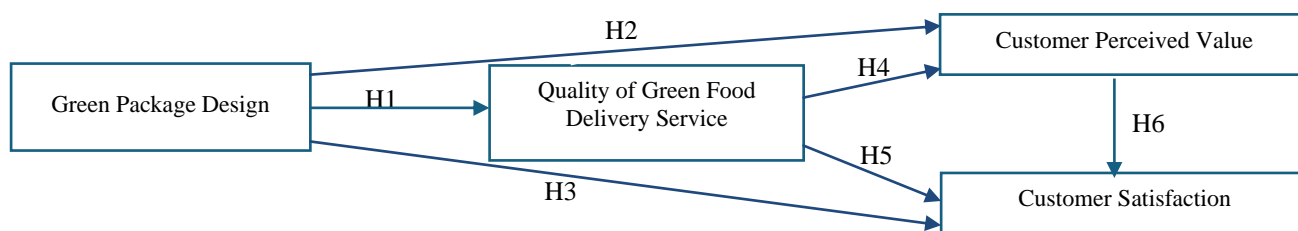


Figure 1. Conceptual Framework

## UNDERPINNING THEORY

### Norm activation model theory and theory of planned behavior

The Norm Activation Model (NAM), initiated by Schwartz (1977), is a framework used to predict beneficial and prosocial behaviors. The NAM consists of three key components: ascription of responsibility (AR), awareness of consequences (AC), and personal norm (PN). AC refers to the recognition of the environmental consequences of specific acts. AR entails accepting personal responsibility for the negative consequences of such activities. While PN represents the moral imperative to act or refrain, which predicts behavior intentions (BI) and behaviors (Tian et al., 2024; Zhang et al., 2024). Prosocial behavior is strongly predicted by PN, with individuals with high levels of PN being more likely to engage (Li et al., 2024).

The Theory of Planned Behavior (TPB) (Ajzen, 1991) has been widely used to examine individuals' intentions to purchase (Nguyen, 2024). The TPB suggests that individuals' behavior is rational, planned, and motivated by changes in their environment, intentions, and actions, depending on their perceptions (Mosca et al., 2024). Furthermore, the TPB emphasizes the effects of a person's attitudes, which are based on their beliefs about three factors: (1) subjective norms, as the perception of social pressure to engage in behavior; (2) the individual's belief in their ability to behave and its outcomes or attitude; (3) perceived behavioral control, which refers to a person's perception of their own ability to perform behavior

(Muthukumari et al., 2024). Bazhan et al. (2024) confirmed that the TPB can effectively explain purchase intentions in organic food. As confirmed by Tacardon et al. (2023), the TPB has been widely applied to study human behavior related to gastronomy, such as organic food and sustainable food. Moreover, Sia et al. (2024) highlighted that consumers' intention to reuse food delivery is positively influenced by perceived behavioral control and attitude. In contemporary society, people and businesses are increasingly adopting sustainable practices. A study by Orea-Giner and Fuste-Forne (2023) found a surge in consumption of organic products, especially among Generation Z. This generation is known for its keen interest in green and sustainable initiatives. It is worth noting that their attitudes often lead to behavioral practices.

## **HYPOTHESES DEVELOPMENT**

### **1. Green package design, quality of green food delivery service, customer perceived value and customer satisfaction**

Packaging acts as a concrete means of communication with consumers. Marketers may use package design as a strategy to create competitive edges and keep consumers retained on the existing product (Tseng et al., 2022), informative and convenient (Pocas and Selbourne, 2023), and improving customer experience (Markeviciute and Varzinskas, 2022). Yet, green package design is essential for ensuring the sustainability of a product, particularly in the green market (Udomphoch and Pormsila, 2023). In the realm of contemporary food delivery services, the role of packaging design in shaping consumers' attitude has garnered significant attention. The attractive eco-friendly, and state-of-the-art material influences purchasing decisions (Zafar et al., 2022). The quality of packaging design plays a direct and influential role in crafting consumers' perceptions of the quality delivered food, supported by (López-Mas et al., 2022; Harahap et al., 2020). The recent study by Chitturi et al. (2022) revealed that green food delivery services ultimately expressed that food packaging material should be eco-friendly ensuring delivered food as per the requirement of the consumer. Some of the studies found that traditional packaging is the cause of environmental distortion (Liu et al., 2020; Teerakowikajorn and Tularak, 2020). Udomphoch and Pormsila (2023) found that green food delivery service has a thorough process that emphasizes and ensures green transportation. It alleviates the emission of unnecessary waste. Based on the above literature, the present study hypothesizes proper utilization of green package design significantly enhances the overall quality of green food delivery services in the Thai market:

**H1:** Green package design (PKD) will enhance the Quality of Green Food Delivery Service (GFDS).

Green packaging is a significant factor in influencing consumers to buy a product (Liu et al., 2020). Riva et al. (2022) indicated that green packaging positively enhances the eco-friendly image of the product, influencing customer perception. Moreover, Kwok and Lin (2024) scientifically examined how customer perceptions change as the shape and packaging of the product change. According to Ghorbani et al. (2023), consumer-perceived value can be assessed by comparing the benefits received by the customer in relation to the cost. Additionally, package design could promote trust, environmentally friendly foods, freshness, and convenience (Pocas and Selbourne, 2023). Furthermore, green packaging helps maintain food quality during shipment, which is crucial for food delivery services quality (Harahap et al., 2020). It also offers sustainable and health-related advantages to customers. Besides environmental preservation, informative, and hygienic value (Thapliyal et al., 2024), the package also reflects social value and operationalization (Santi et al., 2022). Green packaging can shape consumers' personal beliefs on environmental protection, quality of food, social justice, positive attitudes, and behavioral control (Hasan et al., 2023). This suggests that green packaging can influence both social norms and personal norms, ultimately leading to behavioral intention. In particular, the personal norm has an immense impact on individuals' ethical and moral obligation (Janmaimool et al., 2024).

**H2:** Green package design (PKD) will enhance the Customer's Perceived Value (PCV).

Customer satisfaction is crucial for retaining existing customers, encouraging repurchase intentions, and attracting new ones (Nunkoo et al., 2020). Chen et al. (2017) noted that restaurants implement green practices to improve consumer perceptions of quality and satisfaction with their environmental expectations. Moreover, to gain customer trust, restaurants should introduce green practices that cover all aspects of the service, including serving, packaging, delivery, and environmental impact (Pocas and Selbourne, 2023). The direct impact of package design on customer satisfaction has been extensively explored within the marketing and consumer behavior domains. Chitturi et al. (2022) highlighted that the visual aesthetics of packaging significantly contribute to customer satisfaction by influencing perceptions of product or service quality. In green food delivery services, understanding how package design directly influences customer satisfaction is essential for service providers aiming to meet the expectations of environmentally conscious consumers.

**H3:** Green package design (PKD) will enhance the Customer Satisfaction (STF)

### **2. Quality of green food delivery service, customer perceived value and customer satisfaction**

The quality of green food delivery service, including factors such as timely delivery and eco-friendly procedures, is a direct driver of customer perceived value (Itani et al., 2019; Uzir et al., 2021). Recent studies by Ratasuk and Gajesanand (2022) and Román-Augusto et al. (2023) explored how the environmental sustainability of green food delivery procedures enhances customer perceived value. Therefore, the quality of green food delivery service can significantly influence customer satisfaction, especially in the expanding market for sustainable and green food delivery in Thailand, particularly for organic food delivery services.

**H4:** Quality of Green Food Delivery Service (GFDS) will enhance the Customer Perceived Value (PCV)

Environmentally concerned consumers who preferred organic food (Mathew et al., 2021) have made the quality of green food delivery services a key consideration for customer satisfaction (Román-Augusto et al., 2023). Service quality significantly influences customer satisfaction and lays the groundwork for subsequent customer loyalty (Kartikasari and

Albari, 2019; Paulose and Shakeel, 2022). In the specific context of green food delivery services, where timely and eco-friendly service is dominant, unraveling this direct relationship becomes essential for businesses determined to foster positive and long-term customer experiences. Moreover, in the specific context of green food delivery, eco-friendly food has become a lesser reason for carbon emissions and has been associated with heightened consumer satisfaction (Abid et al., 2020; Chen et al., 2023). Based on the existing literature, this study hypothesizes that customer satisfaction is achieved when the entire food delivery process is based on organic and green systems.

**H5:** Quality of Green Food Delivery Service (GFDS) will enhance Customer Satisfaction (STF)

### 3. Customer perceived value on customer satisfaction:

The concept of customer value is central to relationship marketing (Nadeem et al., 2020). Companies must understand that knowledgeable customers seek exceptional value and satisfaction (Hult et al., 2019). Zeithaml (1988) defined customer perceived value as the consumer's evaluation of a product's utility in terms of what they receive versus what they give. Numerous studies have explored the relationship between customer perceived value and customer satisfaction in the field of consumer behavior (Uzir et al., 2021). In the tourism sector, gastronomy plays a significant role in shaping tourists' experiences and their intention to return (Zhu et al., 2024; Thio et al., 2024). Local food consumption is often seen as an essential part of experiencing a destination's culture and traditions. Therefore, customer perceived value, which includes factors such as the quality of green food delivery services, can significantly influence customer satisfaction.

**H6:** Customer Perceived Value (PCV) will enhance Customer Satisfaction (STF)

### 4. Mediating Relationships

#### Quality of green food delivery service mediates between green package design and customer perceived value

Previous research has shown that service quality plays a pivotal mediating role in the correlation between various service attributes, including brand image, customer loyalty, perceived value, and customer satisfaction (Ozkan et al., 2020). Ahmad and Zhang (2020) explored the mediating impact of the quality of the delivery service on customer green psychology and purchase intention. Jalu et al. (2024) highlighted the role of service quality in their literature, supporting the investigation of the mediating effect of the quality of green food delivery service in the relationship between the five P's (product, price, place, promotion, and people) and customer perceived value. Recent research has explored the relationship between packaging and purchase intentions among customers of green food, ultimately leading to customer satisfaction (Román-Augusto et al., 2023). Thus, the present study hypothesized that:

**H7:** Quality of Green Food Delivery Service (GFDS) mediates the relationship between Green Package Design (PKD) and Customer Satisfaction (STF).

**H8:** Quality of Green Food Delivery Service (GFDS) mediates the relationship between Green Package Design (PKD) and Customer Perceived Value (PCV).

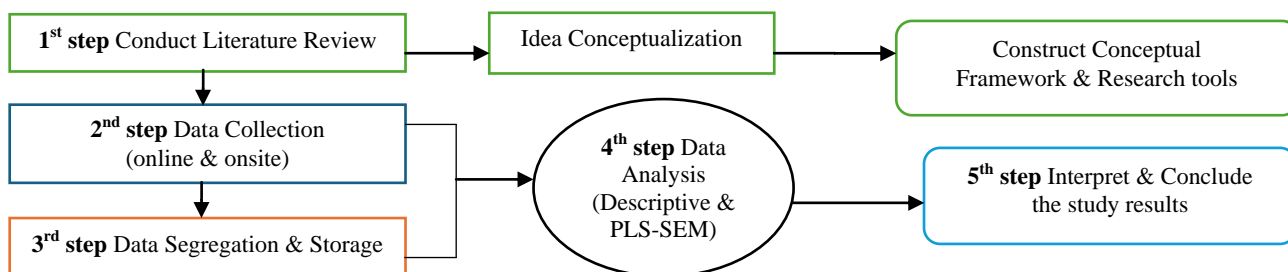


Figure 2. Study flow chart

## MATERIALS AND METHODS

The flowchart in Figure 2 outlines the research methodology. The study began with a review of relevant domestic and international literature. Subsequently, we developed the conceptual framework, research tools, and conducted reliability and validity tests. Data collection was administered online through social media and on-site in Bang Saen, the designated study area. The collected data was then segregated and stored for further statistical analysis using descriptive and inferential statistics. Finally, the results were interpreted, concluded, and reported.

This research is gleaned from the NAM assumption on pro-social behavior where people act upon the awareness of environmental consequences, responsibility, and personal belief steering to behavior. Whilst, the TPB premises individuals act logically with the plan and intentions relating to environment, perception and attitude, and intention. This study implies these notions assessing the individuals on perception of gastronomy green package influence the product quality, value, satisfaction, and finally the repurchase intention. Hence, the correlational research was designed in this study. The linear related of green package design (PKD), customer perceived value (CPV), and the customer satisfaction were investigated. While, the quality of green food service delivery was served as a mediator role for package design. In this research the Theoretical Framework is grounded in the Norm Activation Model (NAM) and Theory of Planned Behavior (TPB). The NAM assumes that individuals act based on their awareness of environmental consequences, responsibility, and personal beliefs.

The TPB suggests that individuals' behavior is rational, planned, and influenced by their environment, intentions, and perceptions. For the Research Design, this study employed a correlational design to investigate the relationships among

green package design, customer perceived value, and customer satisfaction. The quality of green food delivery service was considered as a mediating factor. The Sampling and Data Collection took place in Bang Saen, located on the east coast of Thailand, which was the designated study area. The target population was Thai tourists who had consumed green food and experienced ordering green food delivery services in Bang Saen. Online questionnaires were distributed via social media and on-site to collect data. A total of 408 respondents participated. Subsequently, the data analysis was performed using Structural Equation Modeling-Partial Least Squares (SEM-PLS).

The measurement model was assessed through Cronbach's Alpha and composite reliability. The results in Table 1 indicated that all constructs had values between 0.85 and 1.00, exceeding the threshold of 0.70. The Average Variance Extracted (AVE) was also tested to determine the convergent validity of the model, and the results were greater than 0.50. Demographically, the majority of respondents were female (57%), followed by male (33%) and LGBTQ+ (10%).

Table 1. Construct Reliability and Validity

	Cronbach's Alpha (>0.7)	Composite reliability rho_a (>0.7)	Composite Reliability rho_c (>0.8)	Average Variance Extracted (AVE) (>0.6)
Green food delivery service-GFDS	0.875	0.881	0.914	0.726
Customer Perceived value-PCV	0.914	0.917	0.940	0.796
Package design-PKD	0.922	0.922	0.945	0.810
Customer Satisfaction-STF	1.000	1.000	1.000	1.000

Figure 3 shows that 71 percent of the respondents were 21-30 years old, followed by 20 years old and younger (16%) and 31-40 years old (8.3%). More than 58 percent were students, 26 percent worked in private organizations, and around 7 percent ran their own businesses or worked for the government. The highest percentage of respondents held a bachelor's degree (56%), followed by a master's degree (39%) and lower (5%).

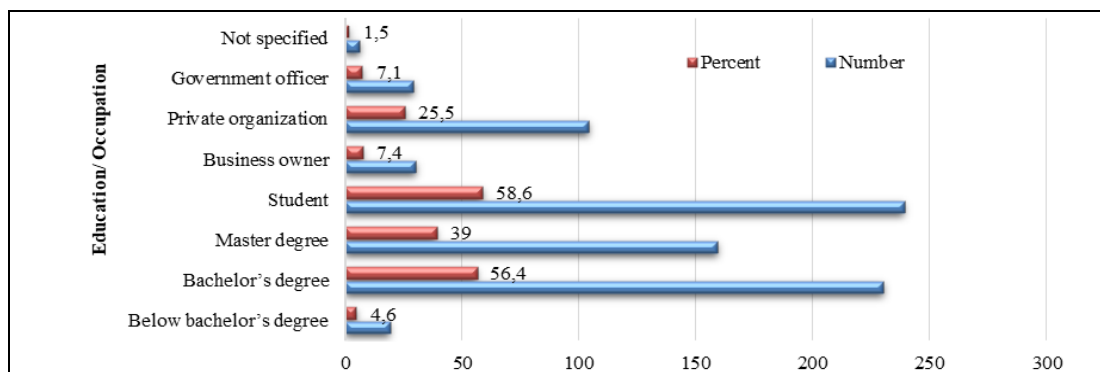


Figure 3. Respondents' Demographic

## RESULTS AND DISCUSSION

To assess discriminant validity, we compared the correlations between variables with the square root of AVE. The results are presented in Table 2. We ensured that the constructs were distinct and represented by HTMT. Similarly, the discriminant validity was demonstrated by using Fornell-Lacker Criterion analysis shown in Table 3. This analysis provided additional insights into the validity of the model.

Table 2. Heterotrait-monotrait ratio (HTMT)

	GFDS	PCV	PKD	STF
Green food delivery service-GFDS				
Customer Perceived value-PCV	0.862			
Green Package design-PKD	0.834	0.834		
Customer Satisfaction-STF	0.811	0.760	0.782	

Table 3. Fornell-Lacker Criterion

	GFDS	PCV	PKD	STF
Green food delivery service-GFDS	0.852			
Customer Perceived value-PCV	0.784	0.892		
Package design-PKD	0.846	0.858	0.900	
Customer Satisfaction-STF	0.765	0.719	0.751	1.00

Table 4. R-Square

	R-Square	R-Square Adjusted
GFDS	0.729	0.727
PCV	0.737	0.736
STF	0.633	0.630

Table 4 shows the effect of PKD on GFDS, PCV, and STF. Notably, PKD explains 74% of PCV, followed by GFDS and STF at 73% and 63% respectively. The total effect analysis in Table 5 determined the causal effects of the variables in the conceptual model. The most significant correlation was observed between PKD and PCV, PKD and GFDS, and GFDS and STF, all of which were significant at the 0.000 level, supporting Hypotheses 1 to 6. Further analysis revealed that PKD has the greatest impact on PCV (86%) and GFDS (66%). While GFDS has a moderate influence on STF (42%), the impact of PKD on STF is relatively weak at 23% and 19%. Figure 4 visually represents the effects of the independent variables on the dependent variables.

Table 5. Total Effects (Significant level at 0.05 \*, 0.01\*\*, 0.001\*\*\*)

	$\beta$	STDEV	T-Statistics	p-values	Sig.	Interpret
GFDS -> STF [H5]	0.419	0.075	5.596	0.000	***	Supported
PCV-> GFDS [H4]	0.222	0.056	3.937	0.000	***	Supported
PCV -> STF [H6]	0.283	0.075	3.755	0.000	***	Supported
PKD->GFDS [H1]	0.846	0.016	52.386	0.000	***	Supported
PKD -> PCV [H2]	0.858	0.014	62.280	0.000	***	Supported
PKD -> STF [H3]	0.751	0.028	26.920	0.000	***	Supported

Table 6. Mediations Effect (Significant level at 0.05 \*, 0.01\*\*, 0.001\*\*\*)

Hypotheses	$\beta$	STDEV	T-Statistics	p-values	Interpret
PKD->GFDS->STF [H7]	0.518	0.084	6.193	0.000	Supported
PKD->GFDS->PCV [H8]	0.093	0.028	3.274	0.001	Supported

Figure 4 shows the indirect effects of PKD on STF through PCV and GFDS. PKD has a significant indirect effect on STF through PCV (0.16) and through GFDS (0.27). The total indirect effect of PKD on STF is 0.079. The total effects in table 6 presents three highest significant effects were: PKD on PCV ( $\beta = 0.858$ ), PKD on GFDS ( $\beta = 0.846$ ), and PKD on STF ( $\beta = 0.751$ ). All of these causal relationships were significant at the 0.000 level. And as shown in Table 6, Hypotheses 7 and 8 were not rejected. However, the degree of effects varied. The mediating role of GFDS between PKD and STF (Hypothesis 7) and between PKD and PCV (Hypothesis 8) were significant at p-values of 0.000 and 0.001, respectively.

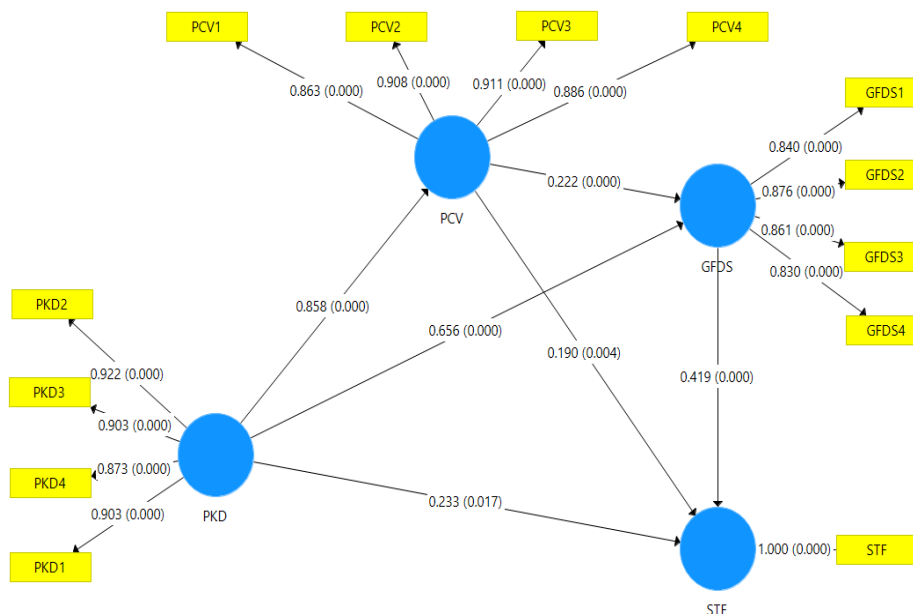


Figure 4. The effect of PKD, PCV, and GFDS on Satisfaction

## CONCLUSION

This study examined the factors influencing consumers' green behavior in Thailand, focusing on green package design, the quality of green food delivery service, customer perceived value, and customer satisfaction. The results indicate that green package design has a strong direct influence on all three variables. However, the relationships between customer perceived value, customer satisfaction, and green food delivery service are relatively weaker. This suggests that while green package design is a significant factor, the quality of green food delivery service also plays a crucial role in shaping customer perceptions and satisfaction. It is important for businesses to integrate all of these elements to create a positive and memorable customer experience. Previous studies have shown that green package design can positively influence consumers' perceptions of eco-friendliness, experience, sustainability, and food quality (López-Mas et al., 2022; Chitturi et al., 2022). This, in turn, can influence their attitudes and decision-making behavior (Udomphoch and Pormsila, 2023). Remarkably, Generation Z, known for their eco-friendly mindset and sustainable activism (Orea-Giner and Fuste-Forne, 2023), is particularly receptive to green initiatives. Batooli et al. (2022) highlight the positive influence of mindset on intention behavior, which aligns with the NAM and TPB. Therefore, businesses should prioritize providing high-quality green food delivery services that incorporate prompt delivery, eco-friendly practices, taste, menu selection, and cleanliness. By creating positive and memorable experiences, both tangible and intangible, businesses can strengthen customer satisfaction and build long-term relationships.

## Implication

This study highlights the significant influence of sustainable package design on Thai consumers' perceived value of the product. To promote sustainability in the Thai market, adopting eco-friendly package design is recommended. This can enhance the perception of the firm's sustainability practices, as well as the product's cleanliness, organic nature, and reduced

carbon footprint. Moreover, consider using edible, plant-based, or biodegradable materials like bamboo, seaweed, or cornstarch for packaging. Implementing industry-standard environmentally friendly logos can further reinforce consumer trust in the product's quality and the firm's legitimacy. From a policy perspective, reducing carbon taxes can encourage businesses to adopt greener practices and promote green consumption. This would benefit consumers, vendors, and the environment as a whole. Nevertheless, we should be reminded of the cultural considerations, being reminded that the Thai socio-economic context is deeply influenced by Buddhist beliefs in living harmoniously with nature. This cultural perspective aligns with the pursuit of sustainability (Browaeys and Price, 2019). In addition, concerning consumer behavior, this study emphasizes the importance of visualization in influencing Thai consumers. Firms should effectively communicate their environmental commitment through green package design to attract and positively influence Thai consumers. Package design can reflect the organic and healthy nature of the food, aligning with the growing trend for sustainable products.

### Key Findings

This study provides valuable insights into the psychological factors influencing consumer preferences for environmentally friendly and organic products. Ecological awareness, personal health consciousness, and societal influences are critical in shaping consumer decisions. These findings can help firms tailor their strategies to effectively engage with environmentally conscious consumers.

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