

Sustainable food delivery intention in App-based platforms: A conceptual framework integrating the Theory of Reasoned Goal Pursuit and the Fogg Behavior Model

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Abstract. *This paper develops a framework for intention to use sustainable food delivery in Apps. The framework combines TRGP and FBM. It draws on studies of delivery services, environmental concern, and app-based choice. Egoistic, altruistic, and biospheric concerns are treated as sources of motivation. Motivation is related to attitude, and attitude is related to intention. Motivation is also positioned as a mediator between environmental concern and attitude. Perceived capability and prompts are treated as app conditions during ordering and checkout. TRGP explains goal formation, while FBM explains choice support at the action point. The framework separates the two theories rather than treating FBM as a sequence. It provides a model for evaluating sustainable food delivery options.*

Keywords: Environmental Concern, Sustainable Food Delivery Service, Theory of Reasoned Goal Pursuit, Fogg Behavior Model.

JEL Codes: M3, M31, Q001, R11

1. Introduction

Delivery services include parcel delivery, food delivery, and last-mile logistics (Bilgili et al., 2024; Min, 2023; Na et al., 2022). Many services use crowdsourcing, drones, and robots to manage urban delivery tasks (Bilgili et al., 2024; Garus et al., 2024; Rathnayake et al., 2024). Last-mile logistics face traffic congestion and environmental impacts because they are the final stage of delivery (Bošković et al., 2023; Na et al., 2022). Specifically, electric cargo bikes are adopted for urban last-mile delivery (Galkin et al., 2025). Recently, delivery services have introduced new service formats, including home-refill delivery, drone food delivery, and mobility-as-a-service (Joo et al., 2024; Kriswardhana & Esztergár-Kiss, 2023; Yu et al., 2023). These changes necessitate the examination of the sustainability of App-based delivery services.

Sustainability studies on delivery services examine emissions, packaging waste, vehicle choice, and logistics design (Aziz et al., 2022; Chan et al., 2023; Ehrler et al., 2021; Wang et al., 2024). Some studies have used the “Triple Bottom Line” to cover environmental, social, and economic dimensions (Chan et al., 2023; Chen & Ryu, 2025). The environmental dimension focuses on carbon footprints and waste, including food delivery-related packaging waste and carbon emissions (Chan et al., 2023; Jang et al., 2023; Min, 2023). The social dimension discusses workers’ employment conditions, health, and safety (Chan et al.,

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2023; Mai et al., 2025; Shroff et al., 2022). The economic dimension discusses profitability, cost control, and energy use for long-term operations (Bilgili et al., 2024; Chen & Ryu, 2025; Tsai & Tang, 2025).

1.2 Research Gap

Current studies have examined delivery services across several streams, specifically food delivery. First, the stream discusses platform continuance and supports continued use through habit, price value, trust, and service experience (Chiu et al., 2025; Cunningham & Petzer, 2026; Jeon et al., 2025; Sowmya et al., 2026). Second, the stream investigates service signs and shows that information design, kitchen photos, calorie labels, and service signals can affect purchase intention and service evaluation (Jeon et al., 2025; Yuan & Wang, 2025). Third, the stream explores drone delivery and unmanned delivery through perceived usefulness, attitude, emotion, and risk (Badu-Baiden et al., 2025; Chen et al., 2026). Fourth, food delivery is examined within the consumer well-being domain. This domain examines its relationship to convenience, coping, loneliness, loyalty, and perceived quality of life (Bhardwaj & Kalro, 2023; Dahiya et al., 2024; Liao, 2025; Yao et al., 2025). These studies conclude that food delivery services are positioned in technology-use, service-design, and consumption contexts.

As mentioned above, these studies examine food delivery through distinct outcomes, including adoption, continuance intention, purchase intention, repurchase intention, and well-being. However, these studies' domains pay less attention to sustainable delivery options during the ordering and checkout processes on the App platforms. Sustainable delivery options, such as no cutlery, reduced packaging, reusable packaging, and low-emission delivery, require consumer action in the App interface (Biancolin & Rotaris, 2024; Janairo, 2021; Kotzab et al., 2024). The point is important because consumers must notice, evaluate, and choose a sustainable option before making an order. Current studies give limited attention to how environmental concern affects motivation, how motivation affects attitude, and how attitude affects intention during App-based ordering. From a consumer decision-making perspective, this is the first gap.

A second gap concerns theory integration. Current studies often use the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and service quality models to describe food delivery adoption and service use (Chien & Lu, 2025; German et al., 2022; Hyun et al., 2025; Zhao et al., 2024). These models term intention, perceived usefulness, ease of use, service quality, or satisfaction. However, they do not illustrate how value-based environmental concerns become a motivating factor at the initial stage as a behavioral goal. Second, it does not mention how App-based conditions support the movement from attitude to intention at checkout. The Theory of Reasoned Goal Pursuit (TRGP) shows how environmental concern becomes goal-related motivation, which, in turn, gives rise to affect, attitudes, intentions, and behavior (Ajzen & Kruglanski, 2019). The Fogg Behavioral Model (FBM) depicts how ability and prompt support choice at the point of action (Fogg, 2009; Fogg & Euchner, 2019). Therefore, this paper responds to these gaps through a conceptual framework. It links environmental concern, motivation, attitude, and intention. It also includes perceived capability and prompt. The framework applies to app-based sustainable food delivery.

1.3 Purpose of the Paper

A conceptual framework for sustainable food delivery options in App-based platforms is developed in this paper. Goal-directed intention is demonstrated through the TRGP (Ajzen & Kruglanski, 2019). The role of ability and prompts at checkout is communicated through the FBM (Fogg, 2009). In the paper, goal formation is based on TRGP, including beliefs, attitudes, motivation, and intention. Behavior at the point of action is referred to through FBM. Both theories are necessary for this conceptual framework, as a sustainable food delivery option is not merely a matter of planning. App-based conditions also affect it during ordering and checkout.

Egoistic, altruistic, and biospheric concerns are goal-oriented constructs. They represent different dimensions of environmental concern based on consumers' beliefs. The motivation to choose sustainable food delivery stems from these concerns. Attitude develops when delivery options are evaluated beside

environmental goals. Attitude affects intention to choose sustainable delivery options. Perceived capability and prompt are used as App-based conditions that support decision-making during ordering and checkout.

2. Conceptual Foundations

Sustainable delivery research covers two perspectives: delivery operations and consumer response (Shroff et al., 2022). Delivery operations studies examine routing, mode choice, and platform coordination to improve service performance (Chan et al., 2023; Galkin et al., 2025; Shroff et al., 2022). Consumer response studies utilize conceptual frameworks based on these theories, such as TPB, TAM, and UTAUT, to clarify delivery App usage behavior through perceived usefulness, ease of use, and perceived risk (Chien & Lu, 2025; Esmaili et al., 2025; Hyun et al., 2025; Yu et al., 2023; Zhao et al., 2024). In sustainability backgrounds, this perspective explores green perceived value and service features that reduce waste, such as zero-waste product-service systems and home-refill delivery (Hyun et al., 2025; Yu et al., 2023). Some studies extend beyond adoption factors and treat environmental concerns as goals that guide motivation and consumption options using TRGP (Concari et al., 2023; Wong et al., 2024). This combination concludes a framework that relates operational settings to goal-driven consumer decision-making processes.

2.1 Sustainable food delivery and the choice context

In App-based food ordering, checkout is a decision point at which consumers accept defaults or choose packaging and delivery settings (Janairo, 2021; Kotzab et al., 2024). Platforms offer options to reduce waste and emissions, such as (a) opting out of single-use cutlery, (b) selecting reusable or degradable packaging, and (c) choosing low-emission delivery modes (Biancolin & Rotaris, 2024; Janairo, 2021; Kotzab et al., 2024). These options create trade-offs because consumers consider delivery time, convenience, and price when making choices (Biancolin & Rotaris, 2024; Kotzab et al., 2024). Some consumers accept longer waiting times for combined delivery or pay the extra cost of packaging options (Biancolin & Rotaris, 2024). In this context, prompts are App-based signals that influence consumer decisions, including labels and social or environmental influence messages (Chua et al., 2025; Tuu, 2025). Therefore, the sustainable delivery choice should be based on options that enable selecting sustainable ways to reduce the delivery service's environmental impact or minimize its unfriendliness.

2.2 Environmental concern dimensions

Environmental concerns are presented by three value-based dimensions: egoistic, altruistic, and biospheric (Schultz, 2001; Stern & Dietz, 1994). Egoistic concern reflects attention to personal outcomes such as health, well-being, and cost implications (Wong et al., 2024). Altruistic concern reflects attention to the impact on other people, communities, and future generations (Wong et al., 2024). Biospheric concern reflects ecosystems, plants, and animals as valued targets for environmental protection (Schultz, 2001). These dimensions describe environmental concerns from different perspectives. For example, the study by Wong et al. (2024) concludes that environmental concern affects motivation and impacts the evaluations of consumption choices. These dimensions provide the basis for proposition development. They allow the paper to explain how different environmental concerns motivate sustainable delivery choices.

3. Theoretical Background

3.1 Theory of Reasoned Goal Pursuit

The TRGP integrates the TPB with Goal Systems Theory, as shown in Figure 1 (Ajzen & Kruglanski, 2019; Kruglanski et al., 2002). It describes behavior as a reasoned action that serves active goals. In TRGP, a behavior serves personal, social, and environmental goals. Sustainable food delivery respond to one of the environmental issues. Consumers' consumption relates to waste reduction, emission reduction, and environmental responsibility. This view supports handling environmental concerns as a goal or belief that motivates consumers.

TRGP also demonstrates how motivation affects intention and behavior. When consumers relate to sustainable food delivery in terms of their environmental goals, the motivation is to develop. Motivation influences consumers' evaluations of sustainable delivery options. These evaluations contribute to intention formation. Attitude affects intention, indicating that consumers intend to use delivery options that are consistent with their goals. In this paper, TRGP provides the goal-pursuit logic for the path from environmental concern to motivation, attitude, and intention.

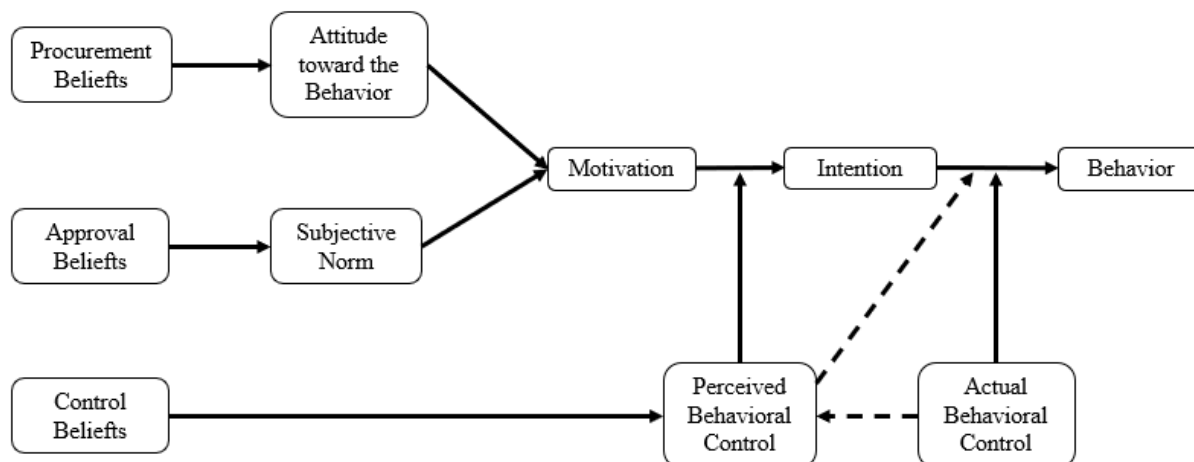


Figure 1. The framework of the Theory of Reasoned Goal Pursuit
 Source: Authors' contribution

3.2 Fogg Behavioral Model

In FBM, motivation, ability, and prompts work together to influence behavior (Fogg, 2009; Fogg & Euchner, 2019). Motivation refers to the reason for action. Ability refers to the ease with which an action can be performed. A prompt directs a person to act. Behavior may not occur when one element is absent. Figure 2 presents this logic through the action line.

In App-based food delivery, FBM demonstrates how consumers choose sustainable delivery options during the ordering and checkout processes. Consumers are motivated to reduce packaging waste, delivery-related emissions, or environmental impact. The availability of sustainable delivery options facilitates translating this motivation into behavior. Perceived capability refers to the ability to locate, understand, and select sustainable options during ordering or checkout. A prompt can make an option visible at the point of decision, such as a no-cutlery default, a recycling packaging reminder, or a green donation option. In this paper, FBM is used to illustrate App-based option conditions rather than to account for attitude formation. Therefore, FBM supports the roles of perceived capability and prompt in the conceptual framework.

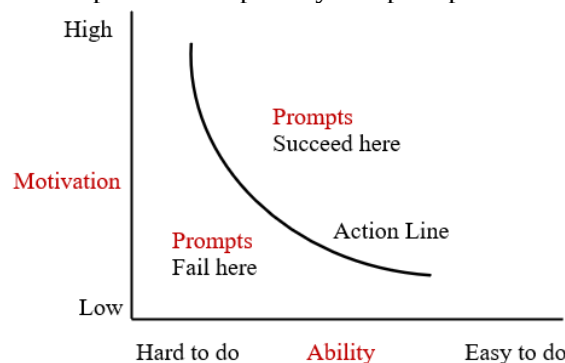


Figure 2. Fogg Behavior Model
 Source: Authors' contribution

3.3 Construct Mapping Across TRGP and FBM

This paper adopts TRGP and FBM to explore different conditions of the sustainable food delivery choice. TRGP shows how environmental concern becomes goal-related motivation. It also mentions how motivation affects attitude and intention. In this framework, motivation is defined as the pursuit of goals. Attitude reflects consumers' evaluation of sustainable food delivery. Intention reflects consumers' plans to choose sustainable delivery options when using a food delivery App.

FBM clarifies the App-based conditions at the point of ordering. It supports the roles of perceived capability and prompt in the framework. Perceived capability reflects whether consumers find, understand, and select sustainable options in the App. A prompt is a checkout cue, such as a green default option or a reminder about recycled packaging. This division allows the paper to use TRGP for goal formation and FBM for App-based option conditions.

3.4 Conceptual Framework Model Development

Figure 3 presents the conceptual framework model. Egoistic, altruistic, and biospheric concerns are given as dimensions of environmental concern (Schultz, 2001). These concerns affect motivation because consumers relate sustainable food delivery to personal, social, and environmental outcomes (Schultz, 2001; Stern & Dietz, 1994; Wong et al., 2026). Motivation affects attitude because consumers' motivation leads them to perceive sustainable food delivery as a useful option. Intention develops after consumers assess sustainable delivery options.

The model includes one mediation path and two moderation paths. Motivation mediates the relationships between the three environmental concern dimensions and attitude. Perceived capability moderates the relationship between motivation and attitude, as App-use capacity can either strengthen or weaken it. Prompt moderates the relationship between attitude and intention by supporting the translation of attitudes into intentions during checkout. This conceptual framework integrates TRGP and FBM by integrating goal pursuit with App-based choice conditions.

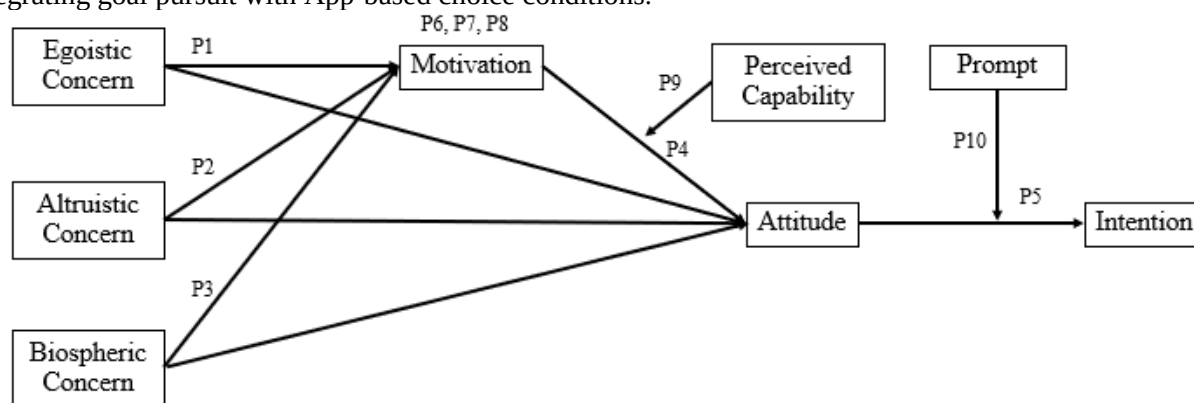


Figure 3. Research Conceptual Framework Design
 Source: Authors' contribution

The integration of TRGP and FBM is necessary because a sustainable food-delivery choice comprises two parts. The first part is goal formation. Consumers should be motivated by their beliefs about environmental concerns, which relate to personal, social, or biospheric outcomes. The second part defines sustainable delivery service choices. Consumers require perceived capability and prompts to translate attitudes into intentions of sustainable delivery service during App use. Therefore, the proposed framework integrates environmental concern, motivation, attitude, intention, perceived capability, and prompts into a single model.

4. Hypothesis Development

4.1 Environmental Concern and Motivation

Environmental concerns clarify how and why consumers develop the motivation to choose sustainable food delivery. Egoistic concern directs attention to personal outcomes, such as health, cost, and daily welfare (Schultz, 2001; Stern & Dietz, 1994). Altruistic concern directs attention to other people (Schultz, 2001; Wong et al., 2026; Wong et al., 2024). Biospheric concern directs attention to ecosystems (Schultz, 2001; Stern & Dietz, 1994). These three dimensions of environmental concern provide reasons for consumers to consider sustainable delivery options. For example, to solve environmental issues, it reduces packaging waste and delivery emissions (Janairo, 2021; Kotzab et al., 2024). In App-based food delivery, consumers view sustainable options as a way to respond to their environmental concerns.

Delivery studies show that environmental concern relates to pro-environmental motivation and sustainable choice (Ding & Lee, 2024; Hyun et al., 2025; Joo et al., 2024). Consumers with environmental concerns, who prefer services that reduce waste, reduce emissions, or support green delivery practices (Biancolin & Rotaris, 2024; Yu et al., 2023). This concern motivates consumers when they relate the delivery choice to moral responsibility or personal norms (Joo et al., 2024). Each concern type activates motivation through a different concern focus. Furthermore, TRGP explains this process because goals guide motivation and intended behavior (Ajzen & Kruglanski, 2019). These concerns motivate consumers to choose sustainable food delivery. Based on this logic, each dimension of concern is assumed to affect consumer motivation.

4.2 Motivation and Attitude

Motivation reflects consumers' desire to engage in behavior. In the TRGP, motivation is related to goal pursuit. Consumers act when their behavior serves their active goals (Ajzen & Kruglanski, 2019). Sustainable food delivery supports waste and emission reduction and promotes environmental sustainability. Consumers are motivated when delivery options support these environmental goals (Biancolin & Rotaris, 2024; Kotzab et al., 2024). This motivation provides a basis for attitude development.

Attitude emerges when consumers evaluate delivery options in light of their goals. Green service studies relate evaluation with concern, value, and responsibility (Chen & Ryu, 2025; Prisco et al., 2024; Yu et al., 2023). Motivation can also help consumers accept waiting time or added cost. This acceptance occurs when the choice supports sustainability goals (Biancolin & Rotaris, 2024; Kotzab et al., 2024). Motivation relates delivery choices to consumer goals. This relationship supports the assumed effect of motivation on attitude.

4.3 Attitude and Intention

Attitude refers to consumers' evaluations of sustainable food deliveries. This reflects their judgment regarding packaging, delivery modes, platform options, and environmental impact. In the TRGP, attitude shapes intention through goal-related evaluation (Ajzen & Kruglanski, 2019). Consumers form intentions when sustainable options match their environmental goals. This means that a positive attitude supports the intended use of green delivery options.

Delivery studies indicate that the relationship between attitude and intention in service contexts (Chen & Ryu, 2025; Jo, 2025; Zhao et al., 2024). Consumers with a positive evaluation may plan to adopt sustainable delivery. This intention can include no cutlery, less packaging, reusable packaging, or low-emission delivery. Attitude, therefore, helps turn service evaluation into a planned choice. This logic supports the assumed effect of attitude on intention.

4.4 Environmental Concern, Motivation, and Attitude

Environmental concern may not affect attitude in all situations. Environmental concerns must motivate consumers before they influence their evaluations. This logic illustrates the TRGP because motivation describes how goal-related concerns become evaluations and intentions (Ajzen & Kruglanski,

2019). Motivation relates to environmental concern and attitude. Consumers who report similar environmental concerns have different attitudes.

Motivation explains the indirect path from environmental concern to attitude. TRGP supports this sequence from concern to motivation and evaluation (Ajzen & Kruglanski, 2019). Motivation links egoistic concern with attitude toward sustainable food delivery. It also links altruistic and biospheric concerns with attitude. This logic supports the mediation role of motivation. It also supports H6, H7, and H8.

4.5 Perceived Capability, Motivation, and Attitude

Perceived capability, as defined in this paper, refers to the ease with which sustainable options can be selected in the app. This reflects whether consumers find, understand, and select these options during ordering or checkout. In the FBM, ability is one of the conditions that support behavior when it occurs with motivation and a prompt (Fogg, 2009; Fogg & Euchner, 2019). Perceived capability is defined differently from perceived behavioral control in the TRGP. In this framework, perceived capability is used as an App-based condition that strengthens the relationship between motivation and attitude.

Low perceived capability can weaken the evaluation of sustainable options. This occurs when app design requires effort, time, or knowledge. When capability is high, motivation can shape attitude. Consumers can evaluate the option because they can select it. Checkout design can therefore change how consumers evaluate green choices (Fogg, 2009; Mallawaarachchi et al., 2023; Wang & Kang, 2024). This logic supports the moderating role of perceived capability.

4.6 Prompt, Attitude, and Intention

A prompt is an App-based signal shown during ordering or checkout. It directs consumers' attention to sustainable delivery options. Examples include no-cutlery defaults, recycling reminders, and emissions information. Other examples include order consolidation and reusable packaging. In FBM, prompts support action when motivation and ability are present (Fogg, 2009). In this framework, prompts connect attitude with intention (Fogg & Euchner, 2019).

Support for sustainable delivery may not, in itself, produce intention. Consumers may overlook options when checkout screens show many choices. Prompts make these options visible before order confirmation. Labels and platform signals guide responses in digital contexts (Chua et al., 2025; Lee et al., 2025). Social signals also shape responses in service settings (Ting & Ahn, 2025). This logic supports the moderating role of prompts.

The literature discussion leads to ten hypotheses. H1 to H5 concern direct relationships. H6 to H8 concern the mediating role of motivation. H9 concerns the moderating role of perceived capability. H10 concerns the moderating role of prompts. These hypotheses correspond to Figure 3.

H1: Egoistic concerns affect the motivation to use sustainable food delivery.

H2: Altruistic concern affects the motivation to use sustainable food delivery.

H3: Biospheric concern affects the motivation to use sustainable food delivery.

H4: Motivation affects attitudes toward sustainable food delivery.

H5: Attitude affects the intention to use sustainable food delivery.

H6: Motivation mediates the relationship between egoistic concern and attitude toward sustainable food delivery.

H7: Motivation mediates the relationship between altruistic concern and attitude toward sustainable food delivery.

H8: Motivation mediates the relationship between biospheric concern and attitude toward sustainable food delivery.

H9: Perceived capability moderates the relationship between motivation and attitudes toward sustainable food delivery.

H10: Prompt moderates the relationship between attitude and intention to use sustainable food delivery services.

5. Methodology

This study will examine the hypotheses using survey data from delivery App users. PLS-SEM will be used to estimate the measurement and structural models. This section describes one empirical approach to validate the conceptual model.

Population and Sampling

The study will approach respondents at BTS stations near shopping malls in Bangkok. These sites provide access to delivery App users. Systematic random sampling will be used with a random start. A questionnaire will be offered to every 7th passerby after the start point. If a person declines or reports prior participation, the count will continue to the next 7th passerby. The target sample size will be at least 500 respondents.

5.2 Instrument and Measurement

The study will use items from previous studies based on the construct definitions in FBM and TRGP. All construct items will use a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). Table AT1 represents the items and sources. Egoistic, altruistic, and biospheric concern items will follow Schultz (2001). Other construct definitions will follow Ajzen and Kruglanski (2019) and Fogg and Euchner (2019). Items will be adapted from the cited sources in Table AT1.

The questionnaire consists of three parts: screening questions, construct measures, and demographics. First, screening questions will use Yes/No responses. Respondents will continue only if they answer yes to all items.

- (1) Have you used a delivery App at least once in the past six months? Yes/No.
- (2) Do you currently live in Bangkok? Yes/No.
- (3) Sustainable food delivery refers to delivery choices that reduce environmental impact. These choices include removing single-use cutlery, using reusable or biodegradable packaging, and requesting low-emission delivery modes. Do you understand this definition? Yes/No.

Second, the items for each construct are listed in Table AT1 and were adapted from previous studies. All items are rated on a 7-point Likert scale (1 = strongly disagree to 7 = strongly agree). The survey will be translated into Thai before distribution. A translation and back-translation procedure will be used to check meaning consistency.

Third, the demographic questions include gender, age group, marital status, education, and monthly income (Wong et al., 2026). The ranges for each question are as follows:

- (1) Gender: (1) Male; (2) Female; (3) Other/Prefer not to say;
- (2) Age Range: (1) 20–25; (2) 26–29; (3) 30–35; (4) 36–39; (5) 40–45; (6) 46–49; (7) 50–55; (8) 56–59; (9) 60 and above;
- (3) Marital Status: (1) Single; (2) Married; (3) Divorced; (4) Widowed; (5) Living together;
- (4) Educational Background: (1) No formal education; (2) Primary education (Grades 1 to 6); (3) Secondary education (Grades 7 to 12); (4) Vocational diploma; (5) Bachelor's degree; (6) Master's degree or higher.;
- (5) Monthly Income (in Thai Baht): (1) Less than 10,000; (2) 10,000–19,999; (3) 20,000–29,999; (4) 30,000–49,999; (5) 50,000–69,999; (6) 70,000 and above;

Furthermore, this study will be submitted to the authors' institution's IRB for approval. IRB approval will be obtained before data collection. Participation will be voluntary and based on informed consent. The survey will not collect any identifying information. The data will be stored securely and used for research.

5.3 Data Analysis Procedure

This study will use three analytical steps in SPSS and SmartPLS. First, the dataset will be screened, and descriptive statistics will be reported. Missing values, outliers, and response patterns will be checked. Second, the measurement model will be assessed in SmartPLS. The study will report indicator loadings, Cronbach's alpha, composite reliability, and average variance extracted (Fornell & Larcker, 1981; Hair et al., 2022; Hair et al., 2019). Discriminant validity will be assessed using Fornell–Larcker and HTMT. Third, the structural model will be assessed using 5000 times bootstrapping (Hair et al., 2022; Hair et al., 2019). The

study will report path coefficients, confidence intervals, R^2 , and Q^2 . Indirect effects will be examined using bootstrapped confidence intervals. Mediation and moderation analyses will be supported when the confidence interval does not include zero.

6. Contribution

6.1 Theoretical Contribution

This paper contributes to sustainable food delivery research in three ways. First, it relates environmental concern to motivation, attitude, and intention. Second, it separates TRGP from FBM. TRGP explains goal formation. FBM explains the App conditions at the action point. Third, the model places perceived capability and prompts at checkout. This structure avoids treating FBM as a linear attitude model.

The framework also extends delivery studies that focus on service quality, trust, and usefulness. It shifts attention toward environmental concern during app-based ordering. Egoistic, altruistic, and biospheric concerns are linked to motivation. Motivation is linked to attitude. Attitude is linked to intention. Perceived capability and prompts then influence these links. This model gives a basis for later empirical testing.

6.2 Practical Contribution

The framework shows delivery platforms at points in the ordering process where interventions can be placed. The platforms support this by reducing the effort required to select sustainable options. It makes green options visible, reduces the number of steps, and places sustainable choices near the final checkout button. The platforms also use prompts to remind consumers about no cutlery, reduced packaging, reusable packaging, or low-emission delivery. These prompts should appear at the point of action. The platform messages should answer consumers' environmental concerns. Egoistic messages focus on personal impact. Altruistic messages focus on community impact. Biospheric messages focus on environmental protection.

6.3 Scope, Boundary Conditions, and Future Research Directions

This framework applies to App-based food delivery settings where consumers choose sustainable options during ordering or checkout. These options focus on reducing packaging waste and delivery-related emissions (Biancolin & Rotaris, 2024; Janairo, 2021; Kotzab et al., 2024). The framework explores when consumers can select packaging, delivery mode, and order settings during checkout. It does not apply when these options are not available. Future research explores the propositions through surveys, experiments, or App-based field data. Future studies also compare cities, platforms, and consumer groups to examine whether the framework applies across contexts.

7. Conclusion

Current food delivery studies examine platform use, service signs, drone delivery, and well-being. These studies explain adoption, continuance, and service evaluation (Chen et al., 2026; Chiu et al., 2025). Other studies examine delivery through well-being and consumption outcomes (Bhardwaj & Kalro, 2023). Sustainability studies examine emissions, packaging waste, and logistics design (Chan et al., 2023). Yet, sustainable options at checkout remain under-examined. This gap matters because consumers must select these options before ordering.

This paper responds to the gap with an integrated framework. TRGP explains how environmental concern becomes motivation, attitude, and intention (Ajzen & Kruglanski, 2019). FBM explains how perceived capability and prompts support checkout decisions (Fogg, 2009). The paper concludes that sustainable delivery choice has two parts. One part concerns goal formation. The other part concerns app-based choice support.

The framework has implications for delivery platforms and managers. Platforms should reduce the effort needed to select green options. They should place these options near the order confirmation. Prompts can remind consumers about no cutlery and reusable packaging. Future studies should test the model with

surveys, experiments, or app data. Future research should compare cities, platforms, income groups, and usage groups.

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9. Appendix

Table AT 1. Question Statement for each Construct

Variable		Concept based on		Question Statement	Refer by
1	Egoistic Concern	(Schultz, 2001)	1	I worry that packaging waste from delivery harms my health.	(Mahasuweerachai et al., 2025; Schultz, 2001; Y. Wang et al., 2025; Wong et al., 2025; Wong et al., 2024)
			2	I worry that delivery packaging could cause illness.	
			3	I avoid delivery options that raise my environmental footprint.	
			4	I choose delivery options that protect my health.	
2	Altruistic Concern	(Schultz, 2001)	1	I worry that delivery pollution harms my community.	(Mahasuweerachai et al., 2025; Schultz, 2001; Y. Wang et al., 2025; Wong et al., 2025; Wong et al., 2024)
			2	I worry that delivery pollution harms people with health conditions.	
			3	I choose delivery services that prioritize the well-being of others.	
			4	I worry that delivery pollution harms public health.	
3	Biospheric Concern	(Schultz, 2001)	1	I care about preventing delivery emissions that affect ecosystems.	(Mahasuweerachai et al., 2025; Schultz, 2001; Y. Wang et al., 2025; Wong et al., 2025; Wong et al., 2024)
			2	I avoid delivery practices that degrade soil or water quality.	
			3	I choose delivery services that prioritize biodiversity protection.	
			4	I care about preserving ecosystems from delivery-related impacts.	
4	motivation	(Ajzen & Kruglanski, 2019; Fogg & Hreha, Persuasive technology, proceedings/2010)	1	Reducing packaging waste in my deliveries is a goal for me.	(Toma & Yáñez-Pérez, 2025; Wong et al., 2025)
			2	Reducing delivery emissions is a goal for me.	
			3	I feel a commitment to choose a lower-impact delivery option when I order.	
			4	I feel discomfort when I choose a higher-impact delivery option.	
5	Attitude	(Ajzen & Kruglanski, 2019)	1	I view sustainable delivery as beneficial.	(Hamilton et al., 2024; Toma & Yáñez-Pérez, 2025; Tuu, 2025; P. Wang et al., 2025; Zhang et al., 2025)
			2	I rate sustainable delivery as a good choice.	
			3	I believe sustainable delivery contributes to environmental protection.	
			4	I consider sustainable delivery to have value.	
6	Intention	(Ajzen & Kruglanski, 2019)	1	I intend to use sustainable delivery options in the future.	(Hamilton et al., 2024; Toma & Yáñez-Pérez, 2025; Tuu, 2025; P. Wang et al., 2025; Wong,
			2	I plan to choose low-emission delivery regularly.	
			3	I expect to increase my use of sustainable	

Variable	Concept based on		Question Statement	Refer by
			delivery.	2025; Zhang et al., 2025)
		4	I am determined to support sustainable delivery services.	
7	Perceived Capability	(Ajzen & Kruglanski, 2019; Fogg & Euchner, 2019; Fogg & Hreha, Persuasive technology, proceedings/2010)	1 I can identify delivery apps with green options.	(Agha, 2022; Hamilton et al., 2024; Mallawaarachchi et al., 2023; Toma & Yáñez-Pérez, 2025; Tuu, 2025; Wong, 2025; Zhang et al., 2025)
		2	I have time to select an eco-friendly delivery option.	
		3	I feel confident using apps that highlight green practices.	
		4	I can navigate delivery choices without difficulty.	
8	Prompt	(Fogg & Euchner, 2019; Fogg & Hreha, Persuasive technology, proceedings/2010)	1 An app marks a green option to remind me to select it during checkout.	(Agha, 2022; Jyothy et al., 2024; Mallawaarachchi et al., 2023)
		2	A checkout message that compares the impact across options prompts me to select.	
		3	A default green option at checkout prompts me to select.	
		4	A reminder about the packaging choice at checkout prompts me to select it.	

(Source: Authors' compilation)

Table AT 2. List of Abbreviations

Full name	Abbreviation
Fogg Behavioral Model	FBM
Technology Acceptance Model	TAM
Theory of Planned Behavior	TPB
Theory of Reasoned Goal Pursuit	TRGP
Unified Theory of Acceptance and Use of Technology	UTAUT

(Source: Authors' compilation)

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