

## **Guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces**

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### **Abstract**

The objectives of this research were to study the context of the product, environmental management process, participation in product environmental management, and guidelines for the development of environmental management of environmentally friendly products. The research area was the three southern border provinces. It is participatory action research. In quantitative research: the sample group consisted of 400 people using questionnaires and in qualitative research, 15 key informants were used in-depth interviews. The results showed the level of overall feedback about the environmental management context of environmentally friendly products are at a high level ( $X = 4.02$ ,  $S.D. = 0.32$ ) and the results of the overall opinion level analysis of environmentally friendly product management processes are at a high level ( $X = 3.57$ ,  $S.D. = 0.36$ ). In the results of hypothesis testing, analysis of factors confirming the factors affecting the approach to developing environmental management of environmentally friendly products was found that it was consistent with the empirical data at a good level, with Chi-Square  $57,583$   $df = 48.0$ ,  $Sig. = 0.162 > 0.05$  and  $CMIN/df. 1.200 < 2.0$ . and Comparative Fit Index (CFI) was  $0.999 > 0.90$ , Goodness of Fit Index (GFI) was  $0.986 > 0.90$ , Adjust Goodness of Fit Index (AGFI) was  $0.939 > 0.80$ , Root Mean Square Error of Approximation (RMSEA) was  $0.022 < 0.05$ , Root Mean Square Residual (RMR) was  $0.030 < 0.05$ , Normal Fit Index (NFI) was  $0.994 > 0.90$ , and Incremental Fit Index (IFI) was  $0.999 > 0.90$ , these indices the specified criteria, indicating that the model in this measurement is validity. From the analysis of the factors of the three areas, it was found to be related to planning, operating, and monitoring. However, there was a different reflection process because the demand factors in each area are not sufficiently conducive to operations, including the integration of green economic fundamentals, there are differences in innovation to result in the new products in the area. From the analysis of the factors involved in the nine groups of entrepreneurs, it was found that most of them focused on raising awareness and building participation with the products because the entrepreneurs have investment management processes and create network partners to operate by frameworks and plans of environmental protection. In terms of planning and implementation by entrepreneurs, there are operations according to the rules and regulations of environmental protection as a priority to operate under the green economy. From the operations of the three southern border provinces, it was found that the development of environmental management of environmentally friendly products has agencies and network partners to take part as well as integration to create new products. The research areas still care about environmentally friendly products but not continuously due to factors in consumption that are not yet thoroughly provided. However, there has been strengthening and cooperation to create learning resources with those involved for better future development.

**Keywords:** Environmental management, Environmentally friendly products, The three southern border provinces

## Introduction

At present, our world is faced with ever-increasing natural changes such as global warming, decreased animal welfare, and environmental pollution (Ottman, 1992), which most of these problems are caused by human activities. Lifestyles have changed from the past that focus more on consumption and increases the number of the population which can lead to the need for using natural resources for living. Therefore, these cause many different results such as consumption of more wasted products causing the production of new products to the market in large quantities, each product must rely on natural resources in production. In addition, the expansion of the community results in the creation of more industries, and this also results in more resource usage. If there is inappropriate supervision, regardless of the limited quantity of resources, it would cause environmental pollution problems from deteriorating environmental conditions, toxic pollution problems, resource scarcity problems, destruction of natural resources, etc. These environments are the cause of consumers and communities in the area receiving direct impact and solving more environmental problems. These are mainly due to the infinite use of resources (Polonsky, 1994). It was found that consumption behaviors became more focused on products or more environmental issues (Elkington, 1994) and a tendency to change behavior to support resources conservation and to protect the environment increasingly (Chen, 2008 and Ottoman, 1998); for example, the purchase of environmentally friendly goods or services, waste reduction, or fuel-saving, etc. These environmental factors affect the way of life of consumers as a new way of life that enters the era of environmentally friendly consumption and goods manufactured in response to the lifestyle of consumption is called "Green Product".

In addition, the current impact of COVID-19 clearly shows the interconnection of health, environmental, social, and economic issues at the national, city, organization, and household levels. Moreover, COVID-19 is another test of the vulnerability and unsustainability of the model of economic and social development in the past when the government has an urgent need to restore the economy and society to be able to move again and have to use the limited budget. However, it is appropriate for the government sector to review the economic development model by determining the direction and restructuring the economy both in production, the use of production factors including labor, capital, and natural resources. Moreover, it includes a market structure towards economic development that grows with quality and sustainability and cares about the environment and the opportunity to create equality in society as well as provides opportunities to participate in the benefits of economic growth. For Thailand, before the COVID-19 crisis, the government has given importance to a new economic development model which emphasizes Sustainable Development or BCG Model with an emphasis on bio-economy development, circular economy, and green economy, so it should be a good opportunity for the government to drive economic recovery after the Covid-19 crisis by considering the green recovery and the BCG Model to be in line with the economic development direction after the Covid-19 crisis in many countries around the world. This will help generate income and create new jobs, especially environmentally friendly activities. However, the government must have clarity in managing and solving the problems of environmental quality degradation and restoring sustainable ecosystems, raising awareness, adjusting the thinking of people in society, and adjusting various production structures to have less or zero net carbon emissions in the long run. At the same time, the business sector and households need to adapt to take advantage of new business opportunities in a changing economic, social and environmental environment. For the business sector, it is imperative to adapt by focusing on doing business that does not affect the environment and society. In the latter, large entrepreneurs pay more attention to the Green Supply Chain, where partners and allies in the supply chain from upstream to downstream should accelerate adaptation to make the production of their products and raw materials more environmentally friendly. The

entrepreneurs should focus on adding or creating value of products by the needs of conscious consumers otherwise Thai business sector as a whole may lose the opportunity in exporting goods to foreign markets that pay attention to the issue of sustainability and environmental impact. Partner countries may adopt non-tariff measures to discourage non-green goods. In addition, businesses that do not accelerate adaptation may not receive the attention of foreign investors and funds that pay attention to Environmental, Social, and Governance (ESG). Households and enterprises need to add new skills or change their skills to meet the changing demands of the labor market due to the arrival of digital technology, modern and green businesses (Krung Thai, 2020).

Environmentally friendly products are products made from processes and technologies that care about the impact on the environment starting from the selection of raw materials for production until complete as a product, waiting to be packed into the package and packaging for transportation and distribution to consumers. It also includes the proper management of the waste products, environmentally friendly products or services must be examined to assess the impact of production processes throughout the product cycle in detail from qualified environmental experts or requirements of each type of product. Then product or service will receive a "label" or "emblem", which the label has been issued by the authorities in Thailand showing that the product or service is classified as a green product group and environmentally friendly. The manufacturer can communicate to the consumer that before acquiring that product, the environmental impact must be taken into account from the beginning to the end to help consumers choose to buy and use products that cause minimal environmental impact when compared to other products on the market in the same category. When the consumer Turns attention to consuming more environmentally friendly products, it will affect the demand for environmentally friendly products (Chen, 2008). On the other hand, the implementation of green marketing is a strategy that whether the selling point of green products is strong enough to cause a change in the production process. However, it is one of the environmental trends that manufacturers must keep an eye on because the compulsory law and other requirements are constantly coming out both at the national and international levels. The trend of environmental awareness is increasing. The industry that produces green products should communicate via digital channels. The containers of Green Products should be made from recycled materials. The food industry interested in green marketing must be applied throughout the mixed marketing (4 P), namely the product, price, the place for distribution channel and marketing promotion such as the product must start from production that creates a sense of responsibility to the environment and society as a whole with the environment and society. It means that business is nearing the end of losing when it was too late to have consciousness.

In terms of consumers in the three southern border provinces, natural resources, and abundant environment, poverty and underdevelopment are the root causes of unrest in the southern border areas, but it comes from a lack of diligent leaders, and know-how to use the land for cultivation. Therefore, people are in poverty and they only have enough money to spend days and lack savings. But what the government pays attention to is the management of the environment to be socially friendly which is also important. In 1972, the United Nations organized the United Nations Conference on Sustainable Development on the topic of "The Meeting between Countries on the Anthropological Environment" or in 2011-2012, the Department of Environmental Quality Promotion has prepared a project to promote environmentally friendly production and prototype products of the community including Thailand has begun the Environmental Quality Management Plan. In addition, during 2012-2016, there were important measures to promote sustainable consumption, adjusting the agricultural production base to be environmentally friendly production, adjustment of the industrial sector to be environmentally friendly, etc. Apart from the government sectors being interested in the environment, consumers are also interested in consuming products or using

environmentally friendly products because of their perception of the consequences of environmental destruction. As a result, consumers become aware of their responsibility to the environment and society more (Bhattacharya and Sen, 2004). A socially friendly selection of products is one way that we can help each other to preserve the world's environment. Another important thing is that the green-labeled products are safe from the use of harmful colors and chemicals in the environment. At present, the use of environmentally friendly products in Thailand is still very prominent because some products' prices are higher compared to products that do not receive a green label in the three southern border provinces. However, the three southern border provinces are rich and beautiful tourist attractions. Whether they are Yala, Pattani, and Narathiwat, they are interesting areas to conduct research studies to create a model community for the conservation of nature and the environment in the community and the province.

From the study of the context of environmental management of environmentally friendly products in the three southern border provinces, the researcher sees that it is one way that can help each other to use the available resources to make Environmentally and socially friendly products because of the perception of the consequences of destroying the environment results in consumers that become more aware of environmental and social responsibility. There is a campaign in the environment to awaken the trend of caring for the environment by focusing on preserving and taking care of the environment, which directly affects consumer behavior through the management process of planning, participation from all departments, and follow-up the assessment to bring back to use effectively. In this regard, the researcher has conducted a research study on the environmental management of environmentally friendly products in the three southern border provinces that have the potential for better development.

### **Research Objectives**

The objectives of research on "Guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces" are as follows:

1. To study the context of environmentally friendly products in the three southern border provinces.
2. To study the environmental management process of environmentally friendly products in the three southern border provinces.
3. To study the participation in the environmental management of environmentally friendly products in the three southern border provinces.
4. To present the guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces.

### **Scope of Research**

**Demographic scope and sample:** In this study, there are three groups of samples:

The first group is representatives of community entrepreneurs who are involved in the environmental management process of environmentally friendly products in the three southern border provinces.

The second group is government representatives in agencies involved in the environmental management process of environmentally friendly products in the three southern border provinces.

The third group is the group of consumers who use the service or buy products from the community.

**Content scope:** The researcher studied the concepts and theories related to the development of environmental management of environmentally friendly products in the three southern border provinces as follows:

2.1 Study the concepts and theories about environmental management of environmentally friendly products in the three southern border provinces.

2.2 Environmental management processes of environmentally friendly products are as follows:

- Planning includes environmental planning and making a green economy
- Action includes setting rules to preserve the environment, raw material selection process for operations, production and recycling, and participatory processes
- Observation, follow-up, and evaluation, including monitoring and evaluation
- Reflection is the results of management, results from environmental preservation, and results from the application.

### Research Conceptual Framework

The research conceptual framework on “Guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces”, the researcher has studied and reviewed relevant literature that can be concluded as the research conceptual framework as follows:

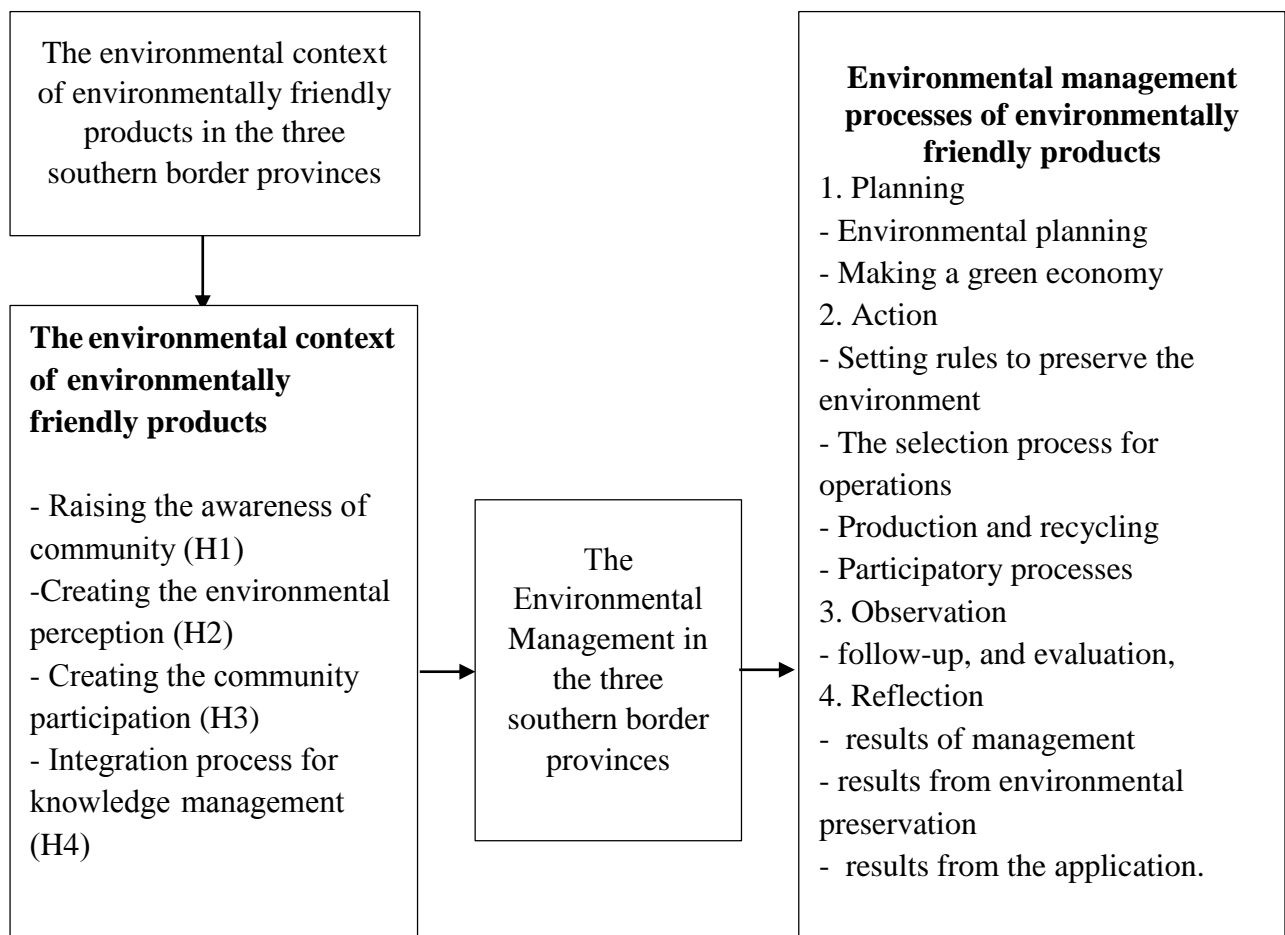


Figure 1: The research conceptual framework

### Research Methodology

#### 1. Selection of the research area

It is participatory action research (PAR). The researcher has chosen the specific research areas that are the production groups of environmentally friendly products in the three southern border provinces

## **2. Population and sample**

It is pilot research, the early stages have used a questionnaire to collect data to study the condition problems and needs of 400 people involved from the population and the sample group conducted in the research with the population used in the present study, i.e. the population who previously used the environmentally friendly products in the three southern border provinces. The researcher used a convenient sampling method with the population who previously used environmentally friendly products in the three southern border provinces.

### **Key Informants**

For the selection of the key informants, the researcher applied a purposive sampling method from the qualification and involved fifteen people.

The first group is representatives of community entrepreneurs who are involved in the environmental management process of environmentally friendly products in the three southern border provinces.

The second group is government representatives in agencies involved in the environmental management process of environmentally friendly products in the three southern border provinces.

The third group is the group of consumers who use the service or buy products from the community.

### **The Research Tools**

This study is participatory action research, quantitative data have used a questionnaire to explore the research areas, and qualitative data were collected and analyzed information related to relevant information.

### **Validation of the Tests**

This is to verify the validity of the tools before they are used to collect the actual data and a questionnaire was used as a research tool in this study. Therefore, there is a test for validity and reliability from five experts to check and evaluate the content validity, and the item-objective congruence index (IOC).

### **Data Collection**

1. Study the information from the documentary study to know the details, concepts, theories, methods, and current situation of the development of environmental management of environmentally friendly products in the three southern border provinces.

2. In-depth interview: The first group is nine representative groups of community entrepreneurs who are involved in the environmental management process of environmentally friendly products in the three southern border provinces that were divided into three groups of Pattani Province, three groups of Yala Province, and three groups of Narathiwat Province.

The second group is five government representatives in agencies involved in the environmental management process of environmentally friendly products in the three southern border provinces, namely provincial natural resources and environment, provincial agriculture, provincial public health, provincial energy, provincial industry, and provincial community development that are divided into Pattani Province five units, Yala Province five units and Narathiwat Province five units, totaling fifteen people.

The third group is the group of consumers who use the service or buy products from the community.

3. To organize a Focus Group Discussion: to study the opinions of the groups involved in the environmental management of environmentally friendly products in the three southern border provinces where there was a purposive sampling method.

4. Brainstorming sessions: there are techniques to brainstorm or let all members show expressiveness and build ideas by using other people's thinking to link with their ideas and expand them further to build new ideas.

5. Observation and Field-Note

5.1 Complete Observation is an early observation of a study to explore the general condition of those involved to use as a basis for familiarization and build a rapport, and then use participant observation.

5.2 Participatory observation is an observation of patterns of behavior that is a way of life of people in the community, observing important activities to gain a true understanding, and also demonstrating the participation of those involved in learning.

**Data Analysis**

1. Descriptive Statistic was used for finding percentage, Mean Score, Standard Deviation, and finding the reliability of the questionnaire by using the alpha coefficient method (Cronbach).

2. Inferential Statistics are used for hypothesis testing by analyzing the correlation of causal variables. The data were analyzed with the Structural Equation Model (SEM) with AMOS technical tool.

**Data Analysis Results**

1. The basic information of the respondents found that most of the respondents were female, aged 31 40 years, bachelor's degree, occupation in a private business/private company, earning 10,001-30,000 baht, and most consume products from crackers.

2. Analyze the level of opinion about the context environmental management process of environmentally friendly products in the three southern border provinces overall.

**Table 1:** Analyze the level of opinion about the context of the environmental management process of environmentally friendly products in the three southern border provinces overall.

Opinion about the context of the environmental management process of environmentally friendly products in the three southern border provinces overall	Opinion Level			
	$\bar{x}$	S.D.	Opinion	Order
Raising the awareness of community	4.02	0.44	high	3
Creating the environmental perception	3.87	0.43	high	4
Creating the community participation	4.04	0.46	high	2
Integration process for knowledge management	4.14	0.47	high	1
<b>Total</b>	<b>4.02</b>	<b>0.32</b>	high	

From the first table, it is found that the context environmental management process of environmentally friendly products in the three southern border provinces overall was at a high level ( $X = 4.02$ ,  $SD = 0.32$ ). When considering each item, it was found that all items had a high level of opinion, namely, the integration process for knowledge management was at a high level ( $X = 4.14$ ,  $SD = 0.47$ ), followed by the creating the community participation at a high level ( $X = 4.04$ ,  $SD = 0.46$ ), raising the awareness of community at a high level ( $X = 4.02$ ,  $S.D. = 0.44$ ), and creating the environmental perception at a high level ( $X = 3.87$ ,  $S.D. = 0.43$ ), respectively.

3. Analyze the level of opinion about the environmental management process of environmentally friendly products in the three southern border provinces overall.

**Table 2:** The level of opinions on the environmental management process of environmentally friendly products in the three southern border provinces overall.

Opinions on the environmental management process of environmentally friendly products in the three southern border provinces overall	Opinion Level			
	$\bar{x}$	S.D.	Opinion	Order
1. Planning				
Environmental planning	3.76	0.32	high	1
Making a green economy	3.45	0.78	moderate	8
2. Action				
Setting rules to preserve the environment	3.69	0.47	high	2
The selection process for operations	3.64	0.45	high	3
Production and recycling	3.56	0.42	high	5
Participatory processes	3.58	0.31	high	4
3. Observation	3.47	0.30	moderate	7
4. Reflection	3.51	0.27	high	6
<b>Total</b>	<b>3.57</b>	<b>0.36</b>	high	

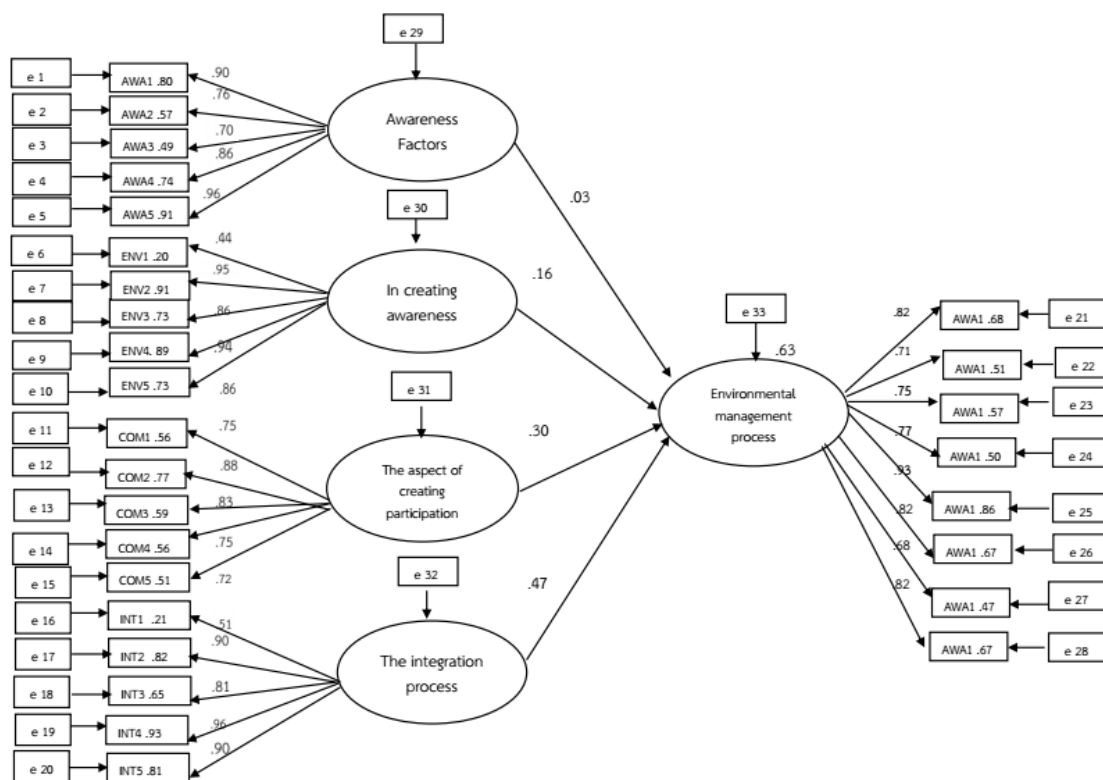
From the third table, it was found that the environmental management process of environmentally friendly products in the three southern border provinces overall was at a high level ( $X = 3.57$ ,  $SD = 0.36$ ). When considering each item, it was found that the opinions were at a high level, including 5 items: planning, environmental planning was at a high level ( $X = 3.76$ ,  $SD = 0.32$ ), followed by action, setting rules to preserve the environment was at a high level ( $X = 3.69$ ,  $S.D. = 0.47$ ), the selection process for operations at a high level ( $X = 3.64$ ,  $SD = 0.45$ ), participatory processes at a high level ( $X = 3.58$ ,  $SD = 0.31$ ), production and recycling at a high level ( $X = 3.56$ ,  $SD = 0.42$ ), reflection at a high level ( $X = 3.51$ ,  $SD = 0.27$ ), observation was at a moderate level ( $X = 3.47$ ,  $SD = 0.30$ ) and making a green economy was a moderate level ( $X = 3.45$ ,  $SD = 0.78$ ), respectively.

### Hypothesis Testing

#### Analysis of the Structural Equation Modeling of the Guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces”

This section analyzes the Structural Equation Model (SEM) of the variable prototype model of factors affecting the guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces to check the suitability and validity of the Structural Equation Model and make the model completely for the statistical values to be accepted using modification indices and checking the suitability and validity of the structural equation model considered variable weights and  $R^2$  values to investigate the covariance of the indicators. The results are summarized as shown in Figure 2 as follows.

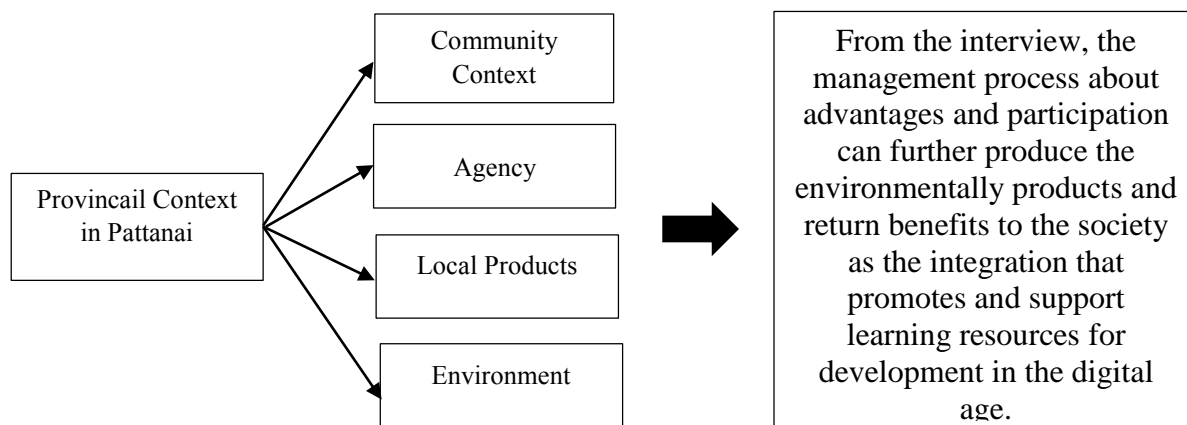




**Figure 2:** The Structural Equation Model of the guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces

**Qualitative analysis results are divided into three groups: entrepreneurs groups, service users, and related agencies. The researcher summarized the results as shown in the following figures:**

**Summary of the results from the analysis of three groups in Pattani Province as the following figure.**

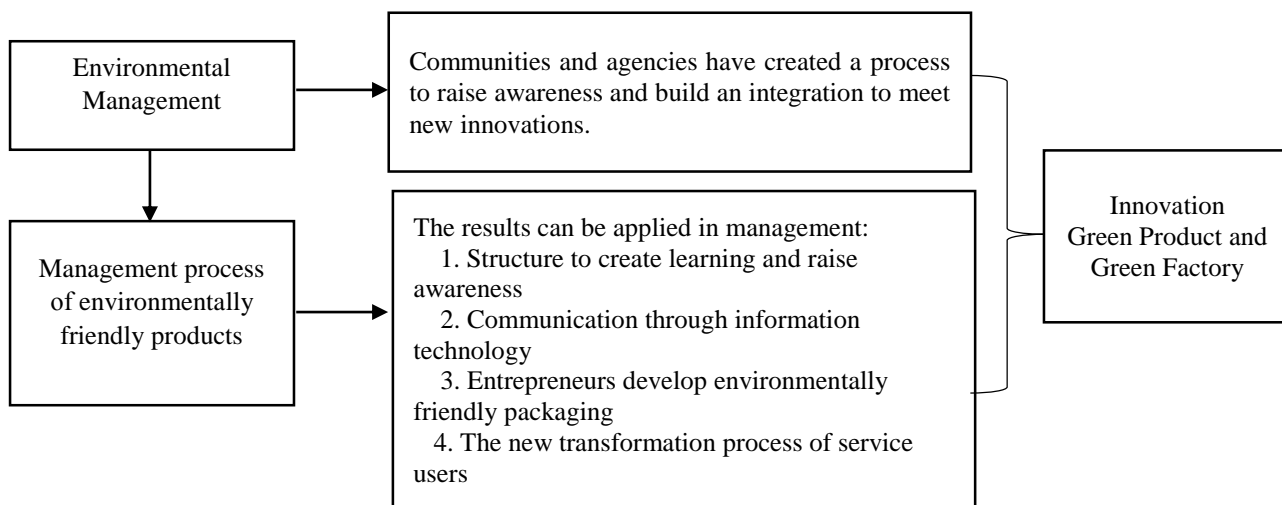


**Figure 3:** Summary of results from the analysis of three groups in Pattani Province  
 Source: Researcher

In Pattani Province overall, most of them have knowledge and understanding of environmentally friendly products and expand distribution channels to outside markets, but most entrepreneurs have knowledge and ability in production by local wisdom production

methods. However, the control of air conditions, odors, and dust continued to be publicly discussed. In this regard, the supervisory agencies have been assessed to operate with potential.

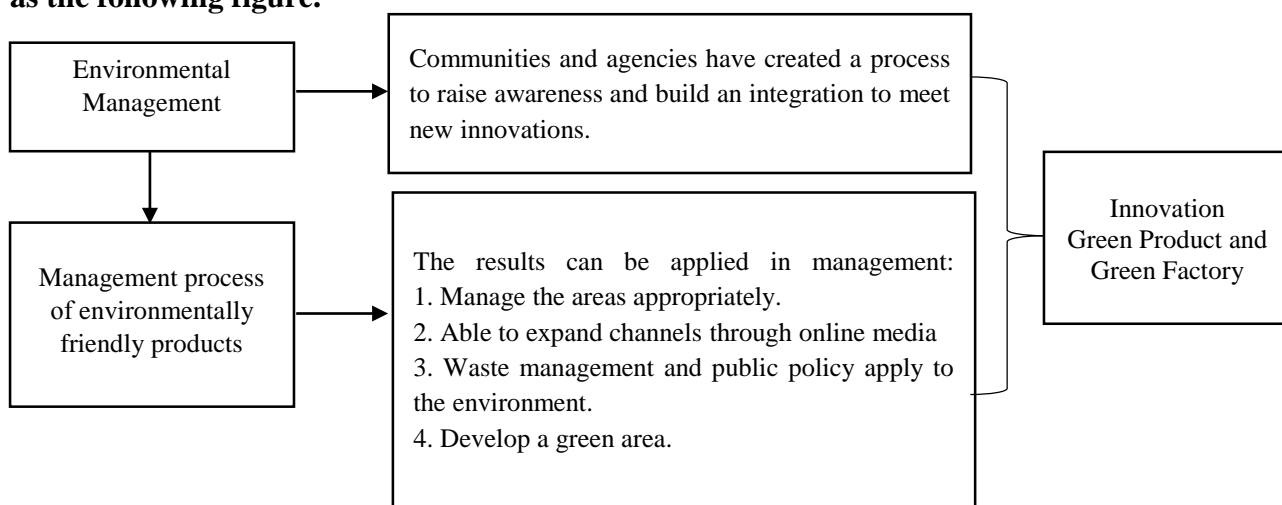
**Summary of the results from the analysis of three groups in Yala Province as the following figure.**



**Figure 4:** Summary of results from the analysis of three groups in Yala Province  
 Source: Researcher

In Yala Province overall, in terms of environmental management, it was found that in the integration of environmentally friendly products, there should be community management in the area and waste collection in the area due to the general environment is also suitable for operating business because it is close to the community. However, the promotion of the agency that the researcher visited the area, it was found that there was an inspection from the public health agency regularly. For the management process, the packaging format still needs to be changed to comply with environmental protection. There are some groups of entrepreneurs who can develop certain products. However, in Yala Province, there should be a promotion from the agency in terms of knowledge, understanding, and using innovations.

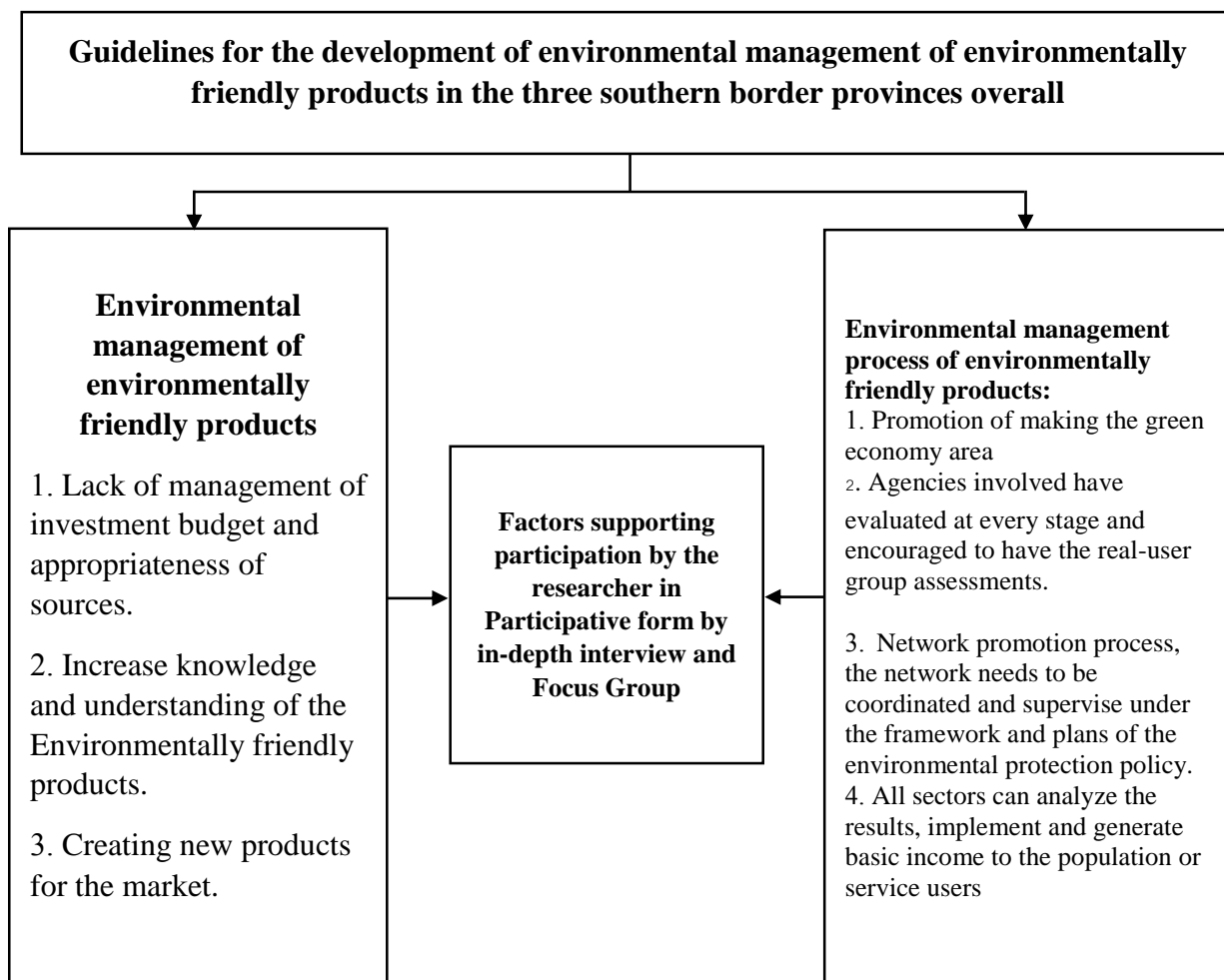
**Summary of the results from the analysis of three groups in Narathiwat Province as the following figure.**



**Figure 5:** Summary of results from the analysis of three groups in Narathiwat Province  
 Source: Researcher

In Narathiwat province overall, there is still little interest in environmentally friendly products due to interest and need still do not have a lot of channels as they should. Building operational capacity and waste management are key issues in this area because the knowledge, understanding, and storage are not as favorable as they could be. Relevant agencies still need to support several issues, including income generation, creating products using traditional wisdom, or learning under the framework of environmental protection policies.

**Summary of results of the Guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces.**



**Figure 6:** Summary of results of the three southern border provinces  
 Source: Researcher

It can be concluded that guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces overall that the researcher has studied and visited the area for collecting both fundamental factors with conditions, problems, and obstacles of the study area, including the public sector, the private sector and most of the private sector, it was found that those involved still had knowledge and understanding of environmentally friendly products are at a low level. The creation of new products or usage innovation is still slow because the factor of investment has no support and even the public sector still gives little awareness. At the same time, the participatory operations of the developed groups such as the Kulau fish group and the Luk Yee group have developed products and products that are consistent with the present by preserving the environment,

because the group also has the storage, separation, or even the weight used in production can be converted and reused again. These reflect the results obtained from the development of the entrepreneurs' group that link with network partners to support and assess performance under control in all sectors. However, research studies can be a way for stakeholders and relevant sectors to increase potential and modern learning under the framework of plans, policies, or laws.

## Discussion

The results of the study in the second objective, the level of opinions about the context of environmental management of Environmentally friendly products in the three southern border provinces overall were at a high level ( $X = 4.02$ ,  $SD = 0.32$ ). When considering each item, it was found that all items had a high level of opinion, namely, the integration process for knowledge management was at a high level ( $X = 4.14$ ,  $SD = 0.47$ ), followed by the creating the community participation at a high level ( $X = 4.04$ ,  $SD = 0.46$ ), raising the awareness of community at a high level ( $X = 4.02$ ,  $S.D. = 0.44$ ), and creating the environmental perception at a high level ( $X = 3.87$ ,  $S.D. = 0.43$ ), respectively. It is consistent with the research of Ratchaya Nichakorn Kirati and Somchai Wirunphon (2015). It found that factors affecting environmentally friendly procurement operations in the air conditioning and refrigeration industry in Thailand, there are 1) action plans, 2) supporting tools, 3) stakeholders, 4) policies, 5) awareness, and 6) government support. In addition, the action plans are important to the organizations to have a guideline for environmentally friendly procurement along with providing support tools. The organization should transmit plans that are consistent with the policy including defining roles, duties, and persons responsible for each area clearly so that the organization can supervise the implementation of environmentally friendly procurement to achieve objectives and achieve concrete results.

The results of the study in the third objective, the level of opinions about the environmental management process of environmentally friendly products in the three southern border provinces overall were at a high level ( $X = 3.57$ ,  $SD = 0.36$ ). When considering each item, it was found that the opinions were at a high level, including 5 items: planning, environmental planning was at a high level ( $X = 3.76$ ,  $SD = 0.32$ ), followed by action, setting rules to preserve the environment was at a high level ( $X = 3.69$ ,  $S.D. = 0.47$ ), the selection process for operations at a high level ( $X = 3.64$ ,  $SD = 0.45$ ), participatory processes at a high level ( $X = 3.58$ ,  $SD = 0.31$ ), production and recycling at a high level ( $X = 3.56$ ,  $SD = 0.42$ ), reflection at a high level ( $X = 3.51$ ,  $S.D. = 0.27$ ), observation was at a moderate level ( $X = 3.47$ ,  $SD = 0.30$ ) and making a green economy was a moderate level ( $X = 3.45$ ,  $SD = 0.78$ ), respectively. It is consistent with the research of Kwankamol Donkhua (2017). It found that different personal factors of gender and age affect the product purchasing behavior of environmentally friendly consumers. Environmental marketing factors in environmental marketing communication ( $\beta = 0.203$ ), attitudes towards environmentally friendly products ( $\beta = 0.141$ ), concern or awareness of environmental issues ( $\beta = 0.130$ ), trust in environmentally friendly products ( $\beta = 0.129$ ), environmentally friendly brands ( $\beta = 0.122$ ), and knowledge of environmental issues ( $\beta = 0.101$ ) affect consumers' purchasing behaviors of environmentally friendly products and social responsibility factors of voluntary organization ( $\beta = 0.293$ ), and the social responsibility factor of Legal Compliance Organization ( $\beta = 0.170$ ) affects consumers' purchasing behavior of environmentally friendly products.

Hypothesis testing results in environmental awareness have a positive direct influence on the environmental management of environmentally friendly products. The results of the environmental awareness building test consisted of five variables under ENVI- ENV5 with a weighted regression coefficient between 0.45 - 0.96, the correlation coefficient ( $R^2$ ) of 20.0%-92.0% had the regression coefficient of 0., equal to 0.08, a 't-value' of 2,700 and a Sig = 0,007

< 0.05. It could be concluded that the acceptance of the second hypothesis or the raising the environmental awareness had a positive direct influence on the management of the environmentally friendly products with the influence to change of 63.0% a statistically significant at 0.05. It is consistent with the research of Sustainability (2014) that explores the intentions of consumers to those who want to choose green restaurants by applying an attitude-behavior model. This study examined the relationship between values, attitudes, and environmental concerns of consumers and survey their preferences in choosing to use green restaurants in Taiwan. From the interview of people in many places, including four train stations, supermarkets, department stores, shopping malls, and schools, the study found that personal factors and positive attitudes affect the intention of consumers who choose to use green restaurant service. In addition, the study found that personal factors and concerns about the environment are also a key influence in the attitude of intentionally running a green restaurant.

## **Recommendations**

### **Recommendations for this research**

The study of Guidelines for the development of environmental management of environmentally friendly products in the three southern border provinces is participatory action research. The researcher has visited the research areas to build participation and conduct online interviews to provide more insights. In this study, the researcher had the following recommendations:

1. The results of the analysis in the context of the area can be seen that the majority of the surveys found that most of the population still do not attach importance to environmentally-friendly products as they should, resulting in the survey of community areas at this time, requiring agencies that are involved in obtaining data from this study.

2. The process of participation is an issue that the researcher must create a network for easy survey and field visit which can be a tool to make the population in the area learn more and promote the creation of more awareness and thinking in consuming or providing more environmentally friendly products.

3. Management process of the environmentally friendly products, from the survey and interview with stakeholders, issues suggested by the agency and entrepreneurs include participating in the transfer of innovations in the development or creation of diverse products that do not harm the environment, which at present has not been changed.

3.1 Entrepreneurs want to raise the level of local people and in the province into a green economy city and the best environmental protection area.

3.2 People or service users want to strengthen and support in the field of skill development and occupation for integration in creating products that do not destroy the environment under the community.

3.3 Relevant agencies propose control operations under the rules and regulations of the agencies that have been laid down to comply with the goal of not harming the environment.

### **Recommendations for future research**

1. Should study about the form of environmentally friendly products affecting the management process. Produced in the digital age to obtain innovative information that can be used to promote entrepreneurs and community for learning and invent new things

2. Should study the causal factor model for environmentally friendly products that influence the process. Participate in management in the three southern border provinces This is to get the compound from the model to develop into data.

Empirical evidence can determine the influence of the management process on each factor, and is a guideline for developing models and models of environmentally friendly products.

References<sup>3</sup>. Environmentally friendly product management process from the survey and Interview with stakeholders Issues suggested by the agency and entrepreneurs include participating in the transfer of innovations in the development or creation of diverse products that do not harm the environment, which at present has not been changed as much as that should

3.1 Entrepreneurs Want to raise the level of local people and in the province into a city

Green economy and the best environmental protection area.

3.2 People or people who use the service Want to strengthen and support in the field of skill development and occupation for integration in creating products that do not destroy the environment under the community 3.3 Relevant agencies Propose control operations under the rules and regulations of the agencies that have been placed. to comply with the goal of not harming the environment

#### **Suggestions for future research**

1. There should be a study about the form of environmentally friendly products affecting the management process in the digital age to obtain innovative information that can be used to promote entrepreneurs and the community for learning and inventing new things.

2. There should be a study about the causal factor model for environmentally friendly products that influence the process of participatory management in the three southern border provinces. This is to get the model from empirical data that can determine the influence of the management process on each factor and is a guideline for developing models and environmentally friendly products.

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