

The role of green packaging in increasing customers' trust: Applied to cloud kitchens in Egypt

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Abstract

The world today is witnessing many future risks related to climate variables, and one of the most important methods followed by most of the countries of the world today is the application of so-called sustainability and green practices, as green practices mean that they are practices facing organizations to reduce their negative environmental impacts, preserve natural resources and reduce carbon emissions. The research addressed one of these green practices, known as green packaging applied to cloud kitchens and its impact on customer trust through designing and distributing an electronic questionnaire to a random sample of 402 customers who rely heavily on the delivery service. The study concluded that implementing sustainability in cloud kitchens will give customers confidence. In addition, it increases the customer's confidence in the food delivery services provided by cloud kitchens if the packaging materials for the product are recyclable. Based on the results drawn, a set of recommendations was developed to overcome the obstacles that may face the application of green packaging in cloud kitchens as cloud kitchens customer knowledge and beliefs must be created by marketers in a way that makes customers more aware of green packaging and considers them to be reliable sources about the qualities of green products.

Keywords: Green practices, customer trust, cloud kitchens, green labeling.

Introduction

In the food production industry, the term "green" refers to environmental activities (Bratt, 2014). Green practices are defined as the practices that organizations face to reduce their negative environmental impacts and conserve natural resources (Lihhavtshuk, 2015). Green organizations have many advantages, such as reducing costs by reducing waste, recycling materials, improving property image, and attracting customers who are interested in preserving the environment (Salman, 2016). On the other hand, one of the green practices is called "green packaging" and can be defined as the use of materials in packaging products that are reusable, biodegradable, or compostable; it can also refer to recycling and manufacturing techniques that reduce pollution (Al-Sawalhi, 2016). Customers feel more empowered to support brands, whether it's using renewable energy or reducing waste (Seo *et al.*, 2016). So making an effort to use sustainable packaging materials not only helps the organization but also a way to attract customers (Nyremo and Widerberg, 2020). Cloud kitchens are a modern trend and a new thought in the field of kitchens and the hospitality industry in general, and have become popular in many countries, and cloud kitchens' efforts to implement green practices will contribute well to increasing sales, maximizing profits, and increasing customer confidence (Hussein, 2021). Cloud kitchens are kitchens that focus on ready meals. These restaurants do not provide dining facilities only, the orders are received online only and then the food is sent to the customer in the form of a ready meal (Beniwa and Mathur, 2021).

According to previous studies, it is clear that the impact on customer trust through this attitude may be related to this context (Dimiyati and Subagio, 2016; Alqatan *et al.*, 2016; Božič *et al.*, 2019). Customer trust may be affected by the behavior when contextual

requirements are met. For example, the knowledge and awareness of the customer are important factors indicating the Customer's green attitude and its impact on the Customer's trust behavior. (Suurmaa, 2021). However, according to the findings of the authors, research on customer confidence in the field of cloud kitchens and the impact of green packaging on it is limited, while no previous research has examined the effect of customer credibility of green packaging in this context. This study is intended to contribute to the identification of the impact of green packaging on customer confidence, as this study deals with the modern trends and approaches of the hospitality industry and contributes to the identification of green packaging and its impact on customers' trust in cloud kitchen services.

Literature review

The concept of cloud kitchens

According to Colpaart (2019), this type of kitchen is called by many names such as the Cloud Kitchen, the Virtual Kitchen, or the Ghost Kitchen, is simply a restaurant that does not have a place to eat and is completely dependent on food processing and delivery through delivery applications. Upadhye (2020) also defined cloud kitchens as purpose-built commercial facilities to produce food intended for delivery. These accessory kitchens are sometimes also known as ghost kitchens, shared kitchens, or virtual kitchens with brands of delivery-only foods that operate within them and that are called virtual restaurants (Wankhede *et al.*, 2021). The idea of the cloud kitchen is to provide a place for more than one brand using the same place for the kitchen, as it provides a large space to work for many restaurant companies in the same location and the infrastructure is equipped and a specific space is rented, which saves huge amounts of money to equip kitchens and their equipment, and cloud kitchens have provided millions of jobs around the world (Kulshreshth and Sharma, 2022). Cloud restaurants have many features, including savings in infrastructure investment, reduce service time through automatic kitchen operation, better quality control of cooked food, easy expansion, a minimum number of employees required, delivery times are lower due to distributed cooking, and central Marketing (White, 2017; Chowdhury, 2019; Wankhede *et al.*, 2021; Kulshreshth and Sharma, 2022).

Nature of cloud kitchens in Egypt

According to Hassanein (2022), the rocket rise of cloud kitchens in the UAE has begun to penetrate other parts of the Middle East. Across the region, new cloud kitchen operators have emerged, along with startups offering technology solutions for delivery kitchens only, hoping to replicate the success of startups such as iKcon in Dubai, which was acquired by Reef Technologies, and Kitopi, which raised \$415 million in Egypt, where Talabat and menu-based dominate the food delivery scene, cloud kitchens are the latest addition to the food technology sector. However, the pace of growth has been rather weak, burdened by a lack of awareness and a low prevalence of online food ordering. Food Nation in Egypt, launched in Cairo in 2020, leads the list with the first cloud kitchen to accommodate 35 different brands. The company, backed by Tivoli Dome, offers a physical dining hall based in Heliopolis, and smart kitchen spaces specifically designed for delivery restaurants only. It plans to create the largest cloud kitchen in the country, accommodating more than 41 kitchens (Mohamed, 2022¹).

Restaurants are struggling and many are losing millions of pounds every year. While cloud kitchens have proven to be a cost-effective solution for many restaurant brands looking to expand geographically without having to create physical locations, the delivery model also has a host of challenges of its own as well. Restaurant operators have to spend huge sums on

¹ In Arabic

their marketing strategies to acquire customers (Gosai and Palsapur, 2020). As a result, many small restaurants cannot move to or rely on cloud kitchens just because they cannot cover marketing costs (Moyeenudin *et al.*, 2020). In Egypt, the idea of cloud kitchens began to creep strongly, especially with the spread of home food delivery service, in light of the great expansion in the field of electronic applications (such as Talabat, Al-Manus, Aklni, Glovo, and others) not only that, several companies have announced the provision of specialized services for cloud kitchens, and «Cloud kitchen», specialized in food delivery to homes, based in the Fifth Settlement in New Cairo, revealed the start of providing «cloud kitchens» services for food and beverage projects and various restaurants, through the provision of equipped kitchens (Hassanein, 2022).

Green Packaging in Restaurant Industry:

In the past: the only goal of product packaging was to protect the products themselves and be aesthetically pleasing while ignoring the negative consequences for the environment, and there is usually a lack of interest in the packaging itself on the part of customers (Sherman, 2012). Countries have developed many legislations and laws to restrict the excessive packaging of goods and as a result: green packaging design has become more prevalent to address the environmental impact resulting from the increasing packaging waste (Seo *et al.*, 2016). Green packaging design is defined as environmentally friendly packaging, compatible with environmental issues, and seeking to meet customer requirements by being beneficial to the environment (Canavari and Coderoni, 2019). The goal of green packaging design is: (a) to make environmental protection marketable and profitable; (b) to conserve natural resources and save energy and labor costs, (c) to benefit from environmental quality in addition to meeting customer needs (Dixon, 2019; Barbulescu *et al.*, 2019). Appropriately designing the packaging increases customer confidence, loyalty, and satisfaction, as the packaging design can have a positive impact on customers (Bergsdóttir and Rasmussen, 2020). Therefore, green packaging complies with the requirements of environmental protection, and equally, profitability and customer satisfaction are achieved when using and producing (Bakhuis, 2021). Green packaging is an important initiative to address the problem of environmental degradation and urge more countries and regions to embark on a sustainable development path to protect the environment (Dertili, 2021). Using eco-friendly packaging can help a brand improve its image. People are becoming more aware of how important it is to use environmentally friendly products and packaging, so through companies that show that they are also environmentally conscious, they can make a huge difference in the choices customers make (Dupon, 2020; Jong, 2022).

Customer Trust

The concept of customer trust is one of the most prominent modern business concepts that aim to meet the needs and requirements of customers, respond to all their inquiries, and secure their requirements on time, according to the required characteristics, and within the specified conditions, in a way that ensures their continued dealings with them, and achieves more sales, thus ensuring an increase in material profits (Ghimire, 2012; Calefato *et al.*, 2015). Customer trust is the key to driving loyalty and business success. To achieve this, organizations must understand and respect their customers and provide relevant and personalized experiences (Sari and Wijaya, 2019). Tran and Vu (2019) defined brand trust as the feeling of security held by the customer in his/her interaction with the brand, that it is based on the perception that the brand is reliable and responsible for the interests and welfare of the customer. The definition of brand trust also includes all aspects related to trust such as beliefs about viability and direction (Dylan *et al.*, 2016; Geraldine, 2018; Suurmaa, 2021).

The private dimension is characterized by customer confidence in brands Technical in nature because it is related to the brand being able to meet the needs of customers. It is related to the individual's belief that the value promise of the brand can be fulfilled (Bianchi and Andrews, 2012). This dimension is of great importance to trust in the brand because if we consider the brand as an indicator of future performance, then the achievability of this goal pushes the customer to satisfaction as a result of gaining trust (Xu, 2019). It is through this dimension that the predictability of a brand can be felt as it fulfills individual needs in positive and effective ways continuously. Therefore, despite its value in making everyday exchanges, viability serves as a starting point for describing the brand (Gurung, 2021).

The second dimension, intentionality, reflects emotional security on the part of individuals (Paparoidamis *et al.*, 2017). It describes the aspect of a belief that goes beyond the available evidence to make individuals feel, with assurance, that the brand will be responsible and caring despite the vicissitudes of future problematic situations and circumstances with the consumption of the product (Berlilana, 2017). Convictions of this nature are thus held and acted on in the present with the confident expectation that future events will prove them to be correct. Therefore, it is concerned with the belief that the brand is not going to take advantage of the customer's vulnerability (Javed *et al.*, 2021).

Green labeling and its impact on customer Trust

According to Esmailpour and Azade (2016), the customer's environmentally friendly attitude has a positive and significant impact on his sensitivity to reusing product packaging and also showed that the shape, color, and packaging materials positive effect on customer perception of product reuse. Ramme and Ruth (2015) addressed the green packaging of fruit juice by focusing on product quality and packaging functions. The study revealed that many people are against returning empty bottles due to handling costs and showed that there is insufficient acceptance by customers that encourages. Ismail *et al.*, 2015) referred to the relationship between purchasing habits of green customer behavior and their impact on the environment, by addressing strategic systems that consider the relationship between the organization, the customer, and the government.

Mouloud (2011) indicated that packaging has become among the important things related to the process of development and commodity innovation, and its functions are no longer limited to the protection of the commodity only, but have exceeded that and have become influential on the habits and purchasing decisions of the customer and that the concept of design from environmental goods and packaging reduce the negative effects on the environment as a result of the manufacture, use and disposal of these packaging, environmental considerations taken into account during the packaging planning and design process can help, and that reuse and reuse is usually the best options available concerning the environment. It has concluded that the customer has begun to examine whether the product he is buying respects the environment in light of the price paid and the quality provided (Biriukova, 2020).

Seo *et al.*, (2016) showed that the customer's environmentally friendly attitude has a positive and significant impact on his sensitivity to the reuse of product packaging, and showed that the shape, color, and packaging materials have a positive effect on the customer perception of the reuse of product packaging. If the concept of environmentally friendly packaging design is compatible with environmental regulations, the trademark may be associated with the interest environment through customers (Canavari and Coderoni, 2019). Furthermore, it is suggested that green packaging elements, if they contain safety and comfort elements, can achieve positive customer confidence (Yılmaz *et al.* 2019).

Based on the above-mentioned text, the study proposes the following theoretical framework and research hypotheses as shown in Figure 1:

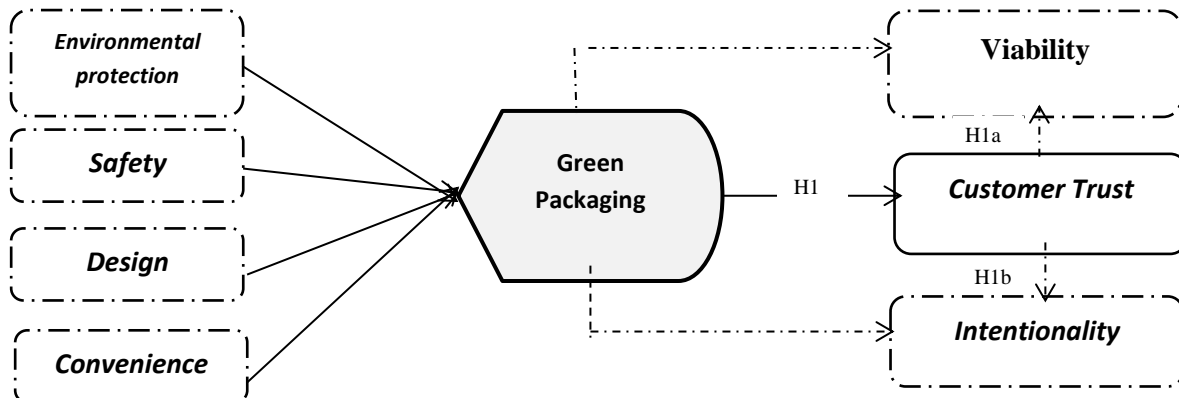


Figure 1: Theoretical Framework and Research Hypotheses

Research Methodology

Research population and sampling

The research and study community is represented in the customers who rely heavily on the delivery service from cloud kitchens and due to the difficulty of determining the size of the community because it represents an open community and it is difficult to develop a specific framework for it, the random sampling have been chosen. An electronic questionnaire was used and made available to a larger community of participants who ordered from the largest cloud kitchen in Egypt "Kitchenico" which is located in Cairo governorate in the area of Saryat Maadi depending on Google Drive.

Data Collection Tool

The search tool is the survey list which has been prepared electronically through the Google Drive website and is answered by the respondent and was provided and distributed on October 25, 2022, until November 5, 2022. The survey was divided into several axes, the first axis related to green packaging, and the second axis related to the trust of customers. The questionnaires were distributed to 450 customers with 402 (89.3%) questionnaires valid for statistical analysis.

Data Analysis

Respondents were asked to answer these statements using a five-point Likert-type scale. The Statistical Package for the Social Sciences (SPSS) version 26.0 was used to analyze data. Afterward, their answers were classified as (1= strongly disagree, 5= strongly agree). The level of agreement range was calculated as follows:

Table 1: Questions Answered Scale

Category	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Code	1	2	3	4	5
Range	1 – 1.80	1.81–2.60	2.61-3.40	3.41–4.20	4.21 – 5

Table (2) indicated that the alpha coefficient of the questionnaire statements was 0.908 (higher than 0.70) (Pallant, 2016). This result indicated the reliability and validity of the questionnaires to be used in the study.

Table 2: Reliability Analysis

Number of Statements	Alpha
14	0.908

Results and Discussion

Table 3: Demographic Data of Respondents

Demographic Data	Attribute	Statistics		
		Freq	%	Rank
Gender	Male	148	36.8	1
	Female	254	63.2	2
Total		402	100	
Age	Less than 25 years	46	11.4	1
	From 25: 40	206	51.2	3
	More than 40 years	150	37.3	2
Total		402	100	
Academic Qualification	Average	18	4.5	1
	Above average	69	17.2	3
	Bachelor	273	67.9	4
	Postgraduate Studies	42	10.4	2
Total		402	100	

The results presented in Table 3 indicated that 63.2 of the respondents were female, while, 36.8 were male. This result shows that the majority of customers who ordered from the investigated cloud kitchens were females. Regarding the ages of the respondents, 51.2% of the respondents were between 25 to 40 years, followed by those over 40 years at 37.3%, then those less than 25 years of age at 11.4%. This result concludes that the majority of customers who ordered from the investigated cloud kitchens were in the youth category. Concerning educational level, 67.9 of the respondents have a bachelor's degree. Then 17.2 of the respondents were with above-average qualifications, then 10.4 of the respondents were those with post-graduate studies, then 4.5 of the respondents were with average qualifications, which means the majority of customers have a high educational level.

Table 4: Application of green packaging in cloud kitchens

Statement		5-Point Likert – Scale					Statistics		
		5	4	3	2	1	X	SD	R
Environmental protection									
Recyclable Packaging	N	0	167	28	0	207	2.39	1.450	8
	%		41.5	7.0		51.5			
The element of packaging is reusable	N	3	256	52	0	90	3.20	1.239	1
	%	.7	63.7	12.9		22.6			
Safety									
Packaging elements conform to safety standards	N	4	176	83	0	139	2.77	1.346	7
	%	1.0	43.8	20.6		34.6			
Packaging elements do not cause harm to the environment	N	10	217	56	0	119	3.00	1.352	2
	%	2.5	54.0	13.9		29.6			
Design									
Packaging is reinforced by environmental instructions and meets environmental regulations	N	22	208	39	0	133	2.97	1.437	3
	%	5.5	51.7	9.7		33.1			
The green label on the package is visible	N	3	223	49	0	127	2.94	1.360	4
	%	.7	55.5	12.2		31.6			
Convenience									
Easy removal of the package	N	5	211	50	0	135	2.88	1.383	5
	%	1.2	52.5	12.4		33.6			
Easy reuse of packaging after removal	N	5	201	53	0	134	2.81	1.394	6
	%	1.2	50.0	13.2		35.6			
Average of Responses							2.87	0.962	--

N= 402 \bar{x} : Mean SD: "Standard Deviation", 1=Strongly Disagree 2=Disagree
 3=Neutral 4=Agree 5=Strongly Agree

The results in Table (4) showed that the respondents were not sure whether cloud kitchens use green packages or not (AV Mean= 2.87, SD= 0.96). Therefore, green packaging complies with the requirements of environmental protection, and equally, profitability and customer satisfaction are achieved when using and producing (Nowakowski, 2020). Customers found that to some extent element of packaging is reusable (mean = 3.20, SD = 1.239), and Packaging elements do not cause great harm to the environment (mean = 3.00 and SD = 1.352). The packaging is fairly reinforced by environmental instructions and complies with environmental regulations ((mean = 2.97). The green label on the package is not visible enough (mean = 2.94). In addition, it is not easy enough to remove and the package hardly reuses of packaging after removal (mean = 2.88, 2.81). The packaging element did not meet the safety standards (mean = 2.77). On the other hand, packaging was not recyclable (mean = 2.39). Yilmaz *et al.* (2019) suggested that green packaging elements if they contain safety and comfort elements, can achieve positive customer confidence.

Table 5: Customer trust of cloud kitchens

Statement	Point Likert – Scale					Statistics			
		5	4	3	2	1	X	SD	R
Viability									
You can get everything you are looking for through cloud kitchens	N %	2 .5	183 45.5	50 12.4	0	167 41.5	2.63	1.417	5
Cloud kitchen products will always live up to your expectations	N %	4 1.0	217 54.0	72 17.9	0	109 27.1	3.02	1.292	1
Applying sustainability in cloud kitchens will give you confidence and certainty in products	N %	5 1.2	157 39.1	41 10.2	0	199 49.5	2.43	1.448	6
Intentionality									
Brands in cloud kitchens will make any effort to make you satisfied	N %	7 1.7	214 53.2	60 14.9	0	121 30.1	2.97	1.345	2
Based on green packaging, you can rely on delivery services permanently from cloud kitchens	N %	20 5.0	197 49.0	56 13.9	0	129 32.1	2.95	1.405	4
Applying sustainability practices to packaging items can make you overlook any other product-specific problem.	N %	12 3.0	206 51.2	61 15.2	0	123 30.6	2.96	1.363	3
Average of Responses							2.83	1.046	---

N= 402 \bar{x} : Mean SD: "Standard Deviation", 1=Strongly Disagree 2=Disagree
 3=Neutral 4=Agree 5=Strongly Agree

The results in Table (5) showed that the respondents still have not to trust enough on cloud kitchen packaging (AV Mean= 2.83, SD= 1.05). Customers did not enough believe that cloud kitchen products will always live up to their expectations (mean = 3.02), and they are not sure that cloud kitchens will make any effort to make them satisfied (mean = 2.97). Applying sustainability practices to packaging items can to some extent make customers overlook any other product-specific problem (mean = 2.96). Based on green packaging, customers can neutrally rely on delivery services permanently from cloud kitchens (mean = 2.95). Customers cannot get all they looking for through cloud kitchens (mean = 2.63). Finally, applying sustainability in cloud kitchens will give the customers confidence and certainty in products (mean = 2.43). Mouloud (2011) indicated that packaging has become among the important things related to the process of development and commodity innovation, and its functions are no longer limited to the protection of the commodity only, but have exceeded that and have become influential on the habits and purchasing decisions of the customer.

Table 6: R² coefficient for the customers' viability

R	R Square	Adjusted R Square	Std. Error of the Estimate
.710a	.505	.500	.76980

According to the coefficient of determination R² in Table (6), the dimensions of the independent variable explain about (51%) of the customers' viability, and the rest (49%), may be due to a random error in the equation or perhaps because other independent variables were not included. It is meant to be included in the form.

Table 7: Significance test of the quality-fit regression model

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	239.696	4	59.924	101.121	.000
	Residual	235.261	397	.593		
	Total	474.957	401			

* Significance at 0.01 or less

To test the significance of the variables of the model as a whole, as shown in Table (7), the F-test was tested, where the values of F (101.121), which are statistically significant at a level of significance less than (0.01), which indicates that the variables related to each of green packaging in cloud kitchens (Environmental protection, Safety, Design, Convenience), is the most influential on customers' viability.

Table 8: The effect of the independent variables on the customers' viability

Coefficients						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.436	.122		3.581	.000
	EP	.185	.047	.185	3.911	.000
	S	.164	.046	.181	3.548	.000
	D	.109	.049	.115	2.240	.026
	C	.332	.046	.359	7.158	.000

* Significance at 0.01 or less

As shown in Table (8), it could be concluded that there is a significant impact from independent variables in the multi-linear model (Environmental protection, Safety, Design, Convenience) at a level of significance less than (0.05%), on customers' viability. Then, the first sub-hypothesis (H1a) of the main hypothesis is accepted regarding the dimensions (Environmental protection, Safety, Design, Convenience), and to increase customers' viability in the cloud kitchens in Egypt. Yılmaz *et al.* (2019) suggested that green packaging elements if they contain safety and comfort elements, can achieve positive customer confidence.

Table 9: R² coefficient for the customers' intentionality

R	R Square	Adjusted R Square	Std. Error of the Estimate
.692a	.478	.473	.81268

According to the coefficient of determination R² in Table (9), the dimensions of the independent variable explain about (48%) of the customers' intentionality, and the rest (52%), may be due to a random error in the equation or perhaps because other independent variables were not included. It is meant to be included in the form.

Table 10: Significance test of the quality-fit regression model

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	240.525	4	60.131	91.045	.000
	Residual	262.200	397	.660		
	Total	502.726	401			

* Significance at 0.01 or less

To test the significance of the variables of the model as a whole, as shown in Table (10), the F-test was tested, where the values of F (101.121), which are statistically significant at a level of significance less than (0.01), which indicates that the variables related to each of green packaging in cloud kitchens (Environmental protection, Safety, Design, Convenience), is the most influential on customers' intentionality.

Table 11: The effect of the independent variables on the customers' intentionality

Coefficients						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.731	.129		5.681	.000
	EP	.155	.050	.150	3.099	.002
	S	.079	.049	.085	1.617	.107
	D	.149	.051	.153	2.900	.004
	C	.396	.049	.417	8.094	.000

* Significance at 0.01 or less

As shown in Table (11), it could be concluded that there is a significant impact from independent variables in the multi-linear model (Environmental protection, Design, and Convenience) at a level of significance less than (0.05%), and not significant from the variable (Safety) where the level of morale reached more than (0.05%) on customers' intentionality. Then the second sub-hypothesis (H1b) of the main hypothesis is accepted concerning the dimensions (Environmental protection, Design, Convenience), and the non-acceptance (H0) of the loan regarding the dimension of safety to increase customers' intentionality in the cloud kitchens in Egypt.

Conclusion

This study attempts to extend the body of research on green packaging applied to cloud kitchens and its impact on customer trust. The findings and results of this case study present the impact of green packaging with its dimensions (Environmental protection, Safety, Design, and Convenience) on the customer's trust. From the study, it was found that all the dimensions of green packaging have a positive impact on customer customers' viability, and convenience is found to be a strong determinant of customer viability. More specifically environmental protection, design, and convenience are found to have a significant impact on customer intentionality. However, safety does not have a significant impact on customer intentionality.

Recommendation

Strategies must be developed that include all green concepts to increase customer confidence accompanied by the purchase of green products. Cloud kitchen marketers should educate customers in such a way that they are fully aware of green packaging and consider it a

reliable source of green product attributes. Customer trust and the concept of green packaging should be the main goal of cloud kitchen marketers. In this way, customers can use the environmental label product information, buy products packaged sustainably, and through a process through which negatively impacts on the environment can be reduced. In addition, the General Environmental Standards Services shall take measures to help customers become more confident in green packaging. For example, environmental campaigns that increase the credibility of green packaging with customers and provide broad knowledge about what green packaging conveys should be increased. In this way, customers will be able to understand the purposes of green packaging and be fully aware of the information on eco-packaging. All these are necessary conditions for customers to move towards sustainability. Finally, green packaging must be designed in such a way as to attract customers' attention to lead them in the cognitive process of green packaging. When customers notice green labels, packaging design and visibility is the main factor to win customers' trust and buy environmentally friendly products. The instructions on the green packaging should be easy to understand, accompanied by visual images that command attention.

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دور التغليف الأخضر في زيادة ثقة العملاء: بالتطبيق على المطابخ السحابية في مصر

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الملخص العربي

يشهد العالم اليوم العديد من المخاطر المستقبلية المتعلقة بالمتغيرات المناخية، ومن أهم الأساليب التي تتبعها معظم دول العالم اليوم تطبيق ما يسمى بالاستدامة والممارسات الخضراء، حيث تعني الممارسات الخضراء أنها ممارسات تطبقها المنظمات لتقليل أثارها البيئية السلبية، والحفاظ على الموارد الطبيعية، وتقليل انبعاثات الكربون. يتناول البحث إحدى هذه الممارسات الخضراء والتي تعرف بالتغليف الأخضر المطبق على المطابخ السحابية وأثرها على ثقة العملاء من خلال تصميم استبيان إلكتروني وتوزيعه على عينة عشوائية من 402 عميل يعتمدون بشكل كبير على خدمة التوصيل. توصلت الدراسة إلى أن تطبيق الاستدامة في المطابخ السحابية يمنح العملاء الثقة بشكل عام، بالإضافة إلى زيادة ثقة العميل في خدمات توصيل الطعام التي تقدمها المطابخ السحابية إذا كانت مواد التعبئة والتغليف للمنتج قابلة لإعادة التدوير. بناءً على النتائج المستخلصة، تم تطوير مجموعة من التوصيات للتغلب على العقبات التي قد تواجه تطبيق التغليف الأخضر في المطابخ السحابية، أبرزها يتعين على المسوقين بالمطابخ السحابية زيادة وعي العملاء بالبيئة الخضراء وأهميتها. تسليط الضوء على أهمية التعبئة والتغليف الأخضر والنظر إليهما على أنهما مصادر معلومات موثوقة حول السمات الخضراء للمنتجات.

الكلمات الدالة: الممارسات الخضراء، ثقة العملاء، المطابخ السحابية، التغليف الأخضر.