Table 1. Profile of survey respondents (*n* = 405)

Variable	*n*	Percentage
Gender		
Male	200	49.4
Female	205	50.6
Monthly household income		
US$6,001 and over	23	5.7
US$5,001-US$6,000	14	3.5
US$4,001-US$5,000	36	8.9
US$3,001-US$4,000	51	12.6
US$2,001-US$3,000	109	26.9
US$1,001-US$2,000	112	27.7
Under US$1,000	60	14.8
Marital status		
Single	204	50.4
Married	197	48.6
Widowed/Divorced	4	1.0
Education level		
Less than High school diploma	48	11.9
Associate's degree	62	15.3
Bachelor's degree	258	63.7
Graduate degree	37	9.1
Mean age = 37.92 years old		

Table 2 Confirmatory factor analysis: Items and loadings

Construct and scale items	Standardized Loading[a]
Green consumers	
The sooner consumers start buying greener products, the sooner companies will transform to respond to their demands.	.929
The more I buy 'green' products, the more I help persuade companies to become 'friendlier' to the environment.	.941
By buying greener products, I can make a difference in helping the environment.	887
Activists	
Any donation to environmental groups helps it attain its goals.	.878
The efforts deployed by environmental groups have an impact on the end result of many ecological challenges.	.930
By making donations to pro-environmental groups, I can help make a positive difference on the state of the environment.	.920
Advocates	
I am able to convince a friend to change his/her conservation habits.	.926
I am able to convince some of my friends to take some kind of action with regards to environmental challenges.	.913
If willing, people can generally influence their friends' transportation habits.	.827
Recyclers	
By recycling, I am helping to reduce pollution.	.939
By recycling, I am doing my part to help the state of the environment.	.953
By recycling, I am saving valuable natural resources.	.952
Anticipated emotions	
Positive anticipated emotion	
If I use an environmentally friendly way, such as drone food delivery services, I will feel…	
Excited	.870
Delighted	.930
Happy	.931
Negative anticipated emotion	
If I use an environmentally friendly way, such as drone food delivery services, I will feel…	
Disappointed	.813
Depressed	.944
Uncomfortable	.947
Intentions to use	
I will use drone food delivery services when ordering food.	.947
I am willing to use drone food delivery services when ordering food.	.940
I am likely to use drone food delivery services when ordering food.	.952
Goodness-of-fit statistics: χ^2 = 383.849, df = 168, χ^2/df = 2.285, p < .001, NFI = .960, IFI = .977, CFI = .977, TLI = .971, RMSEA = .056	

Notes 1: [a] All factors loadings are significant at p < .001

Notes 2: NFI = Normed Fit Index, CFI = Comparative Fit Index, TLI = Tucker-Lewis Index, RMSEA = Root Mean Square Error of Approximation

Table 3 Descriptive statistics and associated measures

	No. of Items	Mean (SD)	AVE	(1)	(2)	(3)	(4)	(5)	(6)	(7)
(1) Green consumers	3	5.39 (1.00)	.845	**.942**[a]	.643[b]	.498	.663	.635	-.363	.561
(2) Activists	3	5.08 (1.04)	.827	.413[c]	**.935**	.424	.548	.651	-.273	.528
(3) Advocates	3	4.67 (1.03)	.792	.248	.180	**.919**	.536	.492	-.330	.507
(4) Recyclers	3	5.34 (1.05)	.899	.440	.300	.287	**.964**	.581	-.327	.467
(5) Positive anticipated emotion	3	4.48 (1.12)	.830	.403	.424	.242	.338	**.936**	-.253	.677
(6) Negative anticipated emotion	3	2.80 (1.27)	.816	.132	.075	.109	.107	.064	**.930**	-.323
(7) Intentions to use	3	4.51 (1.30)	.896	.315	.279	.257	.218	.458	.104	**.963**

Notes 1: SD = Standard Deviation, AVE = Average Variance Extracted

Notes 2: a. Composite reliabilities are along the diagonal, b. Correlations are above the diagonal, c. Squared correlations are below the diagonal

Table 4 Standardized parameter estimates for structural model

			Standardized Estimate	*t*-value	Hypothesis
H1a Green consumers	→	Positive anticipated emotion	.237	3.970*	Supported
H1b Green consumers	→	Negative anticipated emotion	-.209	-2.713*	Supported
H2a Activists	→	Positive anticipated emotion	.357	6.676*	Supported
H2b Activists	→	Negative anticipated emotion	-.017	-.254	Not supported
H3a Advocates	→	Positive anticipated emotion	.153	3.241*	Supported
H3b Advocates	→	Negative anticipated emotion	-.174	-2.840*	Supported
H4a Recyclers	→	Positive anticipated emotion	.149	2.737*	Supported
H4b Recyclers	→	Negative anticipated emotion	-.086	-1.215	Not supported
H5 Positive anticipated emotion	→	Intentions to use	.644	14.485*	Supported
H6 Negative anticipated emotion	→	Intentions to use	-.160	-3.988*	Supported
Goodness-of-fit statistics: $\chi^2 = 410.410$, df = 173, $\chi^2/df = 2.372$, $p < .001$, NFI = .957, IFI = .975, CFI = .975, TLI = .969, RMSEA = .058					

Notes 1: *$p < .05$

Notes 2: NFI = Normed Fit Index, CFI = Comparative Fit Index, TLI = Tucker-Lewis Index, RMSEA = Root Mean Square Error of Approximation