Urban Street Food Purchase Decisions on Eco-Friendly Packaging: Mediating Effects of Perceived Healthiness and Perceived Naturalness

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Abstract — *This study aims to analyze the influence of Green Packaging (GP), Environmental Awareness (EA), and Willingness to Pay (WTP) on Buying Decisions (BD), with Perceived Naturalness (PN) and Perceived Healthiness (PH) as mediating variables among street food consumers in the JABODETABEK region. The research method used a quantitative approach with a survey technique. The sample consisted of 161 street food buyers selected using purposive sampling. Data analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results indicated that GP did not have a significant effect on BD, but it had an indirect effect through perceived naturalness. Meanwhile, EA and WTP had a positive and significant effect on BD when tested directly. GP mediated by PN has a positive and significant relationship, whereas it is not significant when GP is mediated by PH. EA has a positive and significant relationship with BD, both directly and when mediated by PN and PH. WTP has a positive and significant influence on BD; however, when mediated by PN, this influence is not significant, while it remains positive and significant when mediated by PH. The practical implications provide guidance for consumers to emphasize sustainability and health values in their lives.*

Keywords: *Eco-friendly food packaging, Urban Street food, Buying decision, Perceived Naturalness, Perceived Healthiness.*

INTRODUCTION

In recent years, global awareness of environmental issues has heightened; about 5 million tons of plastic garbage are generated, with merely 25% being recycled (Aviaska Wienda Saraswati, 2022). According to the National Waste Processing Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK) in Indonesia, data from 290 districts/cities as of July 24, 2024, indicates that the total national waste accumulation has reached 31.9 million tons. National waste output totals 63.3% or 20.5 million tons that can be handled, while the remaining 35.67%, or to 11.3 million tons, is uncontrolled (BRIN, 2024). Styrofoam is a plastic-derived material composed of 90-95% polystyrene and 5-10% n-butane gas, commonly utilized for food packing by the Indonesian populace. Research by the Indonesian Institute of Sciences (LIPI) from 2015 to 2016 revealed that 59% of plastic debris in the Jakarta River estuary predominantly consisted of Styrofoam. Styrofoam waste contributes to environmental degradation due to its prolonged persistence in nature

if not managed appropriately (Aulia Ulfatunnisa *et al*., 2020). This matter prompts many sectors to embrace more sustainable business strategies. An increasingly prominent feature is the utilization of green packaging, specifically packaging that is environmentally sustainable, recyclable, or composed of more sustainable materials (Bock & Meyerding, 2023). A significant facet of sustainability is the adoption of green packaging, or eco-friendly packaging, which is garnering increased attention from both consumers and producers (Mahmoud *et al*., 2022). Green packaging encompasses the utilization of biodegradable, recyclable, and environmentally benign materials in manufacturing and distribution.

Urban inhabitants, particularly in the Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek) region, frequently lead fast-paced and time-restricted lifestyles, rendering convenience a crucial element in food procurement choices. The demand for fast food, takeaway, and food delivery services is escalating (Christian, Wibowo, Sunarno, *et al*., 2023; Christian, Wibowo, Yulita, *et al*., 2023; Indriyarti *et al*., 2022),

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thus driving an increase in the demand for packaged food. This demand frequently results in the extensive utilization of food packaging; whereby heightened awareness of environmental concerns will foster recognition of the importance of eco-friendly food packaging. While the adoption of eco-friendly packaging seeks to diminish pollution and satisfy the demands of environmentally conscious consumers, several individuals, particularly in urban locales, question its advantages and practicality.

Beyond packaging considerations, environmental consciousness significantly influences shopping decisions. Consumers exhibiting elevated environmental consciousness are generally more discerning in selecting sustainably produced goods (Hao *et al*., 2019). A further determinant of purchase decisions is the readiness to pay a premium for eco-friendly products. Prior research indicates that numerous consumers are inclined to pay premium pricing for products featuring eco-friendly packaging, mostly due to ethical and social responsibility considerations (Prakash & Pathak, 2017).

D'astous and Labrecque (2021) emphasized the influence of perceived naturalness and perceived wellness on purchasing decisions. Perceived naturalness is the degree to which a product is regarded as natural and devoid of synthetic substances, whereas perceived healthiness pertains to consumers' beliefs regarding the health advantages of the product. This study determined that packaging regarded as responsible or sustainable (e.g., recyclable, reuse, or biodegradable) positively influences purchasing decisions via the mediation of perceived naturalness and perceived healthiness. Consumers who view a product as more natural are inclined to consider it healthier, hence enhancing their intention to purchase (D'astous & Labrecque, 2021).

This study seeks to examine the impact of green packaging, environmental consciousness, and willingness to pay on purchase decisions, with perceived naturalness and perceived healthiness serving as mediating variables among customers in Jabodetabek. This study aims to offer insights for producers and marketers in formulating marketing strategies that prioritize sustainability while simultaneously addressing customer perceptions of product naturalness and healthiness.

Theory of Planned Behavior

This research is founded on the Theory of Planned Behavior (TPB) established by Ajzen (1991). The Theory of Planned Behavior (TPB) is a prominent framework in social psychology utilized to comprehend and anticipate person behavior. This theory posits that an individual's conduct is shaped by three primary factors: attitudes towards the behavior, subjective norms, and perceived behavioral control. These three aspects determine an individual's intention to act, which subsequently affects their actual behavior.

This study also references the notion established by D'astous and Labrecque (2021) concerning the impact of responsible packaging views on the perceived naturalness and healthiness of a product. This idea demonstrates that consumers often link ecologically friendly packaging to products perceived as more natural and healthful. Consequently, perceived naturalness and perceived healthiness serve as mediating variables that affect customer purchasing decisions.

TPB framework, consumers' perceptions of the naturalness and health benefits of a product can influence their attitudes toward consumption behavior. Therefore, Perceived Naturalness and Perceived Healthiness are positioned as mediating variables between external factors (Green Packaging, Environmental Awareness, and Willingness to Pay) and purchasing decisions. Most previous studies have focused on modern retail product packaging, and few have examined the integration of TPB and how perceptions of environmentally friendly packaging influence purchasing decisions in the context of street food, particularly in urban areas such as Jabodetabek.

In addition, there has been little research examining the role of perceived naturalness and perceived healthiness as psychological mechanisms that bridge environmental factors and daily food purchasing decisions.

Therefore, the objective of this study is to analyze the influence of Green Packaging, Environmental Awareness, and Willingness to Pay on purchasing decisions (Buy Decision), while considering the mediating role of Perceived Naturalness and Perceived Healthiness in the context of street food consumers in the Jabodetabek region. By understanding this relationship, the study is expected to contribute theoretically to the literature on sustainable consumer behavior and provide practical implications for street food vendors in designing more effective and environmentally friendly communication strategies.

Green Packaging and Buy Decision

Eco-friendly packaging denotes the utilization of materials and designs intended to mitigate adverse environmental effects, including biodegradable, recyclable, or sustainably sourced material (Maziriri, 2020). This notion is referred to as sustainable packaging, eco-conscious design, or eco-friendly packaging (Prakash & Pathak, 2017). The primary goals of eco-friendly packaging are to minimize waste, decrease carbon emissions, and promote sustainable business practices (Hao *et al*., 2019).

Despite widespread consumer awareness of the advantages of eco-friendly packaging, its impact on purchasing decisions remains inconsistent. Numerous studies indicate that consumers are predisposed to select products featuring eco-friendly packaging and are prepared to incur higher costs for such items (Prakash & Pathak, 2017). Nonetheless, other

research indicates that sustainable packaging alone fails to significantly impact purchase decisions unless it is integrated with other elements, like product quality and brand reputation (Wandosell *et al.*, 2021).

The use of environmentally friendly packaging is increasingly considered important in food business practices. However, its influence on purchasing decisions is not always consistent, especially in the context of street food, which is often chosen for its practicality and price. It is important to know whether environmentally friendly packaging really influences purchasing decisions in this context. Packaging that looks natural often gives the impression that the product contents are also more natural. In the context of food, the perception of naturalness can influence consumers' perceptions of purchase worthiness. Therefore, it is important to examine whether eco-friendly packaging creates a perception of naturalness that ultimately drives purchasing decisions. In addition to the perception of naturalness, simple or eco-friendly packaging can also be associated with health benefits. If consumers feel that products packaged in this way are healthier, this can serve as an additional reason in the purchasing decision-making process. The proposed hypothesis is:

H1: Green packaging affects buying decision.

H2: Green packaging affects buying decision mediated by perceived naturalness.

H3: Green packaging affects purchasing decisions, mediated by perceived health benefits.

Environmental Awareness and Buy Decision

Environmental awareness denotes an individual's comprehension of the impact of human activities on the environment and their readiness to undertake measures to alleviate its detrimental impacts (Handoyo *et al.*, 2021). This awareness includes information, values, and attitudes that influence consumption behavior for ecologically sustainable products (Sekhokoane *et al.*, 2017).

Numerous research findings indicate that consumers with increased environmental awareness are more likely to engage in sustainable consumption behaviors, such as purchasing eco-friendly products (Wang *et al.*, 2018). Prakash and Pathak (2017) assert that firms should improve customer education to boost environmental awareness, hence encouraging more sustainable purchase decisions. However, further study suggests that environmental knowledge alone may not reliably lead to concrete action due to limitations like as cost and accessibility (Okada *et al.*, 2019).

Awareness of environmental issues tends to shape consumer preferences toward products that are considered more responsible. However, awareness does not necessarily translate automatically into concrete action. It is therefore necessary to examine whether consumers with high environmental awareness also show a tendency to buy street food that

uses environmentally friendly packaging. Consumers who care about the environment tend to be more sensitive to natural attributes in products. This can shape the perception that environmentally friendly products are also more natural, and this perception can influence their purchasing decisions. In addition to naturalness, consumers with high environmental awareness also often associate environmentally friendly products with healthier choices. Thus, perceptions of health can be an important pathway in the influence of environmental awareness on purchasing decisions. Therefore, the following theory is proposed:

H4: Environmental awareness affects buying decisions.

H5: Environmental awareness affects buying decisions through the mediation of perceived naturalness.

H6: Environmental awareness affects buying decisions, mediated by perceived healthfulness.

Willingness to Pay for Green Packaging and Buy Decision

Willingness to pay is defined as the highest quantity a buyer is prepared to spend to acquire a product or service (Le Gall-Ely, 2009). Within the framework of sustainability, WTP denotes the consumer's willingness to pay a premium for ecologically friendly items, encompassing those with sustainable packaging (Anderson *et al.*, 1992).

Mishra, Jain, and Motiani (2017) discovered that an increasing number of consumers are prepared to pay a premium for sustainable items, signifying a transformation in consumption trends. Nonetheless, additional research has indicated that cost continues to be a significant obstacle to the purchase of eco-friendly products, particularly in price-sensitive sectors (Schmidt & Bijmolt, 2020). Some buyers prioritize environmental considerations, whilst others focus on financial concerns (Prakash & Pathak, 2017).

Consumers' willingness to pay more for sustainable products can be an important signal of their actual purchase intentions. However, not all street food consumers are willing to bear these additional costs, so it is necessary to examine whether consumers actually make purchasing decisions based on their willingness to pay for environmental value. Consumers who are willing to pay more for sustainable products usually have expectations regarding non-material qualities, including the natural impression of the product. This perception can then drive the decision to purchase. The willingness to pay more arises from the belief that sustainable products are healthier. Therefore, it is necessary to test whether perceptions of health benefits play a role in strengthening the relationship between willingness to pay and purchasing decisions. Consequently, the proposed theory is:

H7: The willingness to pay affects the buying decisions.

H8: The willingness to pay affects the buying decisions mediated by perceived naturalness.

H9: The willingness to pay affects the buying decisions mediated by the perception of healthiness.

Perceived Naturalness and Perceived Healthiness as Mediating

This study examines perceived naturalness and perceived healthiness as mediating variables that may affect the relationship between primary characteristics and consumer purchasing decisions. According to the notion stated by D'astous and Labrecque (2021), responsible packaging—encompassing recyclable, reusable, or environmentally sustainable materials—can enhance customers' views of the naturalness and healthfulness of the packaged product.

Perceived naturalness denotes the degree to which customers regard a product as natural and devoid of synthetic or artificial components (Rozin *et al*., 2004). Consumers are increasingly drawn to products deemed natural, as they are perceived to be healthier and more environmentally friendly (Siegrist & Sütterlin, 2017). Consumers prioritize the avoidance of various additives to guarantee the product's naturalness, particularly when it appears fresher and more authentic (Román *et al*., 2017).

Perceived healthiness denotes customer assessments of a product's health attributes, influenced by packaging, ingredients, and brand reputation (Karnal, 2017). Products using eco-friendly packaging are frequently linked to superior health and safety standards, hence enhancing consumer purchase interest. Consumers evaluate the healthiness of the supplied product and its relative health benefits compared to alternatives (Steinhauser *et al*., 2019). This study compared the health perception of Green Packaging with that of traditional packaging.

This study also offers a theoretical contribution by integrating TPB and perceptions of packaging attributes (naturalness and healthiness) as mediating mechanisms. The context of street food as an informal sector in densely populated urban areas such as Jabodetabek has also not been widely researched, so these findings are expected to fill a gap in the literature on sustainable consumer behavior.

METHODS

This study employs a quantitative methodology to examine the impact of green packaging, environmental consciousness, and willingness to pay on purchasing decisions, alongside the mediating effects of perceived naturalness and perceived healthiness. Data were gathered by an online questionnaire survey sent via Google Forms to street food consumers in the Jabodetabek region. This study complies with research ethics principles by prioritizing informed consent. All respondents were given an explanation of the purpose of the study, the voluntary nature of participation, and data confidentiality guarantees before they filled out the questionnaire. This studys employed a 5-point Likert scale for the questionnaire, spanning from 1 (strongly disagree) to 5 (strongly agree), as it provides an optimal blend of reliability and usability (Aybek & Toraman, 2022). This research employs four variables: eco-friendly packaging, environmental consciousness, payment willingness, and purchasing choice. Additionally, there are two mediating variables: perceived naturalness and assessed healthiness. This research employs measuring items derived from prior studies (Mahmoud *et al*., 2022), and (D'astous & Labrecque, 2021).

The research instrument was developed by adapting items from these constructs, such as Green Packaging from (Mahmoud et al., 2022) and Perceived Naturalness from (D'astous & Labrecque, 2021). Each construct was measured using 3–5 items on a 5-point Likert scale. For example, one item for Green Packaging was "This food packaging looks environmentally friendly." Local context adjustments were made through translation of language and terms relevant to street food consumers, while construct validity was evaluated through outer model testing (Composite Reliability and Average Variance Extracted).

A pre-test of the questionnaire was conducted with 20 initial respondents to assess clarity, logical flow of questions, and readability. Pre-test results were used to refine some items.

Purposive sampling was used because the desired respondents were individuals with direct experience as consumers or street food business operators in the Jabodetabek area. Inclusion criteria included: first, residing in the Jabodetabek area and second, having purchased street food in the past year. This technique was considered appropriate because the target population had specific characteristics relevant to the research issue.

This study examines persons who have acquired street food in the regions of Jakarta, Bogor, Depok, Tangerang, and Bekasi. Street food comprises food and beverages offered in public venues, including streets, marketplaces, and festivals. This meal is typically prepared for immediate consumption and serves as an economical and convenient option for both locals and tourists. Street cuisine is intricately connected to local culture and traditions, showcasing regional flavours and distinctive culinary methods. Moreover, street food significantly contributes to the city's economy by bolstering local enterprises and generating employment opportunities. Nonetheless, issues pertaining to food safety, cleanliness, and regulation arise from the inherently informal nature of the company (Bouafou *et al*., 2021). This study aims to elucidate the factors that affect customer purchase

decisions regarding eco-friendly packaging and environmental consciousness, as outlined in the hypothesis. The subsequent framework is illustrated in Figure 1.
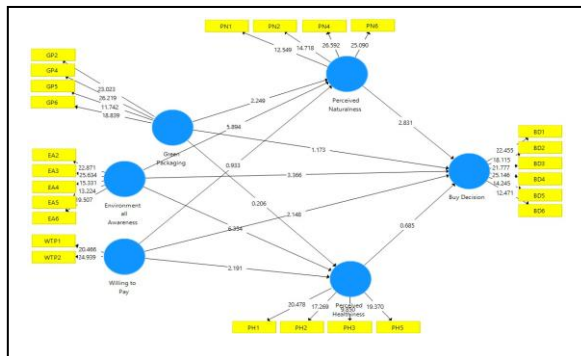

Figure 1. Research Framework

The study's population comprised street food consumers in Jakarta, Bogor, Depok, Tangerang, and Bekasi throughout the research period. Street food centers in each region were selected because shopping malls consolidate diverse products in a single location, making them an ideal venue for promoting ecologically conscious purchase choices. Furthermore, to achieve broader coverage and comprehensive research, street food shopping centers were deemed suitable. Additionally, a structured questionnaire was employed, and participants for this study were selected using a purposive selection technique, resulting in a sample size of 161 street food patrons. The sample size is determined by multiplying the number of elements by a factor of 5 to 10 (Wolf *et al.*, 2013). The research questionnaire was disseminated in March 2025 to street food consumers in Jabodetabek.

Data were examined utilizing partial least squares structural equation modeling (PLS-SEM) to assess text and hypothesis reliability. PLS-SEM was used because this research model is exploratory in nature with a double mediation structure and complex relationships between latent variables. In addition, this approach is suitable for relatively small sample sizes (< 200) and does not require a normal distribution. Therefore, PLS-SEM is more appropriate than covariance-based SEM such as AMOS or LISREL. The Partial Least Squares–Structural Equation Modeling method is employed to examine the relationships among variables, since it is proficient in evaluating models with intricate latent variables and moderately sized samples (Christian, Yuniarto, Wibowo, *et al.*, 2023; J. F. Hair *et al.*, 2021). This study examines two stages: the evaluation of the Inner Model and the Outer Model. The internal model evaluates reliability (Composite Reliability (CR) > 0.7) and validity (Average Variance Extracted (AVE) ≥ 0.5) (Christian, Yulita, Nan, *et al.*, 2023; J. Hair & Alamer, 2022). This study evaluates the coefficient of

determination (R-square) to measure the degree to which the independent variables elucidate the dependent variables in the model. To address the potential common method bias (CMB) that often occurs in questionnaire-based cross-sectional survey research, this study conducted two types of tests. First, Harman's Single Factor Test was conducted to evaluate whether a single dominant factor explained most of the variance. The results showed that no single factor dominated, thereby minimizing the possibility of CMB.

Second, a full collinearity assessment was also conducted by examining the variance inflation factor (VIF) values for all latent constructs. According to the guidelines from (J. Hair & Alamer, 2022), VIF values below 5.0 indicate no serious collinearity issues, including those caused by common method bias. The test results showed that all constructs had VIF values < 5.0, so CMB was not a significant threat in this study.

RESULTS AND DISCUSSION

This study had 161 participants who had purchased street food from Jabodetabek within the past year, as detailed in Table 1 (Respondent Profile). The respondent profile revealed that the survey comprised 81 men (50%) and 81 women (50%), demonstrating an equal interest in street food among both genders. The majority of responders, 67%, are aged 21-30 years, followed by 16% who are 31-40 years old. Participants reside in Jakarta (31%) and Bekasi (21%). A portion of respondents are private employees (45%) and possess a bachelor's degree (55%). The most frequented street food locations in Jabodetabek are Kelapa Gading, Jakarta (16%), Blok M, Jakarta (12%), and Pasar Lama Tangerang (12%). A plurality of respondents designates amounts ranging from IDR 50,000 to 75,000 for a single culinary transaction (42%).

Table 1. Respondent Profile

Profile	Freq	%
Gender		
Male	80	50%
Female	81	50%
Age		
15-20	19	12%
21-30	108	67%
31-40	26	16%
41-50	6	4%
≥51	2	1%
Domicile area		
Jakarta	50	31%
Bogor	21	13%
Depok	21	13%
Tangerang	26	16%
Bekasi	43	27%
Job		
Student	37	23%
Private employee	73	45%

Variable	Item	OL	CR	AVE
Green Packaging	GP2	0.7957	0.8674	0.6211
	GP4	0.8447		
	GP5	0.7351		
	GP6	0.7728		
Environmental Awareness	EA2	0.7915	0.8850	0.6065
	EA3	0.7873		
	EA4	0.7836		
	EA5	0.7308		
	EA6	0.7987		
Willingness to Pay	WTP1	0.8151	0.8092	0.6796
	WTP2	0.8335		
Perceived Naturalness	PN1	0.7547	0.8748	0.6366
	PN2	0.7584		
	PN4	0.8316		
	PN6	0.8428		
Perceived Healthiness	PH1	0.8039	0.8509	0.5886
	PH2	0.7772		
	PH3	0.7002		
	PH5	0.7835		
Buy Decision	BD1	0.7979	0.9003	0.6013
	BD2	0.7729		
	BD3	0.8094		
	BD4	0.8010		
	BD5	0.7476		
	BD6	0.7197		

Note: OL = Outer Loading (>0.7); CR= Composite Reliability (>0.7); AVE = Average Variance Extracted (AVE>0.5); R-square: Perceived Naturalness = 0.6843, Perceived Healthiness = 0.6924, Buy Decision = 0.8639.

Civil servant	15	9%
Housewife	10	6%
Entrepreneur	14	9%
Doctor	4	2%
Lecturer	5	3%
Others	3	2%
Educational Background		
Senior High School	44	27%
Bachelor's Degree	89	55%
Master Degree	11	7%
Doctoral Degree	3	2%
Others	14	9%
Among the following options, which Streed Food area do you visit most?		
Blok M, Jakarta	20	12%
Kelapa Gading, Jakarta	26	16%
Surya Kencana, Bogor	9	6%
Cibinong City Mall Area, Bogor	10	6%
Jalan Margonda, Depok	13	8%
Pasar Lama, Depok	8	5%
Kuliner Malam Summarecon, Bekasi	17	11%
Alun-alun Kota Bekasi	17	11%
Pasar Lama Tangerang, Tangerang	19	12%
Bintaro Culinary Night, Tangerang	11	7%
Others	11	7%
The average cost you spend on a single purchase of street food, both on-site and online (including food packaging and service fees).		
Less than IDR 50,000	30	19%
IDR 50,000 up to IDR 75,000	68	42%
IDR 75,001 up to IDR 100,000	45	28%
More than IDR 100,000	18	11%

This study examined the outer model to assess the link between latent variables and their indicators, as detailed in Table 2. This methodology assesses reliability and validity to guarantee the consistency and precision of measurement outcomes. The test employed the bootstrapping approach, followed by a study of the R-square value. This study also evaluated the internal model designed to predict the causal relationships among latent variables, alongside the previously mentioned external model

Table 2. Outer Model

This study excludes some items (GP1, GP3, EA1, WTP3, PN3, PN5, PH3, PH4) as they fail to achieve the requisite threshold (value <0.4 or 0.5). Subsequent to deletion, the model undergoes re-evaluation to ascertain its validity and reliability

Table 3. Hypothesis Testing

H	OS	P Values	Remark
H1	0.081	0.241	Positive and Insignificant Influence
H2	0.217	0.025	Positive and Significant Influence
H3	0.018	0.837	Positive and Insignificant Influence
H4	0.394	0.001	Positive and Significant Influence
H5	0.573	0.000	Positive and Significant Influence
H6	0.654	0.000	Positive and Significant Influence
H7	0.177	0.032	Positive and Significant Influence
H8	0.084	0.351	Positive and Insignificant Influence
H9	0.195	0.029	Positive and Significant Influence

Note: OS = original sample; P-values < 0.05.

The study conducted hypothesis testing by evaluating the P-value for each pathway, as illustrated in Table 3. The study's results indicated that of the 9 proposed hypotheses, 6 were approved and 3 were rejected. In hypothesis H1, a P value of 0.241 was derived, exceeding 0.05. The H2 test indicates a P value of 0.025, which is less than 0.05. The H3 test indicates a P value of 0.837, exceeding the threshold of 0.05. H4 testing reveals a P value of 0.001 (<0.05), H5 testing indicates a P value of 0.000, which is less than 0.05, The H6 test indicates a P value of 0.000, which is less than 0.05, The H7 test indicates a P value of 0.032, which is less than 0.05, The H8 test reveals a P value of 0.351, which exceeds 0.05, The H9 test indicates a P value of 0.029, which is less than 0.05.

Discussion
The results of this study demonstrate that environmental awareness indirectly affects

purchasing decisions via perceived healthiness, but not through perceived naturalness. This outcome aligns with the findings of Krisdayanti and Widodo (2022), indicating that environmental awareness prompts customers to prioritize the health attributes of items over their natural characteristics. Consumers in Indonesia prioritize health advantages when making purchasing selections for eco-friendly items.

The study's results indicate that willingness to pay does not mediate the impact on purchase decisions via perceived naturalness, but exerts a significant effect through perceived healthiness. This finding corroborates a study by Ayuningtyas and Ruslim (2021) which revealed that consumers are more inclined to pay a premium for items seen to offer explicit health benefits, rather than solely depending on the notion of the product's naturalness.

This study revealed that Indonesian consumers' attention to the health elements of food packaging remains comparatively low. This aligns with the findings of (Diansepti Maharani *et al.*, 2021), which indicated that, despite heightened awareness of eco-friendly products, price preferences and consumption habits continue to pose significant obstacles to their adoption.

According to the analysed statistical values, the outcomes of each hypothesis test for (H1) are presented. The findings indicate that the direct impact of Green Packaging on purchase decisions is not statistically significant. Despite the growing awareness of ecologically friendly packaging, it lacks sufficient impact to directly affect consumer purchase decisions. This conclusion aligns with other research indicating that customers frequently exhibit inconsistency in adopting sustainability values during purchasing decisions (Mahmoud *et al.*, 2022). The finding that green packaging does not significantly influence buying decisions may be due to several contextual factors. In the context of street food in the Greater Jakarta area, consumers generally prioritize price, taste, and convenience over the sustainability attributes of packaging. Environmentally friendly packaging is not yet a priority in the decision-making process because consumers do not yet perceive its added value.

Additionally, consumer literacy regarding sustainable packaging issues is likely still low. This results in green packaging not being perceived as a meaningful differentiator for products. In fast-paced and informal purchasing situations like street food, attributes like "environmentally friendly" tend to go unnoticed by consumers. The results indicate a positive and substantial association when the impact of Green Packaging is mediated by the feeling of naturalness (H2). This suggests that utilizing eco-friendly packaging can create the impression that the product is more natural, hence enhancing consumer purchasing desire. This reinforces the conclusions of D'astous and Labrecque (2021) which assert that the perception of product naturalness significantly influences consumer choices about sustainable products.

The mediation impact of Green Packaging on health perception (H3) is not significant. This indicates that health perception is not a significant factor in street food purchasing decisions, perhaps due to consumers prioritizing price, flavour, or consumption patterns. The insignificance of the mediating path from Green Packaging through Perceived Healthiness to Buy Decision also shows that perceptions of healthiness are not formed solely from the shape or type of packaging used. Street food consumers are unlikely to associate environmentally friendly packaging with the health benefits of the product it contains.

Furthermore, green packaging does not necessarily indicate that the food inside is healthier or more nutritious. Without explicit information or supporting labels, consumers find it difficult to draw a connection between packaging and health benefits. This is why perceived health does not play a strong role as a mediator in the influence of packaging on purchase decisions. However, these results need to be further examined given the exploratory nature of the study. This finding indicates that although consumers appreciate environmentally friendly packaging, perceptions of the health benefits of packaging are not yet strong enough to significantly influence purchasing decisions. This is consistent with the characteristics of street food consumers in Jabodetabek, who prioritize price and convenience over health benefits. Additionally, literacy levels regarding health issues related to food packaging remain relatively low, so health aspects have not yet become a primary consideration. (H4) Environmental awareness significantly influences purchase decisions. Consumers possessing elevated environmental consciousness are more inclined to endorse products deemed environmentally sustainable. This aligns with prior research highlighting the significance of environmental awareness in influencing consumer preferences (Mahmoud *et al.*, 2022). Environmental awareness significantly impacts purchasing decisions when mediated by perceived naturalness (H5). This indicates that ecologically aware consumers are inclined to view things as more natural, and this perception influences their purchasing intentions. This discovery underscores the notion that perceived naturalness serves as a crucial connection between attitudes and actions.

The awareness derived from health perception shown notable outcomes (H6). Consumers that recognize the significance of environmental concerns often see sustainable items as healthier, so affecting their purchase choices. This corroborates the heuristic notion that "healthy equates to sustainable" (Sproesser *et al.*, 2023). The willingness to pay significantly impacts purchasing decisions (H7). Consumers

inclined to spend more often demonstrate a dedication to selecting products deemed more environmentally friendly, as evidenced by (Mahmoud *et al.*, 2022). Although (Mahmoud *et al.*, 2022) found that willingness to pay consistently influences buying decisions, this study shows that this influence depends on perceptions of health, not perceptions of naturalness. This finding differs from a study by (Hao *et al.*, 2019) in China, which emphasized the importance of visual packaging attributes in influencing perceptions of naturalness. This suggests that consumer preferences for sustainability elements are contextual and can be influenced by culture and market segmentation. Consumers may feel that their contribution is sufficient by paying more for environmentally friendly products, without consciously considering whether the products are natural or not. This shows that the perception of naturalness is not yet fully embedded as a basis for purchasing decisions in the context of street food. Nonetheless, the feeling of naturalness did not significantly influence this association (H8). Consumers inclined to pay a premium appear to be motivated not by the product's naturalness, but by factors such as favorable perception or ethical considerations, as indicated by (Mazar & Zhong, 2010). Cultural factors also play a role in shaping consumer perceptions. In Indonesia's street food culture, purchasing decisions are often based on taste, location habits, and social factors such as recommendations from friends, rather than on sustainability values. This can limit the influence of mediating factors such as perceived naturalness, which is conceptually more cognitive and reflective in nature. Conversely, health perception substantially influences the influence of Willingness to Pay on Purchase Decision (H9). This suggests that consumers who are prepared to pay a premium correlate product with superior health advantages. These results align with health behavior models that underscore the significance of perceived advantages in decision-making (Anuar *et al.*, 2020). Although the results of this study largely support the findings of previous studies, the local context gives a different impression. Street food consumers in the Greater Jakarta area are greatly influenced by price, practicality, and spontaneous consumption habits. This may explain why perceptions of the naturalness or healthiness of packaging are not yet a top priority, unlike findings in developed countries where people are more aware of environmental and health issues in their daily consumption.

In light of these findings, promotional efforts for street food products in the Jabodetabek region should prioritize highlighting the health advantages of eco-friendly packaging, rather than depending exclusively on its natural attributes. Street food vendors must enhance consumer education regarding the health advantages of use sustainable packaging. This study has several limitations. First, although purposive sampling techniques are relevant for exploratory studies, they cannot represent the entire population of street food consumers. Second, data were collected through self-report questionnaires, which are prone to social desirability bias. Third, other factors such as healthy lifestyles, environmental awareness, or packaging visuals were not included in the model. Therefore, generalizing the results to other regions or consumer segments should be done with caution.

This study applies a double mediation model in the unique context of urban street food consumption in Indonesia. This model is a relatively new combination of constructs, combining Green Packaging, Environmental Awareness, and Willingness to Pay with two psychological mediators, namely Perceived Naturalness and Perceived Healthiness. The findings contribute theoretically by expanding the application of the Theory of Planned Behavior (TPB) to the context of informal and urban consumers.

Additionally, this study provides practical insights for marketers and public policymakers regarding the importance of integrating health and sustainability messages into communication strategies, particularly in the SME and street food sectors.

CONCLUSION

Theoretically, these findings expand the application of the Theory of Planned Behavior (TPB) by showing that attitudes toward the environment (Environmental Awareness) and perceptions of personal benefits (Perceived Healthiness) play an important role in influencing purchasing decisions for environmentally friendly street food products. Thus, this model adds a new understanding that perceptions of health can act as a form of perceived behavioral control in the context of informal consumption.

This study also contributes to the literature on environmentally friendly consumer behavior, particularly by emphasizing the importance of perceptions of naturalness and health as mediating factors in the context of street food purchases a context that has rarely been the focus of previous research.

This study concludes that Environmental Awareness and Willingness to Pay have a positive and significant effect on Buy Decision, while Green Packaging does not show a significant direct effect. However, Green Packaging still has an indirect effect through mediating variables.

Perceived Naturalness only acts as a partial mediator and is not significant in mediating the relationship between Environmental Awareness and Willingness to Pay on Buy Decision. Conversely, Perceived Healthiness was found to be a significant mediator, particularly in strengthening the influence of Willingness to Pay on Buy Decision.

The practical implications of this study suggest that street food consumers in the Jabodetabek region

need to focus not only on the use of environmentally friendly packaging but also on highlighting the health benefits of the product. Marketing communication strategies emphasizing health aspects can help increase purchase decisions.

The limitations of this study lie in its scope, which only covers street food consumers in the Jabodetabek region, so generalizations to a broader population should be made with caution. For future research, it is recommended to explore additional factors such as cultural values, environmental literacy levels, or the use of eco-labels as moderating variables.

Further research is recommended to explore the moderating effect of eco-labels on the relationship between perceptions of naturalness and purchasing decisions. In addition, cross-regional comparisons between urban and suburban areas may reveal differences in consumer culture and levels of environmental awareness regarding sustainable street food products.

Practically, these findings emphasize the need for street food businesses to not only use eco-friendly packaging but also actively communicate the health benefits associated with such packaging through labels, visual designs, or social media campaigns. Emphasizing these messages can strengthen consumer perceptions and positively impact purchasing decisions.

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