

A Work Project, presented as part of the requirements for the Award of a Master's degree in
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**Assessing fans' requirements and consumer behaviour
towards sustainability in sports merchandising**

*Impact of Sustainability criteria rating on Intention to purchase / Willingness to pay
& Impact of demographic factors*

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Abstract

This master's thesis addresses the topic of sustainability in football merchandising and the growing need for innovative and sustainable strategies. The conducted survey shows that emotional connection to a club has a strong effect on purchase intention, while sustainability attitude has a significant influence on willingness to pay. Low CO2 emissions and sustainability of materials and packaging are the most important sustainability criteria to fans, while transparency proves to be relevant as an attribute of label. This study contributes to a better understanding of merchandise consumer behaviour in the context of sustainability labels and offers practical implications for football clubs.

Key terms: Sport Management, Sustainability, Merchandise, Football, Intention to Purchase, Willingness to Pay, Sustainability Labels.

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FCA	-	1. FC Augsburg
HDH	-	1. FC Heidenheim
KOE	-	1. FC Köln
M05	-	1. FC Mainz 05
FCU	-	1. FC Union Berlin
B04	-	Bayer 04 Leverkusen
FCB	-	FC Bayern Munich
BVB	-	Borussia Dortmund
BMG	-	Borussia Mönchengladbach
DFL	-	Deutsche Fußball Liga
BSC	-	Hertha BSC Berlin
RBL	-	RB Leipzig
SCF	-	SC Freiburg
SGE	-	Sportgemeinschaft Eintracht Frankfurt
D98	-	SV Darmstadt 98
TSG	-	TSG 1899 Hoffenheim
VfB	-	VfB Stuttgart
BOC	-	VfL Bochum
WOB	-	VfL Wolfsburg
SVW	-	SV Werder Bremen
<i>ITP</i>	-	<i>Intention to purchase</i>
<i>IL</i>	-	<i>Internal Legitimacy</i>
<i>SA</i>	-	<i>Sustainability Attitude</i>
<i>WTP</i>	-	<i>Willingness to pay</i>
<i>SCR</i>	-	<i>Sustainability criteria rating</i>
<i>PLR</i>	-	<i>Perceived label relevance</i>

1. Introduction

Football is one of the most popular sports in the world. Throughout centuries, it has provided immense joy and motivation for people around the world. For many it is not only a source of entertainment, but it can also lead to inspiration and change the life of each individual follower. Sports clubs are in the spotlight of society and therefore have a responsibility to the population. Nonetheless, the large fanbase is not only influenced by football, but in turn also affects the clubs themselves and shapes the world of football to a certain extent too. Therefore, with the growing interest of fans in the environment and sustainability, it is no surprise that many clubs start to engage in more sustainable practices.

In today's modern environment, the beloved sport can assist in protecting the planet by acting as a carrier for encouraging sustainable practices and spreading knowledge about environmental topics. Football has a unique role to play in helping create a more environmentally responsible world. Due to external pressures by governments and society and the rising awareness among fans, football clubs make increasing efforts to implement more sustainable measures, e.g., in merchandising. This research explores the interest of fans in sustainable merchandise as well as their purchasing behaviour. This includes the expectations of consumers regarding certifications and seals for fan articles, as well as the monetary implementation from the perspective of the German football club Bayer 04 Leverkusen (B04). B04 is one of the most successful clubs in the German Bundesliga today and active in international competitions. To meet the growing demand for more sustainability, the club is currently endeavouring to increase sustainability in its merchandising and is therefore planning to introduce its own sustainability label. Hence, this study examines this topic on the basis of fans' requirements. As the majority of the data was collected among football clubs of the First German Bundesliga, the data and insights gained relate to the First Bundesliga for the most part.

2. Situation Analysis

2.1 Football Merchandise Market

2.1.1 Bundesliga

The Bundesliga is the highest German league in football. It is divided into the First and Second Bundesliga, with 18 teams participating in each (transfermarkt.de 2023). Founded over 50 years ago, in 1963, the German Bundesliga is the youngest of the European “big five” leagues, also including the English Premier League, Spanish La Liga, Italian Serie A and French Ligue 1. The German football management system is highly regarded for its emphasis on developing young players and effectively managing club finances and sponsor relations. A primary aspect of this system is the German Football League Association (Deutsche Fußball Liga; DFL), which manages the Bundesliga and distributes its revenue fairly among the 36 clubs. Bundesliga clubs, in comparison to the other major leagues in Europe, more strongly prioritize the satisfaction and affordability of their fan base, with an average attendance of over 40,000 fans per game. This is largely due to their approach of limiting season tickets and offering affordable ticket prices, ensuring that all fans have the opportunity to attend matches (Palchykau and Matvienka 2014). Unlike other major European leagues, the gap between the highest and lowest earning club does not exceed €130 million. Ultimately, financial resources are the key to sporting success, and merchandise plays a significant role in this.

Bain & Company summarizes the most important value levers for sporting success under the foundation of customer value management, sponsoring, stadium & ticketing and merchandising. On top of these, brand positioning and fan mobilization are important factors. The interplay of these components generates the necessary resources to finance sporting success. The more effectively a club uses these components to manage its business, the more likely it is to achieve sporting success in the medium to long term. The study also underlines

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the importance of recognizing new trends at an early stage, as the market is still far from reaching its potential (Sinn, et al. 2022).

All current First Bundesliga clubs account for a total accumulated revenue of €3.459 billion in the last financial year (balance sheet date varies from 30.06.22 and 31.12.22). However, only eight out of 18 clubs have a positive after-tax result. Among other things, this is due to the high personnel costs of €1.817 billion across the league, these include player salary. At last, all clubs in the Bundesliga reported total equity of €1.63 billion and total assets of €3.625 billion in fiscal year 2022 (DFL 2023a).

Total merchandising sales in the Bundesliga amounted to €174 million last season. Figure 1 illustrates the development of merchandise sales over the last nine seasons, showing that they have not increased over the last decade. On the contrary, sales reached a low point in the season 2021/22 (Zeppenfeld 2023a).

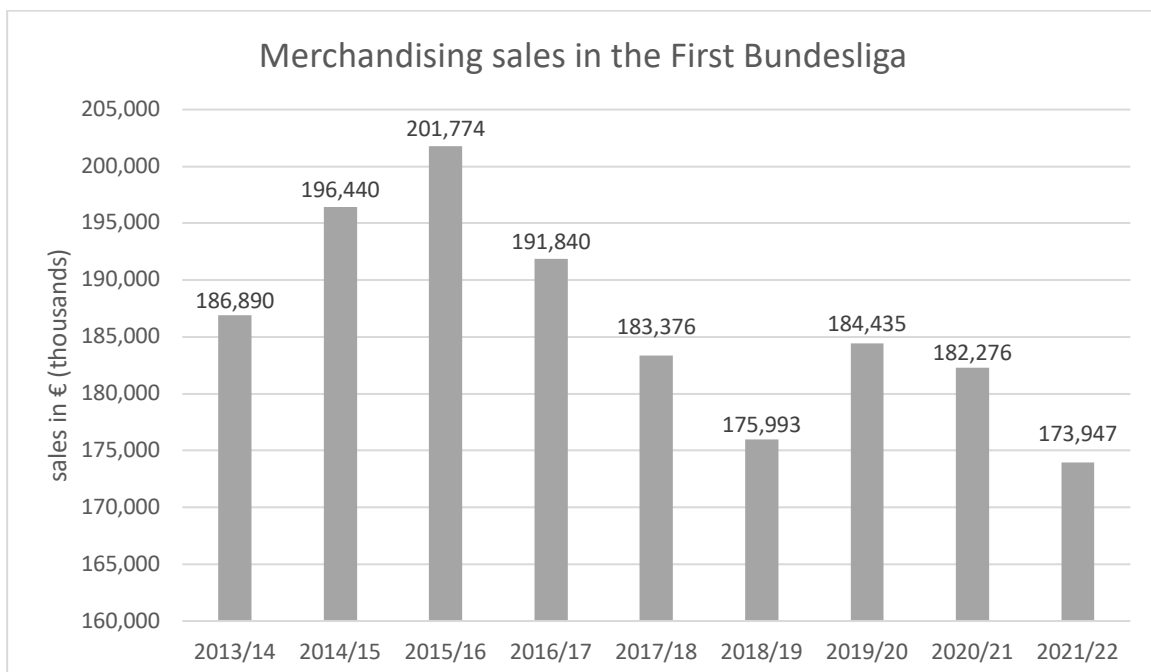


Figure 1: Merchandising sales in the First Bundesliga. Own illustration (Zeppenfeld 2023a)

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According to the DFL, merchandise accounted for 4.82% of the companies' total revenue this year. This puts merchandising in fourth place among the strongest revenue drivers, behind media exploitation (38.25%), advertising (25.75%) and transfer revenue (12.73%) (DFL 2023b).

In recent years, Bundesliga clubs have recorded a decline in merchandising sales and show lower sales growth compared to other top European leagues. The reasons for this are market saturation on the one hand and on the other hand, the fact that the two biggest clubs, FC Bayern Munich (FCB) and Borussia Dortmund (BVB), are no longer as successful internationally, when considering an international uptrend after they faced each other in the Champions League Final in 2013. In addition, the needs of consumers were not sufficiently taken into account and there was a lack of innovative ideas, such as digital fan merchandise. The Bundesliga is at a disadvantage compared to other leagues internationally, as too little consideration is given to fast-moving consumers who expect changing product ranges. This is confirmed by Joachim Hilke, Managing Director of Fanatics, an American fan merchandise manufacturer that is responsible for Germany, Austria and Switzerland. The expert blames the decline on the marketing strategies of German clubs. Clubs abroad are more open to the further development of their merchandising products, which is also reflected in declining sales in Germany. One example of the positive success of sales figures is the sharp rise in merchandising sales at Juventus Turin following the signing of Cristiano Ronaldo. This also illustrates the connection between merchandising sales figures and sporting decisions (Ashelm 2019).

To increase merchandising sales again in the future, Bundesliga clubs should focus on new markets and target groups and introduce new innovative types of fan merchandise. Even though, club jerseys are currently the biggest revenue driver in merchandising, the Bundesliga has seen the lowest increase in jersey sales compared to other top leagues. In addition, jersey prices have

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risen by 23% in the last ten years, leading to an average price of a First Bundesliga jersey of €81.90, most expensive jersey from FCB (Adidas), Sportgemeinschaft Eintracht Frankfurt (SGE), RB Leipzig (RBL) and Hertha BSC (BSC) (Nike) for €89.95, cheapest jersey from SC Paderborn (Saller) for €69.95, in season 2019/20 (Ashelm 2019).

At last, on the one hand, the general decline in consumption due to the COVID-19 pandemic and the current high inflation demonstrate the current missing demand by fans. On the other hand, they also put the decline in sales figures into perspective compared to other consumer goods (Ha, Kose and Ohnsorge 2021). Overall, it is important that Bundesliga clubs focus more on customer wishes and trends in the future to increase merchandising sales again.

2.1.2 Bayer 04 Leverkusen

Bayer AG, founded over 150 years ago, is a life-science company with core competences in the fields of medicine and agribusiness (Bayer 04 Leverkusen Fußball GmbH 2023a). Bayer AG is the sole shareholder of the football club, which is due to an exemption from the 50+1 rule. This set of rules of the DFL usually implies that a capital company must be majority owned by the parent club to obtain a license to participate in the Bundesliga, which means that the parent club must hold at least 50% of the voting rights plus at least one additional voting right in the meeting of shareholders of the capital company (DFL 2023c). The exemption was only possible because Bayer 04 Leverkusen Fußball GmbH was founded on April 1, 1999, and until then had received insignificant funding from Bayer AG. The club was first founded on July 1, 1904, under a different name (Bayer 04 Leverkusen Fußball GmbH 2023b).

Professional football in Germany reaches a lot of people and enjoys great popularity. A survey of the population in Germany in 2022 showed that about 5% of the respondents in Germany are fans of the B04 club. In addition, the club currently has around 30,000 members and thus ranks twelfth among the clubs with the largest number of members (Zeppenfeld 2023b). Most

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recently, B04 recorded equity of €200.5 million and total assets of €375 million. The club generated sales of €273.6 million in fiscal year 2022. After deducting personnel costs of €142.3 million, and descriptions, expenses and taxes of €138.8 million, it generated a loss of €-7.347 million (DFL 2023a). However, the parent company Bayer AG ensures that the equity level stays constant at round about €200 million via a profit transfer agreement with the club at the end of each fiscal year (Zeppenfeld 2023c). The main sources of income are, on the one hand, about €79 million in broadcasting sales. On the other hand, the club earns about €8 million per year by the current jersey sponsor Barmenia in addition to many other sponsors (Zeppenfeld 2023d).

Merchandising is also a significant source of revenue that can finance sporting success, as previously categorised by Sinn et al. (Sinn, et al. 2022)(2022). It is difficult to quantify the market for B04, as specific sales figures are not publicly available. In addition, no precise sales figures were granted by B04 for this study. Based on the published data provided, merchandising sales can be estimated at approximately €13 million (4.82% of €273.6 million). This figure is derived from the total revenue of 2022 and the DFL's published percentage figure for the share of merchandising in the total revenue of First Bundesliga clubs (DFL 2023b).

Bain & Company provides one of the few well-founded key figures on merchandise for B04. The company's study examined the merchandising sales per fan of all Bundesliga clubs. According to the study, B04 came third on this list with €10.59 in sales per fan (Sinn, et al. 2022). This leads to the assumption that B04's merchandising revenue exceeds the estimated €13 million. Consequently, there are two approaches to further expand the market for B04. Firstly, new fans who buy merchandise can be attracted, and secondly, existing fans can be encouraged to buy more products.

2.2 Sustainability in Sports Merchandise

2.2.1 Sustainability in Football

Sustainability is one of the most pressing challenges in maintaining the prevailing living conditions globally, but it also presents an opportunity for companies to take the lead and gain new or retain current customers in the long run. This is particularly true for the sports industry, including football associations, leagues and teams, many of which have already introduced regulations and guidelines for their daily work. In the report "The Red Way" by English football club Liverpool FC, it is emphasized that merchandising plays a crucial role in the journey towards sustainability. As stated in the report, merchandising accounts for over 70% of Co2 emissions, which have only increased during the corona season (Liverpool FC 2021).

The world of sport and the natural environment are inextricably linked; the latter is essential for humans to survive as well as enjoy playing and watching sport. Still, our practices and patterns of consumption have caused significant damage to the relationship between these two entities. Climate change is at the forefront of public discourse, creating the realization that our behaviour needs to adjust to help preserve the planet. However, implementing changes can be a difficult process, with it being hard for us to comprehend the effects of our day-to-day decisions (McCullough and Kellison 2018).

The growing awareness of environmental responsibility has spurred major football clubs in Europe to take action in minimising their environmental impact while also enhancing their social responsibility. To this end, several collaborative efforts with environmental organisations, sustainability projects, and introduction of eco-friendly regulations have been initiated (Liverpool FC 2021; UNFCCC 2020). Additionally, FIFA has devoted considerable attention to the notion of sustainability, devising a range of programs and initiatives intended to encourage sustainability in football (FIFA 2023).

2.2.2 Bundesliga

As previously described, the Bundesliga is extraordinarily focused on its fans compared to other leagues. Accordingly, as fans (especially Gen Z) increasingly demand more sustainable practices, a positive trend is also developing in terms of sustainability (UNiDAYS 2022). Yet, this also derives from external pressures on football clubs by society, governments, or leagues. At the same time, this is an indicator for increased demand by society for sustainable merchandise. The DFL followed up on this by incorporating sustainability guidelines into its licensing regulations in May 2022. This includes measures to support clubs in implementing and networking in the area of sustainability, such as guidelines and templates for standardized analyses that support the implementation of specific criteria (DFL 2022).

In April 2022, the German Federal Ministry for Economic Cooperation and Development (BMZ) and Brands Fashion launched the "From Field Work to Fan Shop" initiative. The aim is to promote the sustainable cultivation of cotton and support producers in the western Indian region of Gujarat. Nine clubs of the First and Second Bundesliga (1. FC Union Berlin (FCU), Arminia Bielefeld, SGE, Hamburger SV, SV Werder Bremen (SVW), VfB Stuttgart (VfB), VfL Wolfsburg (WOB), BVB and FC St. Pauli) have already joined the initiative (INA 2022). In addition, 450 small farmers will be supported in switching to organic farming and 1,000 children and young people from the region will be encouraged through sporting activities. Showcasing the increased relevance of such topics among the associations, a delegation visited the cotton fields in January 2023 and took part in a sports and youth festival to learn more about the initiative. The first fan merchandise made from organically grown cotton from the region was initially planned to be available in fan stores in summer 2023 under the collection name "cotton-in-conversion" (Sport for Development 2023). It remains to be seen when the first products can be realised.

2.2.3 Bayer 04 Leverkusen

B04 is aware of the enormous social significance of football and the responsibility it brings to professional clubs. They themselves want to contribute to positive changes regionally and globally in times of sustainability transformation. Driven by the social influence of football, the aim is to be an attractive employer in terms of social commitment and to use innovation to make new economic challenges more sustainable.

The club defines its goals in three areas: Environment, Society and Club Governance. Within these areas, B04 is already very active, particularly at the social and community level, leaving space for more environmental engagement. They add value to society through numerous projects and initiatives. To name a few examples: On the "Bayer 04 Hilft-Tag" (Bayer 04 helps day) the club joins forces together with coaches and players as well as the city of Leverkusen to enhance a public institution in the city in many ways. This action was initiated in 2015 and has been held annually since then. Furthermore, since 2010, mentally impaired young people have been given the opportunity to pursue their favourite hobby, football, at what are now more than 20 locations throughout Germany. They are accompanied by a team of coaches from the club and the program is specially adapted to young people. In addition to these valuable initiatives and many fundraising activities, the club offers many other opportunities for children, young people, and even older or sick fans at levels of education, closeness to the team and community events.

For several years, the club has been optimizing the resources needed to become more energy efficient and sustainable. Over the last 6 years, the relative reduction in total energy consumption has been in excess of 30%. Facilities are constantly being optimized to operate in a more resource efficient manner. These include water, electricity, gas, and district heating. In addition, the association reinforces the topics of mobility, nutrition, waste, and the CO2 footprint. The latter is one of the most current targets for more sustainable action. The club

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website explicitly mentions the pursuit of goals in the areas of fan mobility, catering and merchandising (Bayer 04 Leverkusen Fußball GmbH 2023c).

Accordingly, the current status of the merchandising department is difficult to assess by the public. There already have been some measures in the past, e.g. changing the annual jersey release to two years, which however have been abolished again due to leaking profitability. This example illustrates the conflict between sustainable measures and achieving economic goals. Nevertheless, the latter activities and the association with external consultants show the willpower to make fan merchandise more sustainable.

For 2022, B04 reported to the DFL on sustainability measures in merchandising products. According to the report, items with an environmental label account for 26.1% of total merchandising sales, while items with a fair production label have a share of 20.2%. In terms of production, 13.8% of merchandising items are manufactured in Europe (EU and Schengen area). This year, the outfitter was changed from Jako to Castore at the start of the 2022/23 season. The sustainability measures have tended to take a step backwards with the change of supplier, which resulted from discussions with B04. The club would therefore like to make items produced in-house more sustainable and is working on an eco-label that meets the wishes and requirements of the fans, which shapes the scope of this collaborative study (Bayer 04 Leverkusen Fußball GmbH 2023d).

For the current year (1.1.2023 - 05.12.2023), there are no published figures for sustainability in the merchandising area, but the share of sales accounted for by Castore items compared to items produced in-house can be put at 85.88%. In addition, jerseys continue to make up the largest share of the textile range at 67.42% (Bayer 04 Leverkusen Fußball GmbH 2023d). The high proportion of jerseys may be due to the current sporting success, as Bayer 04 Leverkusen is currently leading the First Bundesliga table (first half of the 2023 season), but just 14.12% of

current sales are made up of items produced in-house that are eligible for a self-developed eco-label. Direct changes seem to be difficult to implement due to contract barriers. The current outfitter Castore has a contract with the club until 30th June, 2027 (Bayer 04 Leverkusen Fußball GmbH 2022). Subsequently, changes are most likely latest to be created with a new contract. Therefore, potentials for fan articles of own production are sought first. These are to be implemented in the near future. The research is designed to help B04 identify opportunities and prioritise changes that can be implemented internally, without the need for external decision-makers, and therefore focuses on products directly sourced by the club. The aim is to win new fans through a sustainable approach and to continue to inspire existing fans with B04 merchandise.

2.3 Relevance of Sustainability

Numerous influences, such as environmental, economic, governmental, and corporate, serve as drivers to motivate the transition towards sustainability. This shift requires a comprehensive and well-considered approach to ensure that the long-term benefits of sustainability are realised.

The current state of global climate affairs has encouraged an increase in corporate sustainability initiatives. Consumers' demands for greater environmental protection has urged companies to reduce their carbon footprint and comply with emission standards. A governmental intervention involves the adoption of regulations designed to save the environment and promote social accountability. Furthermore, sustainability initiatives may ultimately provide a commercial benefit by allowing organizations to stay competitive and capitalize upon cost savings in the long term. Therefore, by keeping up with emerging trends and adapting their methods to become more ecologically efficient, organizations are positioned to obtain long-term economic benefits. However, to obtain this advantage, a long and strict compliance with the restructuring process is required (Wijethilake and Upadhaya 2020).

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To remain competitive and meet environmental sustainability objectives, businesses must prioritize the reduction of their carbon emissions and energy consumption. This includes investing in renewable energy sources, applying energy efficient technologies, and promoting a circular economy to reduce potential waste. Additionally, organizations should strive to ensure their supply chains are sustainable and prioritize utilizing sustainable production processes and sourcing materials and products from environmentally minded sources. Lastly, the engagement of stakeholders in the dialogue and decision-making processes related to sustainability initiatives can effectively help to meet their expectations and requirements. It is crucial to hold conversations with stakeholders at every step of the process to guarantee that sustainability objectives adequately reflect the needs of all involved parties (Yadav, et al. 2018).

By pursuing sustainability goals, organizations may gain numerous advantages. Consumers are increasingly becoming aware of the social and environmental implications in their consumer behaviour. Especially, as the purchasing power of Gen-Z, who are highly interested in sustainability, increases as time goes on (UNiDAYS 2022). Companies that promote sustainability have the potential to grow trust and loyalty amongst their customers. Additionally, this may also lead to a more favourable image, as customers are significantly motivated to associate with companies that are actively investing in sustainability, which most likely positively influences the sales and customer satisfaction (Niță and Ștefea 2014).

Insight into the business operations of a company can demonstrably change the perception and individual assessment of the company. If the perception is positive, this can also have a positive impact on consumer behaviour. It can also be applied to aspects of sustainability. Businesses that are transparent and actively engaged in mitigating their environmental footprint are likely to gain the approval and endorsement of their customers (Buell, Shwetha and Yanchong 2019).

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However, the switch to a more sustainable production of merchandise also brings several challenges. On the one hand, materials that are often used due to their low prices need to be replaced by more environmentally friendly alternatives, which can be associated with higher costs. On the other hand, improving working conditions and implementing new supply chains also requires investment in the form of training, acquiring new machines, adapt processes and introducing standards and control mechanisms. However, these initial investment costs can be amortized in the long term through various efficiency measures. By avoiding waste, reducing delivery routes or schedules, and cooperating with local trading partners, a return on investment can be achieved. In addition, a more efficient and transparent supply chain can minimize risks such as supply disruptions or loss of reputation, which can further increase customer satisfaction and retain customers in the long term (Nayak, et al. 2019).

Overall, switching to a more sustainable production of merchandise is therefore not only necessary from an ecological perspective, but also offers economic benefits for the company. It contributes to a long-term stable and sustainable business strategy that meets both the needs of consumers and the requirements of responsible corporate governance. It is therefore important that companies are aware of the implied costs and make the necessary investments to pursue a holistic and long-term approach to sustainable merchandise production (Nayak, et al. 2019).

Many of these sustainability trends are included by companies in sustainability labels for product identification. The company is free to decide whether to be certified by an organization and apply this label, or to design its own label that is tailored to customer requirements. B04 is currently planning the latter, indicating a need for research on customer requirements in the context of a club-internal sustainability label. In the following the fundamentals of an eco-label are explained in more detail.

2.4 Sustainability Labels

As global sustainability is becoming increasingly important in the sports merchandise industry, sustainability labels have become more and more relevant. Sustainability labels indicate how eco-friendly a product is produced and how it impacts the environment (UBQ 2021). Yet, the question is not only how to ensure that your merchandise products are sustainably produced but also how to communicate this to the fans.

One possible method is to communicate it with banners through the online and offline fan shops. The VfB, for example, practices this method (appendix 1). A green banner with the word "sustainability" is displayed in the left corner of the club for the promotion of sustainable produce products, while also mentioning it in the product description (VfB Stuttgart 2023).

Several other Bundesliga clubs display eco-labels next to their products in their online stores as well. In the textile industry, there are currently 104 different textile labels. Three of the most used labels in the sport industry are Bluesign, OEKO-TEX, and GOTS (fairlyfab 2021). Table 1 shows an overview of exemplary labels and their attribute and merchandise partners.

Eco Label	Attributes	Merchandise
Bluesign	Social responsibility, CO2/ water emission, chemicals, resource efficiency, supply chain,	Puma, Adidas, Nike
OEKO-TEX	Prohibited substances, chemicals, labour conditions	Puma, Hummel, JAKO
GOTS	Organic fibres, Social Standards (working conditions), Environmental (chemicals, water waste, colouring)	-
Grüner Knopf	Environmental (chemicals, water waste, colouring, CO2,), Social Standards (working conditions, discrimination, minimal wage)	-
IVN Best	Chemicals, organic fibres, Social Standards (working conditions), colouring	-

Table 1: Overview Eco-Labels. Own creation

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The IVN Best label is the most stringent label currently available on the market by regulating not only the production process, but also the raw materials that are permitted to be used.

In accordance with the Global Organic Textile Standard (GOTS), at least 70 percent of the fabric must be made from natural fibres of controlled organic origin. Next to meeting the social standards of the International Labour Organization (ILO), the entire textile value chain is regulated from the point of cultivation to the point of sale as part of GOTS (Greenpeace 2018).

Bluesign is used by the majority of companies in the sport industry, including Nike and Adidas. Among the partner companies are not only retailers and sports companies, but also suppliers. The labels' objective is to eliminate all harmful substances from the manufacturing and supply chain and make the products 100% sustainable by controlling the input factors (Bluesign technologies, Bluesign Home 2023). As a prerequisite for receiving the Bluesign label, the company must meet certain requirements (Bluesign criteria), namely: Chemical Consumption, Carbon Emission, Water Consumption, Energy Consumption, Worker Health & Safety.

The OEKO-TEX label was created by several independent textile and leather testing institutes in Europe and Japan. As a result of their collaboration, several test methods have been developed for the evaluation of sustainable products and the determination of limits for several values, such as harmful substances. There are currently seven different OEKO-TEX labels available on the market. For example, the OEKO-TEX® STANDARD 100 and OEKO-TEX® LEATHER STANDARD labels guarantee that products are free from harmful substances. The OEKO-TEX® ORGANIC COTTON labelled products have been tested from the time of cultivation to the time of manufacture for the presence of genetically modified organisms, pesticides, and harmful substances (OEKO-TEX Service GmbH 2023).

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Having a "Grüner Knopf" label indicates that a company fulfils its corporate responsibility via a sustainable supply chain. Furthermore, sustainability must extend not only to the supply chain, but also to the products themselves. There are several characteristics of sustainably produced products, including the following: Pesticides and hazardous chemicals are prohibited, hourly limits and fixed employment contracts are in place, anti-discrimination and anti-harassment policies are in place, and occupational safety requirements are in place. This label is an official seal of the German Association for International Cooperation (GIZ) (GIZ 2023). Several Bundesliga Clubs use these eco-labels to proof the sustainability of their products as seen in table 2.

Eco-Label	Football club
GOTS	SVW, D98, FCU, VfB, BOC, TSG, M05, KOE, SGE, WOB
Grüner Knopf	D98, FCU, KOE, SCF, SGE, WOB
Fairtrade	FCU, M05, SGE,
OEKO-TEX	KOE, SGE, WOB
Peta	BOC, SGE,
Others:	SGE, D98, TSG,
No labels	FCB, BVB, BMG, RBL, B04, FCA, HDH

Table 2: Bundesliga clubs and their used textile eco label. Own creation

The club TSG 1899 Hoffenheim (TSG) uses a small sustainability label next to their products in their online store to indicate they are "GOTS" (Global Organic Textile Standard) certified (TSG 1899 Hoffenheim Fußball-Spielbetriebs 2023). Among the labels displayed at SGE are the "Grüner Knopf," the "Cradle to Cradle", the "GOTS", and the "Fairtrade" labels. The club has furthermore created a landing page that describes what the club is doing for sustainability and what its sustainability goals are for the next few years (Eintracht Frankfurt Fußball 2023).

Some rankings mention WOB as a pioneer and the greenest club in the Bundesliga (Leagues 2022). As one of the first football clubs to create its own sustainable label, the club is a pioneer in this area. WOB describes its label "Grüne Fährte" as follows: "Grüne Fährte stands for the

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trail we want to leave behind as WOB, with the aim of gradually reducing our ecological footprint, starting with the use of sustainable materials, through compliance with ecological and social standards, to resource-saving packaging." (VfL Wolfsburg-Fußball, Nachhaltige Siegel im Wölfeshop 2023).

Furthermore, the 1. FC Köln (KOE) has developed its sustainability label "der Grüne Hennes", which is named after its mascot. In creating the label, four sustainability goals from the UN were considered (United Nations 2023): Goal 1: No poverty, Goal 3: Promoting health and well-being for people of all ages, Goal 4: Quality education, Goal 13: Climate action. Aside from this, the German football club has a partnership with other already existing textile labels, like the "GOTS" or the "Grüner Knopf" (1. FC Köln 2023).

There is, however, little information available about the underlying purpose of the certificate. To make an informed purchase decision, fans often need to dig deep to find all the information they need. There are several football clubs, such as WOB, SGE, and KOE, that have their own sustainability label. Throughout the fan shops and on their websites, they inform their fans about the labels and how they promote sustainability. Other clubs, such as Borussia Monchengladbach, lack information regarding sustainability and the merchandise they sell. Furthermore, interestingly there are mostly sustainable merchandise products like fan t-shirts or hoodies but little sustainable jerseys.

3. Literature Analysis

3.1 Sustainability Labels

The purpose of sustainability labels is to inform consumers about the sustainability of the supply chain and the product as already mentioned in Chapter 2.3. Labels have specified criteria that must be met by a minimum value and therefore ensure that the labelled products satisfy those criteria. Typically, sustainability labels emphasize characteristics such as those associated with responsible sourcing of raw materials, carbon footprints, composability, recyclability, etc. (UBQ™ 2021). The use of these labels is voluntary and is not regulated by the government. By using such labels, companies can raise awareness about their sustainability measures and differentiate themselves from their competitors (fairlyfab 2021). Labelling is a means to encourage consumers to purchase products that meet high social and environmental standards – “green products” (Morris, Koep and Damert 2021). Hence, through the provision of information about the sustainability of the production process, companies hope to, for example, increase demand for their products.

There are three key problems in the production process of textiles: “Human ecology, production ecology and waste disposal”. Ecological problems are associated with the production process (dyeing, printing, and washing), societal problems are related to the countries in which production is conducted, and waste disposal refers to the frequency of change in the industry – “fast fashion industry” (Koszewska 2011).

Labels can be classified into ecological, social and sustainability labels. It is the ISO-Norm 14024 that governs the labels to determine which labels may refer to themselves as eco-friendly, socially responsible, etc. (fairlyfab 2021). There are three types of ISO Eco-labelling (Type 1, 2 and 3) and three additional types of eco labels. The first type of labelling is industry labelling, which is specific to a particular industry. Secondly, there is corporate labelling, which is used

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by organizations that manufacture or sell goods. Furthermore, packaging labelling informs the customer about the product's packaging (Koszewska 2011). However, eco-labels can be differentiated in a variety of ways. There is also the possibility of making a distinction between first party and third party labels. Generally, a first party label indicates the environmental impact of a product without having been verified by an independent source. The purpose of this is to demonstrate the environment friendliness of the products or production methods of a company, its overall environmental friendliness, or its sustainable philosophy and values to the customer. Considering that the labelling is an individual initiative by the company, the focus is usually on the positive aspects of the product or behaviour from the company in terms of sustainability. To enhance the credibility of the label, companies may align it with industry standards or appropriate business and social behaviour. There are also occasions when companies provide their customers with negative information on their production process / products with their labels, often if the information becomes public anyway. In contrast, third-party labelling refers to a label that makes claims about the environmental impact of a product on behalf of a third party. The decision on this claim is based on certain standards and criteria. It is possible for the label to be voluntary or mandatory (Jones and Lansdell 2001). As mentioned in Chapter 2.3, there are currently 104 eco-labels available in the textile industry (Ecolabel 2023). Each of these numerous eco-labels has its own set of requirements, although they can change over time, which in total can be confusing or overwhelming for consumers. Therefore, it is essential to communicate effectively for customers to understand what the label represents and what sustainable requirements are met (Greenpeace 2018). According to several studies, problems like unreliable and untrustworthy eco-labelling are often caused by poor eco-labelling design, a lack of clarity, and insufficient formation (Raziuddin Taufique, et al. 2019).

An organization can benefit from labelling its products if there is a competitive business advantage over other companies. An effective label can enhance the reputation of a company

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or its brand as well as increase the number of sales and customers' willingness to pay (*WTP*) (Morris, Koep and Damert 2021). To ensure the success of these labels, it is essential to conduct auditing. In addition to being an important step for the credibility of the label, ensuring that the audit is accurate and not biased is very difficult. However, transparency and the transfer of information are some of the most important aspects of business today (Koszevska 2011). A consumer may also conclude that a missing label indicates that the aspect may not be applicable to the product, due to the large number of claims and labels available on the market. As an example, a missing organic claim on food products indicates that the food is not organic.

How much impact a label has on the purchase decision of a customer is different for each customer and depends furthermore on three important things: the size, format, and placement of the label; and the information provided by other sources like a webpage etc. (Jones and Lansdell 2001). There are several challenges associated with labelling. To obtain the label, the entire value chain must meet the requirements and strictly adhere to the sustainable production methods. Changing from a conventional approach to a sustainable one requires that all parts of the value chain align and shift their perspectives (Morris, Koep and Damert 2021). In addition, third-party labels are often expensive, resulting in an increase in the price of the product most of the time. It is possible that the price difference between a labelled product and a non-labelled product is too large for the customer to use the given information to make an informed purchase (Jones and Lansdell 2001).

Nevertheless, it is also important that the customer recognizes the good quality and the sustainable production methods that have been used (Morris, Koep and Damert 2021). To develop a label on its own, it is essential to put the customer's informational benefit as well as transparency throughout the entire value chain first. When assessing eco-labelling, companies should consider several aspects including consumer knowledge, consumer awareness and

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involvement, credibility of environmental quality, consumer trust, design and visibility of the label, persuasiveness, information clarity, and private benefits. Consumer knowledge refers to the consumer's familiarity with various eco-labels, considering terms and labelling schemes. These familiarities are essential to forming subjective knowledge and therefore what is believed to be known by the customer. Meanwhile, consumer awareness and involvement refer to the extent to which the customer is aware of the eco-label and the extent to which the customer is involved in gathering information about the label. A greater level of involvement is accompanied by a greater level of awareness and a higher likelihood to buy eco-labelled products (Raziuddin Taufique, et al. 2019). Consumers' trust in the credibility of a labels environmental quality depends on the believability of the intention of the company as well as the communication of the information. Environmental labelling information must relate to the product's environmental characteristics and must indicate the product's environmental superiority over non-eco-labelled products. Customers are greatly influenced by the design and visibility of the label. Environmental images are important for triggering emotional associations, such as a label depicting a pine tree making the customer feel that the product is environmentally friendly. Eco-label information is one of the most important components of the eco-label and must be persuasive. In this regard, it is crucial to ensure that the claims and label information are clear. As an example, the label should explain what the term "made from recycled material" means, potentially resulting in indicating the shares of old and new plastic within a product. As a future goal, it should also be possible to define these terms similarly for the consumer (Raziuddin Taufique, et al. 2019).

As a final point, consumers must always find a benefit in purchasing products with a sustainable label. This can be applied to several reasons, such as increasing their wellbeing or gaining recognition from others. In the presence of such a personal additional benefit, a higher *WTP* may result (Raziuddin Taufique, et al. 2019).

3.2 Intention to purchase

As already described, an increasing number of consumers are concerned about their consumption and its impact on the environment. As a result, they are seeking more information on products and their production processes and have higher *Intentions to purchase (ITP)* eco-friendly or green products (Vazifehdosta, et al. 2013). The selection and purchase of products (or services) that minimize negative environmental impacts over their life cycle is referred to as “green purchasing” and is adding price and performance criteria when making purchasing decisions with the goal of reducing environmental impacts (Vazifehdosta, et al. 2013).

According to the theory of reasoned action (TRA), behavioural intention is shaped by two factors: the attitude towards performing the behaviour and the subjective norm (Lee, et al. 2010), i.e., the perception of social pressure to adopt a specific behaviour. Attitudes are a set of beliefs about a specific object or action, which can be translated into the intention to perform the action. Intention, in turn, is the determination to act in a certain way (Ramayah, Lee and Osman 2010). Attitudes impact the intentions held and the more favourable the attitude, the bigger the intention to perform the behaviour will be. Moreover, as attitudes are predictors of purchase intentions, they eventually influence purchase behaviour. In general, empirical studies have shown a significant positive relationship between environmental intention and environmental behaviour (Chan 2001; Vazifehdosta, et al. 2013). Consequently, the greater the positive attitudes, the more likely the purchase intention and thus the more likely the consumer is to buy environmentally friendly products instead of conventional products.

Regarding football fans, other important factors need to be considered. The consumer behaviour of sport fans is highly emotionally driven and can be influenced by various motives, which reflects why people seek sport consumption experiences and engage with their favourite team or club. These motives include the desire to connect and maintain relationships with others

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through sport, to recognise excellence in sport, the desire to feel pride and belonging, and the longing for a break from the daily routine through enjoyable sporting activities (Funk, Beaton and Alexandris 2012). The main motives driving the purchase of team-licensed merchandise include loyalty and identification with the team, celebration of team success, and belonging to a community of other team supporters (Apostolopoulou, et al. 2013; Kwon and Kwak 2014). Depending on their personal history, fans associate symbolic meanings to their team's merchandise, which emphasize aspects such as fan identity, team support, social connection, personal values and self-expression. Wearing team apparel is considered to be a public demonstration of loyalty and love for the team and allows fans to identify themselves as supporters (Apostolopoulou, et al. 2013). The higher the levels of loyalty and team identification among the fans, the more likely they are to buy and regularly wear team-licensed merchandise because team identification provides emotional rewards, such as pride and excitement. Furthermore, team identification has a direct positive effect on the perceived quality and value of the licensed product, especially for hedonistic products like jerseys, shirts or scarfs, and can influence the *ITP*. Also, team performance can mitigate the influence of team identification on product evaluation. When a team is successful, fans place more value on team-licensed merchandise, while value may decrease when the team is not performing well (Kwon and Kwak 2014).

But how do sustainability measures influence the purchasing behaviour of fans and what motivates them to buy sustainable products? Walker and Kent (2009) state that CSR activities can improve brand image, enhance corporate reputation, increase sales, and strengthen customer loyalty (Walker and Kent 2009). Specifically in the sports industry, CSR can create 'secondary value' for organisations by creating an emotional connection with consumers. CSR activities can influence buying behaviour and be a significant predictor of word of mouth. Fans with high identification tend more to buy team-related products, attend games, and speak

favourably about the club they support. If they feel that their club also has a good reputation through CSR activities, these behaviours are reinforced. Also, Blumrodt, Bryson and Flanagan (2012) found that CSR engagement positively influences customer-based brand equity for football clubs (Blumrodt, Bryson and Flanagan 2012). The study indicates that CSR activities enhance customers' perceptions of the brand, leading to increased brand loyalty and positive word-of-mouth. Furthermore, it highlights the importance of communicating CSR initiatives to customers. Football clubs that communicate their mission, business objectives and CSR commitment on their website are more likely to improve their brand image and customer-related brand equity, which in turn influences customer purchase intentions. Moreover, it helps addressing consumers' concerns about greenwashing, which has negative impact on attitudes towards sustainable products and purchase intentions. Consumers' scepticism about the credibility of sustainability claims made by companies may discourage their *ITP*. Therefore, companies need to increase transparency and provide reliable information about their sustainable practices to reduce consumer doubts and increase the intention to buy sustainable products (Rausch and Kopplin 2021; Sharma, Aswal and Paul 2023).

3.3 Willingness to pay

The continuous growth of demand for more sustainable products is opposed by different potential barriers on the supply side, such as uncertain price premiums or longer lead times. Therefore, strategies are needed to help football clubs cope with risks, solve strategic challenges, and capture price premiums. For this purpose, it is essential to collect valid information on purchasing behaviour, or more precisely on the *Willingness to pay (WTP)*, to assess the feasibility of more sustainability and its financial consequences. In theory, *WTP* is a basic economic concept defined as the amount a person is willing to sacrifice in exchange for a particular good or service (Hanemann 1991). However, measuring *WTP* is challenging for many reasons, such as the complexity of human preferences, information constraints,

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behavioural biases, or potential strategic behaviour in surveys. These challenges require sophisticated survey methods, statistical procedures, and experimental designs to improve the accuracy and reliability of *WTP* measurements. Despite ongoing efforts, *WTP* measurement is a multi-faceted task due to the complexity of human decision making and judgement.

Consumer characteristics such as environmental concern and eco-literacy play an important role in customers' *WTP* for environmentally friendly products. Environmental concern refers to a consumer's general attitude towards protecting the environment and has been shown to be a powerful predictor of environmentally friendly intention and behaviour, including the purchase of environmentally friendly products. Eco-literacy, or environmental competence, on the other hand, refers to the extent to which consumers understand environmental issues and environmentally friendly products. These consumer characteristics are important predictors of different cognitive and behavioural responses to green products. Consumers with a higher level of environmental awareness and knowledge are more likely to adopt environmentally friendly behaviour and are more willing to pay a premium for green products (Schmuck, Matthes and Naderer 2018; Diekmann and Preisendörfer 2003).

Furthermore, research has shown that consumer participation influences consumers' *WTP* as well (Wei, Ang and Jancenelle 2018; Franke, Schreier and Kaiser 2010). Consumer participation refers to the extent to which consumers are involved in the design, production and delivery of goods and services by contributing effort, knowledge, information, and other resources (Dong and Sivakumar 2017). When consumers are given the opportunity to participate in the production and delivery process, it can enhance their perceived consumer effectiveness and increase their *WTP* for green products (Wei, Ang and Jancenelle 2018). In this context, fan engagement plays a crucial role too. Fan engagement is a specific form of customer engagement in the sport context and refers to strategies and activities that sport

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organizations use to connect with their fans on a deeper level (Biscaia, Johan Cruyff Institute 2021). Thereby, they are fostering a sense of belonging, loyalty, and emotional attachment. This is especially important for football clubs as they heavily depend on the involvement of their fans, economically and emotionally, as fan engagement encompasses various transactional and non-transactional interactions and experiences that go beyond the actual sporting events. Especially through the increasing usage of social media, fan engagement has extremely grown in importance. It increases brand loyalty, fosters revenue generation and marketing opportunities, and enhances the emotional connection of the fans and thus the fan experience (Yoshida, et al. 2014; Biscaia, Johan Cruyff Institute 2021). With regards to merchandising this could be translated into an increased *ITP* and higher *WTP*.

In a study that analysed Slovenian consumers and their purchasing habits in relation to eco-labels, only 13% stated that they pay attention to the environmental impact of production when buying clothing. Interestingly, only 29% were not willing to pay more for eco-labelled products than for non-labelled alternatives. Of those who were willing to pay more, the majority (47%) were happy with a premium of up to 10%, while 19% were open to a premium of 10-20%. Health considerations emerged as the main motive for a higher *WTP* (43%), followed by environmental concerns (38%) and perceived better product attributes (19%). Another study revealed different results regarding the willingness to pay a premium for clothing with a certified eco-label: Only 45% had a clear motive for such a willingness, 36% expressed reluctance and 19% remained neutral. Remarkably, this study also found a higher *WTP* among female participants (Rutten 2022).

Another study conducted by Ha-Brookshire and Norum (2011) explored the elements that influence consumers' *WTP* for sustainable cotton apparel and found that more than half of the respondents were willing to pay more for such shirts (Ha-Brookshire and Norum 2011). The

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survey was conducted by telephone among 500 nationally representative respondents. On average, consumers said they would be willing to pay \$5.54 more for shirts made from sustainable cotton. Several factors influencing consumers' *WTP* extra for socially responsible cotton clothing were identified, including attitude towards the environment, age, gender and product evaluation criteria such as brand name, washing requirements, colour and fit. In particular, a strong attitude towards environmental protection and socially responsible consumption was correlated with a greater likelihood of paying a premium for these apparel alternatives. In addition, the study identified age and gender as significant demographic factors influencing consumers' *WTP* a premium for organic clothing. For instance, younger participants as well as female respondents had a higher *WTP* for the sustainable cotton shirts.

Concludingly, consumers' *ITP* and *WTP* regarding sustainable products are influenced by various factors. The most important ones are their attitude towards sustainability or sustainable products, demographics like age and gender, a company's CSR activities or communication measurements and the usage of sustainability labels. Particularly for football fans, their emotional connection with their favourite club has a strong impact on *ITP* and *WTP* for merchandise in general. Also, fan participation and fan engagement can positively influence fans' *ITP* and *WTP*. However, for the specific context of this research study the literature is lacking in sufficient information and shows great research gaps. There were no particular studies found on the purchasing behaviour of football fans regarding sustainable merchandise or the consumer behaviour for sustainable sports merchandise in general. Also, the influence of sustainability labels in this specific context has not been measured yet.

4. Theoretical framework and hypothesis formulation

A pairing of Likert scale constructs and a combination of a conjoint and Gabor-Granger analysis is used as the theoretical foundation for determining the relevant analysis criteria. The dependent target variables in this research framework are the two constructs *ITP* and *WTP*. In this thesis, *ITP* is defined as the tendency of fans to buy a certain fan article, neglecting the area of sustainability at first. Meanwhile, the construct *WTP* connects to this by examining the extent to which fans are willing to spend more money on a product with such a sustainability label than on an ordinary merchandise item without it. By using these two target variables, precise conclusions can be drawn at the end of the research about the extent to which sustainability labels influence the consumer behaviour of fans and what this influence depends on.

As a first independent variable, participants' emotional connection to their respective favourite club is explored to evaluate fan identity, as previous research indicates that team identification serves as a precursor to decisions related to sport consumption (Bodet and Bernache-Assollant 2011). Therefore, fan identity is a crucial dimension to be measured in the evaluation of fan consumer behaviour. This study focuses on the internal dimension of fan identity by incorporating how the participants view themselves as dedicated supporters of the club. For this purpose, the construct of *Internal Legitimacy (IL)* is utilized, which has already been developed and applied by Biscaia et al. to conceptualise and measure fan identity (Biscaia, Hedlund, et al. 2018).

Fans often show the importance of a sports club to them by wearing the team's merchandise to express their support and show affiliation (Apostolopoulou, et al. 2013; Fetchko, Roy and Clow 2018). Therefore, this study infers the following hypotheses regarding the two consumer behaviour dimensions *ITP* and *WTP*:

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H1: *IL* has a significant positive effect on (a) *ITP* and (b) *WTP*.

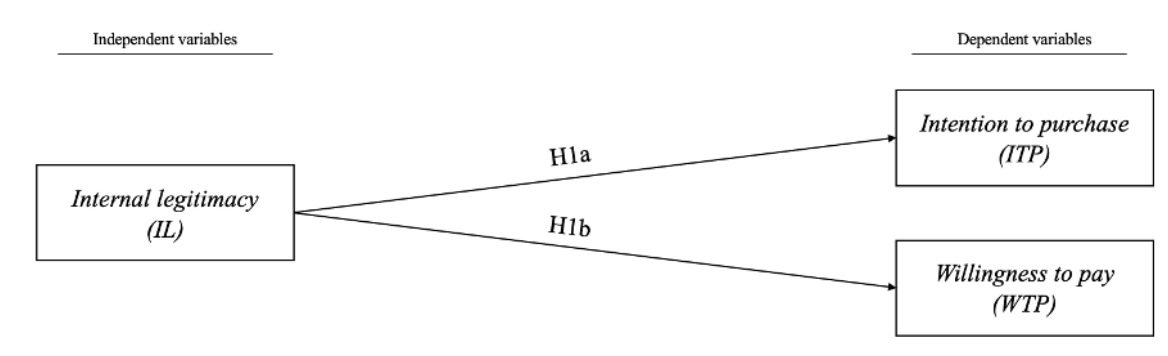


Figure 2: *IL* has a significant positive effect on (a) *ITP* and (b) *WTP*. Own illustration

Furthermore, previous research has shown that pro-environmental attitude towards sustainable clothing, even in the presence of an intention-behaviour gap, is significantly influencing the purchase intention (Chaturvedi, Kulshreshtha and Tripathi 2020; Rausch and Kopplin 2021; Chi, et al. 2014). Meanwhile, other studies suggest that sustainably conscious individuals with eco-friendly consumption patterns have a higher *WTP* for sustainable fashion products than consumers with lower awareness of sustainability (Rausch and Kopplin 2021). Based on these theoretical implications, the following hypotheses regarding the relationship between *SA* and *ITP* and *WTP* respectively are concluded:

H2: *SA* has a significant positive effect on (a) *ITP* and (b) *WTP*.

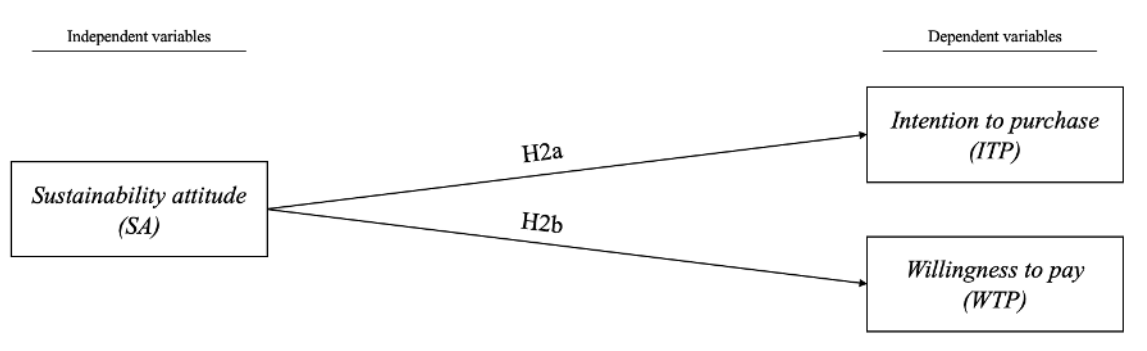


Figure 3: *SA* has a significant positive effect on (a) *ITP* and (b) *WTP*. Own illustration

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Additionally, individuals' awareness and concerns about the environment have a proven influence on their requirements for and general acceptance of sustainability labels (Testa, et al. 2015). At the same time, a sustainability label also functions as an information carrier for consumers, which is why such labels become increasingly relevant in purchasing decisions the better a consumer is informed about environmental issues (D'Souza, Taghian and Lamb 2006). Therefore, two additional dependent variables are created, *Sustainability criteria rating (SCR)* and *Perceived labelling relevance (PLR)*, which analyse the requirements and importance of certain attributes of sustainability certificates as well as measure the perceived relevance of such seals, and derive the following hypotheses:

H3: *SA* has a significant positive effect on (a) *SCR* and (b) *PLR*.

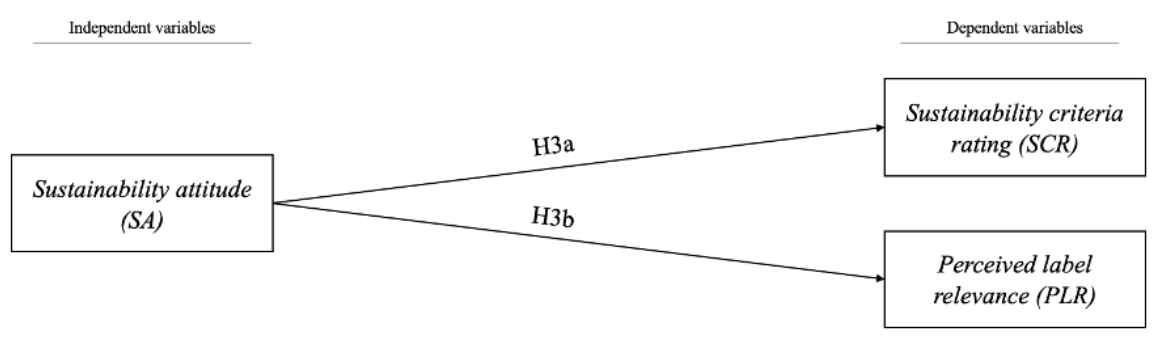


Figure 4: *SA* has a significant positive effect on (a) *SCR* and (b) *PLR*. Own illustration

Furthermore, to provide additional valuable insights into drivers of positive consumer behaviour change, the relationship between the individual *SCR* and the corresponding *ITP* and *WTP* is explored. This enables a more in-depth understanding of which attributes of sustainability labels have a particularly positive influence on the *ITP* and *WTP*:

H4: *SCR* has a significant positive effect on (a) *ITP* and (b) *WTP*.

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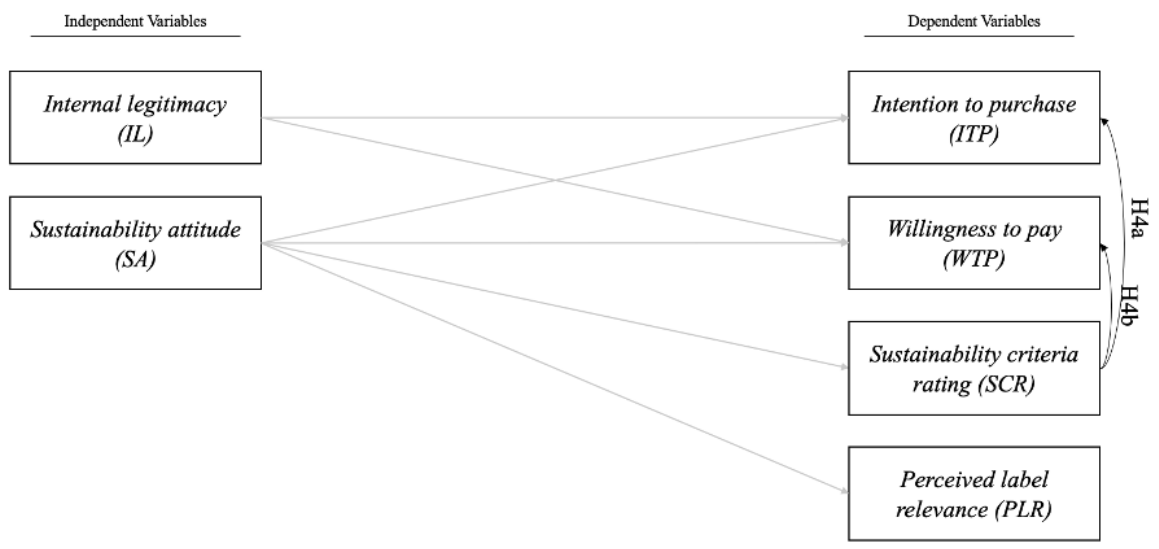


Figure 5: SCR has a significant positive effect on (a) ITP and (b) WTP. Own illustration

Finally, to provide further insights into the antecedents of consumer behaviour, demographic factors are examined for their potentially moderating relationships to the respective individual variables. This, in combination with the hypotheses defined above, leads to the following overall research model:

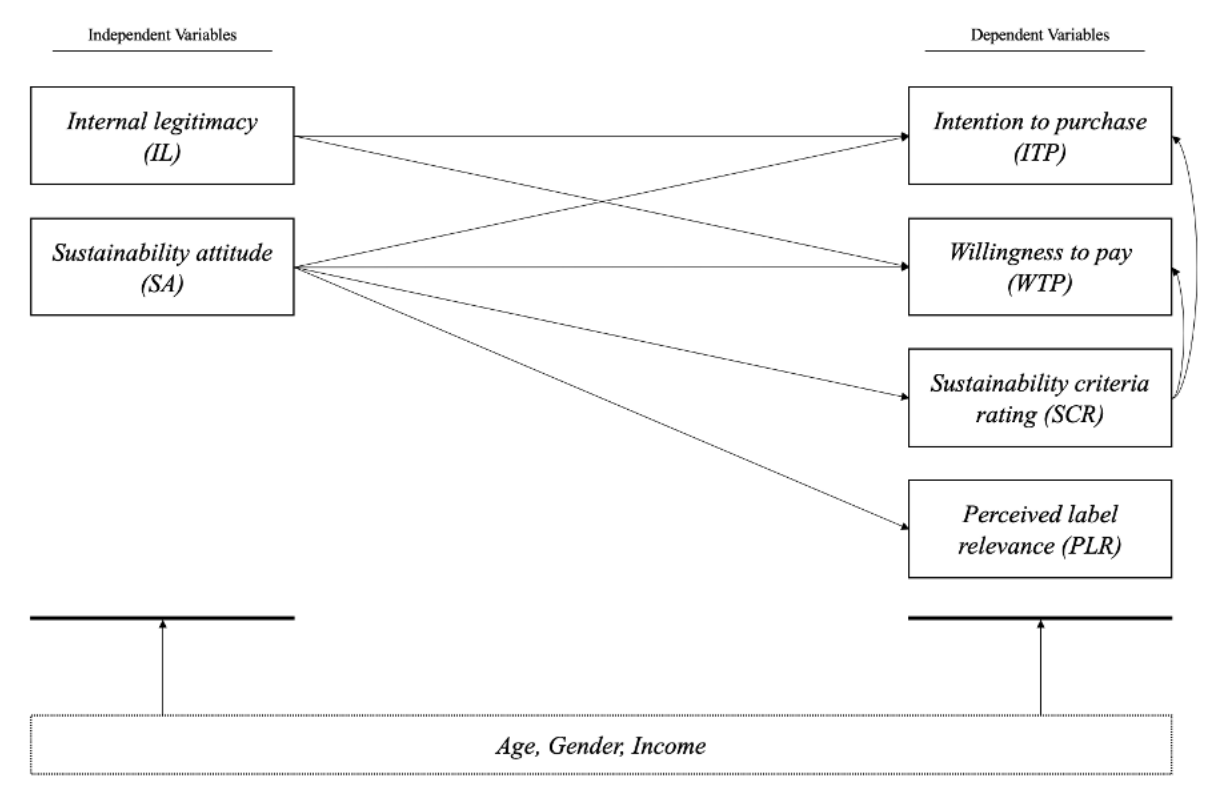


Figure 6: Overall research model. Own illustration

5. Methodology

5.1 Research Design

To test the hypotheses and relationships of this thesis, a quantitative approach is applied. This is based on an empirical survey conducted from October to November 2023, which focuses on the areas of emotional connection to the club, relevance of sustainability in fan merchandise, perception of and demands on sustainability seals, as well as resulting changes in consumer behaviour. For the former, the concept of *IL* by Biscaia et al. and corresponding questions are used to measure emotional fan identity (Biscaia, Hedlund, et al. 2018). Relevance of and attitudes towards sustainability in fan merchandise is measured via interrogating preferences in personal consumption, basic acceptance of additional costs for sustainable products as well as perceptions on football clubs' responsibilities and sufficiency of current actions in the context of sustainability. Regarding sustainability label perceptions, the participants are asked to rank or evaluate different aspects of such certificates in terms of importance and trustworthiness. Finally, the changes in consumer behaviour due to such sustainability labels are explored using a mixed approach of conjoint analysis and the Gabor-Granger method.

To enable a cross-club analysis, the survey was not limited to B04 fans but was expanded to include all 18 clubs in the First Bundesliga in the 2023/24 season. Consequently, at the beginning of the survey, club identification was queried so that the participant could then be asked personalised questions and shown visuals depending on their favourite club. Clubs that exceed the participant threshold of 30 are further analysed individually as consequently normal distribution of the results can be assumed (Scharnbacher and Holland 2013). To be able to determine the distinct preferences of the actual end buyers of football fan merchandise, it was necessary to specifically survey actual football fans. While non-football fans (or fans of clubs not included in the survey) could also participate in the survey to create a control group, the

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clear focus on actual fans of football clubs is essential for the detailed evaluation of the research question in the context of football merchandising. These communicate extensively in official and unofficial fan groups on social media, so that the dissemination of the survey was largely implemented on these forums. This is in line with the targeted benefits of online survey research in social media, which include increased reach through enhanced networking and participation effects as well as reduced use of resources such as financial resources or time required for the survey (Kayam and Hirsch 2012; Oeldorf-Hirsch and Sundar 2015).

In addition, the survey was sent to all registered fans of the club via the newsletter and social media channels of our partner club B04 to reach a significant number of participants especially in this focus group. The survey was made available in German and English, but only placed and distributed in German networks of the fan groups on the social platforms.

A total of 1342 clicks on the link to the online survey have been generated, whereas 1042 of these clicks (78%) referred to the general survey including all First Bundesliga clubs, leaving 295 clicks (22%) coming from B04's own channels. Of these 1342 clicks, 636 entries successfully completed the survey. Overall, there is a larger proportion of male participants (492 men [77.4%]; 139 women [21.9%]; 3 diverse [0.5%]), while the average age of the entire sample is 33.6 years. The grouped age structure of the sample is shown in figure 7.

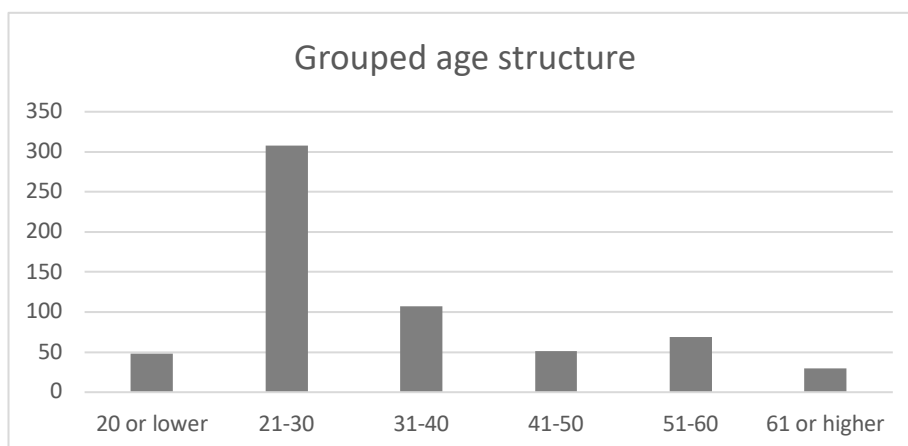


Figure 7: Grouped age structure. Own illustration. Adapted from survey data

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B04 represents the club that most participants identify as a fan of (24.2%), followed by FCB (9.7%) and BVB and SGE (9.1% respectively). In total, nine clubs reached the threshold of 30 participants, so that statistical normal distribution can be assumed for their results (Scharnbacher and Holland 2013). 57 participants (9.0%) stated that they were a fan of a club not covered in this study, whereas 18 respondents (2.8%) are not a football fan at all. The full distribution of club identification is illustrated in figure 8.

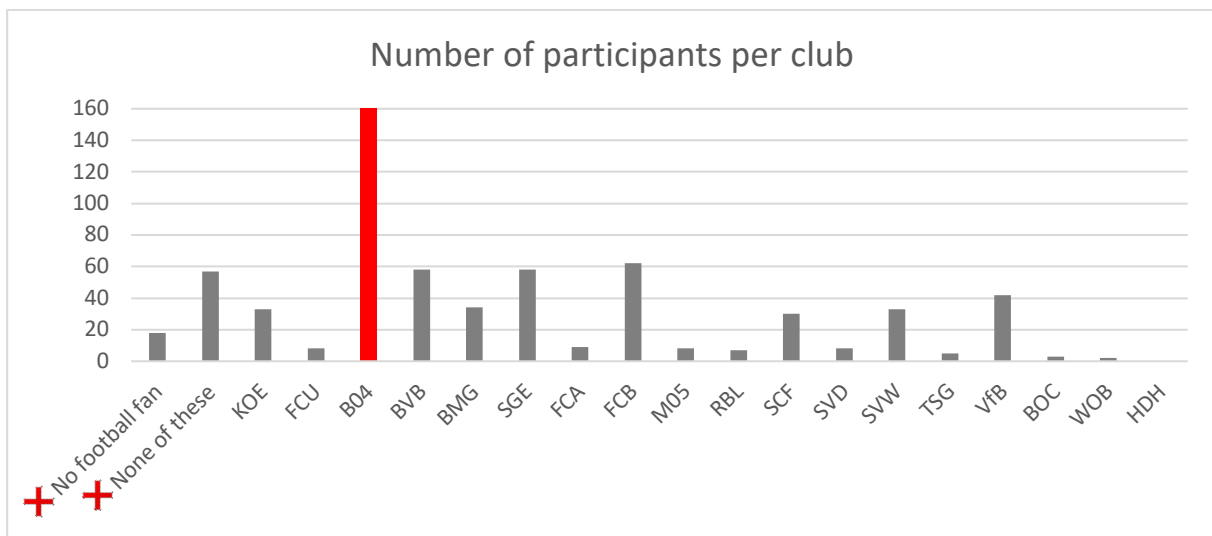


Figure 8: Number of participants per club. Own illustration. Adapted from survey data

The empirical approach and analysis of the model includes Spearman's correlation (r_s) and ordinal regression analysis (regression parameter = b). The statistical application SPSS was used to apply these statistical methods.

5.2 Methodical approach

The structure and content of the survey is based on relevant, context-specific literature. Apart from the quantitative questions and rankings, the scale constructs are defined by seven-point Likert scales. The anchors of the Likert scales are always either "Disagree at all" (empirical value: one) and "Totally agree" (empirical value: seven) as well as once "Not important at all" (empirical value: one) and "Very important" (empirical value: seven). Based on this approach,

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these items are considered ordinally and hence, an ordinal regression will be applied for statistical analyses.

After an introductory survey on the participants' club identification on the basis of 20 options (current eighteen First Bundesliga clubs plus the two special cases of non-football fans and club not listed), the two antecedent constructs are investigated. *IL* and its survey items are all based on the study by Biscaia et al. (2018) and are accordingly explored using a seven-point Likert scale, while *SA* was constructed and intensively tested by us.

The construct *SCR* requires a variation of more complex questions to enable a comparative assessment of the individual dimensions and characteristics of sustainability labels. Consequently, eight attributes of fan articles are evaluated regarding their relevance for the sustainability of the product on a scale of zero to ten with ten showcasing the highest relevance, before subsequently the importance of sustainability seals for the individual consumption of fan articles is asked using a seven-point Likert scale. Finally, eight different attributes of sustainability labels need to be ranked based on their relevance to the trustworthiness of a label (most relevant to most irrelevant), enabling a deeper analysis on which of these attributes are valued comparably more important than the others.

After assessing *ITP* via the Gabor Granger-related query on the general intention to buy a presented fan t-shirt, the participant is confronted with a comparison of the item with and without the sustainability label at the same price. In this setting, the assumption holds that the sustainability seal verifies all of the participant's requirements for a sustainable fan article. The participant must finally decide on one of the two options presented visually. The images of the products differed only in the addition of the sustainability seal (appendix 2). As long as the decision is made in favour of the article with the sustainability label, a further comparison of the two articles is shown afterwards, whereby the price of the sustainable article increases by

Group Part

€2 at each step while the price of the ordinary article remains constant. This procedure starts at the price point of €19.99 and goes on until a comparison of €27.99 for the sustainable product versus the common article still being at €19.99. Consequently, the maximum potential number of purchase decisions is five, which would occur if the participant always chose the sustainable option. By using such a mixed method of conjoint and Gabor Granger method, an assessment of an approximate *WTP* for a fan article with sustainability label in comparison to an ordinary product as well as an analysis of this in relation to antecedent variables can be conducted. The full questionnaire can be examined in appendix 2.

For the elements of the constructs to be considered representative, both the reliability and validity of the survey and the constructs created must be evaluated. All constructs were tested for reliability and validity prior to the survey using a test sample and in the final results. Since all values for Cronbach's alpha are above 0.7, all constructs achieve sufficient internal reliability (Cronbach 1951). This is further confirmed by the composite reliability values calculated via Confirmatory Factor Analysis, which both exceed the threshold of 0.6 for *IL* and *SA*, showcasing strong internal consistency within the constructs (Shrestha 2021). In addition, the average extracted variance of the constructs exceeds the threshold value of 0.5 respectively so that the convergence validity of the constructs can be assumed. Furthermore, the square root of the average extracted variance of each construct is greater than any of their correlations with each other. Consequently, the Fornell-Larcker criterion is fulfilled and sufficient discriminant validity of the constructs of this model can be assumed (Fornell and Larcker 1981).

Construct	Cronbach's Alpha	Composite reliability	Average Variance Extracted
<i>IL</i>	0.900	0.930067	0.769039
<i>SA</i>	0.869	0.911058	0.720154

Table 3: Statistical reliability and validity values. Own creation

6. Findings

6.1 Influence of *SCR* on (a) *ITP* and (b) *WTP*

In order to examine the effects of *SCR* attributes on consumer behaviour in more detail, correlation analyses and regression analyses were carried out between *ITP* / *WTP* and the eight sustainability attributes "*Sustainable materials*", "*Fair working conditions*", "*Low air pollution (CO₂ emissions)*", "*Sustainable supply chain*", "*Local production*", "*Low water & energy consumption in production*", "*Sustainable packaging*" and "*Environmentally friendly additives*". The statistical analyses indicate that there is a significant positive correlation between *SCR* and *WTP* (H4b). However, there is no significant effect of *SCR* on *ITP* (H4a). Therefore, the hypothesis H4 can be partially supported.

The results show that there is no significant correlation between *SCR* attributes and *ITP*, as all correlation values have a p-value that does not correspond to a statistically recognized significance level (except for *local production* $p=0.017$; showing a low Spearman correlation of $r_s=0.095$ [appendix 45]) (Cohen 1988). An additional regression analysis of *ITP* on the individual attributes of *SCR* also showed no significant association between the variables (except for *local production* $p=0.022$; showing a low regression parameter of $b=0.064$ [appendix 46]) (Cohen 1988).

However, there is a statistically significant correlation ($p<0.001$) between *SCR* attributes and *WTP*, with the exception of the attribute "*Local production*", the correlation is only significant at a significance level of 0.05 ($p=0.011$). Table 14 shows the correlations between *SCR* and *WTP*. The largest correlation is between *sustainable materials* and *WTP* ($r_s=0.279$), the smallest correlations are between *local production* ($r_s=0.110$) and *fair working conditions* ($r_s=0.203$) and *WTP* (appendix 47). Accordingly, all correlations are in a weak to moderate relationship with *WTP*, yet the findings are fundamental, as an association of the variables could be shown

(Cohen 1988). To verify these observations, a regression analysis was carried out to investigate the correlations (appendix 48). The results show that all values are significant at a significance level of 0.01. The regression parameters vary between $b=0.089$ for *local production* and $b=0.253$ for *sustainable supply chain*. Most b-values (six out of eight) are in the range of 0.21 to 0.26. The three most influential factors for predicting *WTP* are *sustainable supply chain*, *sustainable materials*, and *low water & energy consumption in production*. With the second-highest Odds ratio in *WTP*, these results emphasize the importance of the production materials used. The Odds ratio, which provides information on how strongly an increase in the rating of an attribute is linked to a higher *WTP*, reflects the same ranking as the regression factors. This means that *sustainable supply chain* shows the highest Odds ratio (1.288), while *local production* shows the lowest (1.093). It is striking that seven of the eight attributes examined have an Odds ratio of over 1.2. These findings underline the significant relation between the evaluation of the environmental attributes and the *WTP* for sustainable merchandising products. Table 14 shows an overview of all Odds ratios.

Sustainable attribute	Relation	Spearman correlation	Regression parameter	Odds ratio
<i>Sustainable materials</i>	<i>SCR1 - WTP</i>	0.279** (1)	0.245** (2)	1.278
<i>Fair working conditions</i>	<i>SCR2 - WTP</i>	0.203** (7)	0.211** (6)	1.235
<i>Low air pollution (CO2 emissions)</i>	<i>SCR3 - WTP</i>	0.235** (5)	0.215** (4)	1.240
<i>Sustainable supply chain</i>	<i>SCR4 - WTP</i>	0.270** (2)	0.253** (1)	1.288
<i>Local production</i>	<i>SCR5 - WTP</i>	0.110* (8)	0.089** (8)	1.093
<i>Low water & energy consumption in production</i>	<i>SCR6 - WTP</i>	0.266** (4)	0.242** (3)	1.274
<i>Sustainable packaging</i>	<i>SCR7 - WTP</i>	0.228** (6)	0.214** (5)	1.239
<i>Environmentally friendly additives</i>	<i>SCR8 - WTP</i>	0.244** (3)	0.188** (7)	1.207

Table 4: H4 - Correlations and regression parameters. Adapted from SPSS Data

*Sample mean is significant at the 0.05 level (2-tailed).

**Sample mean is significant at the 0.01 level (2-tailed).

6.2 Demographic differences

In this chapter, the influence of demographic characteristics on the previously discussed results (appendices 3-38) is analysed. Thus, the relationship between the demographics of the 636 participants and the results on *IL*, *SA*, *ITP* and *WTP* was analysed. The demographic data was collected as part of the survey and includes information on the participants' *gender*, *age*, *place of residence*, *income* and *level of education*. The analysis of these factors enables a differentiated view of the results and can provide information on whether and to what extent these are influenced by the demographic characteristics of the participants. To limit the analysis to significant differences attributable to demographics, all correlations were examined, but only significant and relevant findings are taken into account in this chapter. The consideration of the factor *place of residence* was completely excluded from the analysis due to a lack of significant or meaningful associations with the investigated variables.

Gender

First, *IL* was examined in this data set. *IL* is the only variable with a higher average value for men (5.71) than for women (5.39) (appendix 3). This suggests that men tend to have a higher emotional attachment to their favourite football club. In contrast, the data set suggests that women have a higher *SA* compared to men. The mean value of *SA* for women is 5.35, while for men it is 4.82 (appendix 4). This difference in means indicates that, on average, women have a *SA* that is over 0.5 higher than men. Moreover, the average value of *ITP* is slightly higher for women (5.46) than for men (4.98) (appendix 5). Finally, women are also prepared to pay a higher average price for sustainable fan merchandise in this sample. The mean value of the *WTP* for the sustainable fan t-shirt is €24.13 for women and €23.66 for men (appendix 6).

To further investigate a significant influence on the variables, correlation analyses and additional regression analyses were conducted to examine the relationship between *gender* and

the four individual variables (table 16). For this purpose, the data set was compressed to male and female and given numeric values (male=0, female=1), excluding diverse/other.

Relation	Spearman correlation	p-value	Regression parameter	p-value	Odds ratio
<i>Gender - IL</i>	-0.090*	0.026	-0.389*	0.024	0.678*
<i>Gender - SA</i>	0.145**	<0.001	0.613**	<0.001	1.846**
<i>Gender - ITP</i>	0.132**	<0.001	0.590**	<0.001	1.804**
<i>Gender - WTP</i>	0.068	0.115	0.280	0.128	1.323

Table 5: Gender - Correlations and regression parameters. Adapted from SPSS Data

*Sample mean is significant at the 0.05 level (2-tailed).

**Sample mean is significant at the 0.01 level (2-tailed).

The regression analysis carried out between the variables *gender* and *IL* shows a significant relationship with $p < 0.05$ and a goodness-of-fit p-value of 0.429. A higher p-value for the goodness-of-fit indicates that there is no significant difference between the observed and expected frequencies, suggesting an acceptable fit. The odds of having higher *IL* are 1.475 higher for male in comparison to female (respectively by factor 0.678 lower for female) (appendix 51). The results for the regression of *SA* on *gender* show that the underlying model is significant ($p < 0.001$) and has a good fit to the data, with a goodness-of-fit p-value of 0.432. The results indicate that the odds of a greater *SA* are higher by the factor 1.846 for females in comparison to males (appendix 51). Finally, an ordinal regression analysis between *gender* and *ITP* is significant according to the model fit test with $p < 0.001$. The goodness-of-fit p-value is 0.722. Further analyses show that with a female *gender* the odds of having a greater *ITP* are higher by the factor 1.804 in comparison to male *gender* (appendix 51).

Due to meaningful results for the research concept, in addition to the individual relationships, the impact of *gender* on the analyses of hypotheses H1 and H2 was also investigated. For this purpose, the data set was divided into male and female. Spearman correlations and ordinal regression analyses were conducted and investigated (appendix 51). These results suggest the

influence of *gender* on the variable correlation of *IL-ITP* and *SA-WTP* and support the previous results for H1 and H2. Accordingly, women tend to have a higher *SA*, which has a greater influence on their *WTP* for sustainable products. In contrast, men appear to have a stronger *IL* towards the club, which has a greater impact on the *ITP* fan merchandise.

Age

The study sample consisted of individuals aged between 14 and 82, with a mean *age* of 33.6 years. The majority (55%) of participants fell within the 18-30 *age* range (appendix 52). The following table 17 provides an overview of the correlations and regressions for *age* and the four survey variables.

Relation	Spearman correlation	p-value	Regression parameter	p-value	Odds ratio
<i>Age - IL</i>	-0.105*	0.01	-0.013*	0.017	0.987
<i>Age - SA</i>	0.140**	<0.001	0.026**	<0.001	1.026
<i>Age - ITP</i>	0.038	0.342	0.003	0.602	1.003
<i>Age - WTP</i>	0.137**	0.002	0.018**	0.003	1.018

Table 6: *Age - Correlations and regression parameters. Adapted from SPSS Data*

*Sample mean is significant at the 0.05 level (2-tailed).

**Sample mean is significant at the 0.01 level (2-tailed).

To identify the influence of the respondents' *age* on the variables examined in the questionnaire, a correlation analysis was carried out first. This yielded significant results for *IL*, *SA* and *WTP*. The correlation between *age* and *IL* is $r_s=-0.105$, between *age* and *SA* $r_s=0.140$ and between *age* and *WTP* $r_s=0.137$ (appendix 52). This means that older people tend to have a lower *IL*, a higher *SA* and a higher *WTP*. Nevertheless, the correlations should be regarded as weak (Cohen 1988).

A regression analysis was conducted to examine the relationship between the *age* of fans and their *IL* in more detail. The results show that this research model is statistically significant ($p=0.017$) and has a very high goodness-of-fit p-value of 1.0. The Odds ratio of falling into a

higher category for the perception of *IL* are lower by a factor of 0.987 for older fans compared to younger fans (appendix 52). The results of the regression of *SA* on *age* show that the model examined is statistically significant ($p < 0.001$) and has an excellent fit to the data (goodness-of-fit p-value of 1.0). The odds of falling into a higher *SA* category are 1.026 times higher for older fans compared to younger fans. This indicates that *age* has a positive influence on the attitude towards sustainability (appendix 52). Furthermore, the regression analysis between *age* and *WTP* is significant ($p = 0.003$) and the goodness-of-fit p-value of 0.127 underlines the relevance of this relation. The results make it clear that *age* has a significant influence on *WTP*. In particular, older fans are more likely (Odds ratio of 1.018) to fall into a higher category for *WTP* compared to younger fans (appendix 52). Yet, the correlation of $r_s = 0.609$ ($p < 0.001$) between *age* and *income* in this sample should be taken into account (appendix 55).

Income

The data set was divided into the five *income* groups reaching from “€0 - €13,000” to “over €65,000”. For the analyses, scores from one to five were assigned for increasing *income* in the categories (UCLA Statistical Consulting Group 2021). *Income* shows no relevant or significant differences or correlations for *IL*, *SA* and *ITP*. However, a pattern can be recognized when *WTP* is queried. The lowest *income* group has an average *WTP* of €23.30 and therefore the lowest value in the sample, whereas the highest *income* group with a gross *income* of over €65,000 has the highest *WTP* at €24.54 for the sustainable fan t-shirt. In comparison, the average value for the entire sample is €23.77 (appendix 6). The following table 18 summarizes the correlations between *income* and the four variables examined.

Relation	Spearman correlation	p-value	Regression parameter	p-value	Odds ratio
<i>Income - IL</i>	-0.066	0.124	-0.063	0.227	0.939
<i>Income - SA</i>	-0.037	0.387	-0.051	0.327	0.950
<i>Income - ITP</i>	0.001	0.983	0.016	0.758	1.016
<i>Income - WTP</i>	0.128**	0.006	0.160**	0.007	1.174**

Table 7: *Income - Correlations and regression parameters. Adapted from SPSS Data*

**Sample mean is significant at the 0.01 level (2-tailed).

An ordinal regression analysis confirms the association observed between *income* and *WTP*. The model shows a significant relationship between the two variables ($p=0.007$) and exhibits a good degree of fit (goodness-of-fit p-value of 0.268). The Odds ratio indicates that the probability of a higher *WTP* for sustainable products increases with the factor 1.174 if the *income* of the individual is higher (appendix 53).

An additional regression analysis for the different *income* groups used in the survey revealed minor significant differences between the groups up to €65,000 and a great significant difference for *income* of above €65,000 (see chapter “Limitations”) (appendix 53).

Level of education

For the analyses of the influence of education, scores from one to six were assigned to the categories for *level of education* (appendix 54) (UCLA Statistical Consulting Group 2021).

Table 19 shows the correlations between *level of education* and the four variables examined.

Relation	Spearman correlation	p-value	Regression parameter	p-value	Odds ratio
<i>Education - IL</i>	-0.233**	<0.001	-0.361**	<0.001	0.697**
<i>Education - SA</i>	0.076	0.063	0.100	0.096	1.105
<i>Education - ITP</i>	-0.250	0.532	-0.039	0.533	0.962
<i>Education - WTP</i>	0.138**	0.002	0.210**	0.002	1.234**

Table 8: *Level of education - Correlations and regression parameters. Adapted from SPSS Data*

**Sample mean is significant at the 0.01 level (2-tailed).

The analysis of the Spearman correlations shows statistically significant results in the relationship between *education* to *IL* ($r_s=-0.233$) and to *WTP* ($r_s=0.138$).

A regression analysis was carried out to investigate the relationship between the *level of education* and *IL*. The results show that this relationship is statistically significant with a p-value of <0.001 . The model has a high goodness-of-fit p-value of 0.908, suggesting that the model fits the data well. The Odds ratio model shows that the probability of falling into a higher category for *IL* decreases as the *level of education* increases with a factor of 0.697 (appendix 54).

The regression analysis performed between the *level of education* and the *WTP* shows a significant correlation with a p-value of 0.002. The goodness-of-fit p-value is 0.158, indicating that the model provides an acceptable fit to the observed data. The results of the Odds ratio table indicate that a higher *level of education* is associated with a higher *WTP* with the factor 1.234 (appendix 54). Although this could also be due to an increase in *income* (correlation of *education & income*: $r_s=0.277$; $p<0.001$ [appendix 55]).

It should be noted that individual values in the analysis may also be influenced by correlations to other demographic factors (appendix 55). For instance, individual characteristics can also be attributed to a correlation between *level of education* and *income* (see previous analysis).

7. Discussion

7.1 Influence of *SCR* on (a) *ITP* and (b) *WTP*

The results of the survey emphasize the significant dependency of *WTP* for merchandising products on the evaluation of the *SCR* attributes in the survey. Hence, a higher rating of the sustainability attributes is directly related to an increase in the *WTP* for the respective product. This finding underlines the importance of consumer perception of the sustainability aspect

when purchasing merchandising products. However, there was no significant influence of the evaluation of the *SCR* on the *ITP* of a fan shirt, suggesting that the motivation to buy a product is not solely dependent on its sustainability value. It should be noted that the *WTP* was exclusively related to the addition of a sustainability seal in the form of an ideal, while the *ITP* was limited to a fan shirt without additional sustainability values. This may explain the lack of influence of the *SCR* on the *ITP*.

Above all, the *sustainable materials* used for production appear to be of very high relevance to consumers. That said, physical attributes of the product from which the consumer ultimately also benefits seem to be particularly important. Consumers are prepared to pay a higher price for this and support sustainable behaviour by companies. A *sustainable supply chain* influences *WTP* the most, which underlines the environmental awareness of today's population. These results confirm the trend of a general interest in sustainability with the linked willingness to contribute to it, in terms of paying a higher price for sustainable merchandise products.

Furthermore, no association was shown between the evaluation of *SCR* attributes and *ITP*. Overall, it can therefore be stated that the perception of individuals regarding the importance of sustainability aspects may vary but does not have a decisive influence on the *ITP* merchandising products in general. Yet, this emphasizes the importance of the concrete integration of sustainability values into the products themselves to have a stronger influence on consumer purchasing behaviour in terms of *WTP*. Remarkably, the small differences in the Odds ratios of the attributes in *SCR* influencing *WTP*, which vary between 1.20 and 1.29 for seven out of eight values, show that they hardly need a specific prioritisation for a sustainable strategy.

7.2 Demographic differences

The analysis of the survey revealed significant differences among demographic factors. However, the effects observed in the sample are mostly minor and there is a correlation between some of the demographic variables, leading to similar trends (appendix 55).

First, according to the survey, women tend to have higher *ITP* and stronger *SA*. In addition, women show stronger correlations between *SA* and *WTP*. However, *gender* alone has no significant influence on the *WTP* for sustainable products. Many studies have repeatedly shown that women are more aware of sustainable consumption, which can be explained by socio-psychological factors. Ecofeminist theory offers an explanation for this relationship, as it states that women develop a greater awareness of the environment and its protection due to their experiences of injustice and marginalization. Accordingly, women appreciate values such as social justice and connection with nature, while men tend to prioritize self-centred values such as success and achievement (Bloodhart and Swim 2020).

Analyses based on past studies also showed that *WTP* for sustainable products tends to be higher among women than men (Ha-Brookshire and Norum 2011; Royne, Levy and Martinez 2011). However, this is not consistent with the results of this study, showing no significant difference between *genders* in terms of *WTP*. It could be assumed that a *gender* difference is weakened in the football context since all participants share identification with their club and therefore converge in their *WTP* suppressing *gender* differences. Nevertheless, the assumption that women are generally willing to spend more money on products labelled as sustainable and environmentally friendly cannot be clearly rejected as previous studies with larger sample sizes have shown significant differences (Ha-Brookshire and Norum 2011; Royne, Levy and Martinez 2011).

In contrast, male respondents show a higher *IL* and stronger correlation between *IL* and *ITP*. This suggests that male fans may have a stronger emotional connection and sense of belonging to their affiliated football club, which influences their intention to support the club through purchasing merchandise. On the other hand, female fans may be more influenced by external factors such as societal pressure towards sustainable attitude and marketing strategies when making purchasing decisions for sustainable fan merchandise (Bloodhart and Swim 2020). This highlights the importance of understanding the different motivations and perspectives of male and female fans in promoting sustainable practices in the sports industry.

Due to the fact that football fans are largely made up of the male *gender*, it is crucial for B04 to keep the male target group in mind when aligning its sales strategies. Recently, the issue of *gender* equality has become increasingly important, which can also have an impact on general consumer behaviour. Promoting *gender* equality and empowering women can lead to more sustainable consumption practices. As a result, current studies suggest that average sustainable consumer behaviour can thereby develop positively (Bloodhart and Swim 2020).

The survey analysis suggests that *age* has an influence on the *SA*, confirming similar results of past studies. According to these, there are only small differences in sustainable behaviour and consumption that can be attributed to the *age* of the person. Nevertheless, it is assumed that older people are more concerned with nature and engage more with the environment. This results in a higher motivation to avoid environmental damage (Wiernik, Ones and Dilchert 2013). It would therefore appear reasonable for older people to adopt more sustainable consumer behaviour. The survey identifies that age has no significant influence on the *ITP* of merchandise in general. However, they are willing to pay a premium for sustainable products, which underlines the assumption of an increased interest in sustainability and the resulting purchasing behaviour. It should be noted that in our sample, older fans have a higher *WTP*

compared to younger fans. Yet, previous research is undecided whether *age* has a positive or negative effect on *WTP* or not (Royne, Levy and Martinez 2011). The apparent discrepancy with other studies may also be explained by correlations between *income*, *level of education* and *age*, as older consumers tend to have higher *income* and *education levels* in this study.

Accordingly, not only *age* but several demographic factors have an influence on the *WTP*. Older fans, fans with a higher *level of education* and fans with a higher *income* show a higher *WTP* for sustainable fan products. The *WTP* a higher price for sustainable products is an important topic in consumer research. In the past, various findings have been collected on which factors influence the *WTP* for sustainable products. Research has shown that consumers with a higher *level of education* and a higher *income* tend to be more willing to pay a higher price for such products (Royne, Levy and Martinez 2011). This study confirms this assumption, as a large proportion of respondents with a higher *level of education* and higher *income* have a higher *WTP*. In addition, the effect of purchasing power on *ITP* is excluded, as *income* has no influence on *ITP* of general fan merchandise in this study. Based on these results, it can be assumed that factors such as *income* and *level of education* have a decisive influence on *WTP* for sustainable products, whereas the effect of *age* can be influenced by other demographic factors that have a greater impact on *WTP*. The findings suggest that a higher price for sustainable products is also dependent on the purchasing power of the fan and can therefore be seen as a luxury good under the prerequisite that they are offered as an alternative to existing cheaper products.

Finally, it was found that a lower *level of education* and a younger *age* is associated with a higher *IL* towards the sports club. Although it has already been established that football has developed from a "working-class sport" into a mass phenomenon, this connection has not yet been sufficiently investigated in the literature (Droste and Heyse 2019). Further findings on this connection would be relevant for the club's future approach. As a significant correlation

between *IL* and fans' *ITP* has already been established, targeting to fans could be optimized by taking other demographic factors into account.

8. Recommendations

8.1 Sustainability criteria and their influences

The recommendations based on our consumer behaviour findings do not deviate a lot from the recommendations in previous analyses (appendices 39-42). *Sustainable materials*, *sustainable supply chain* as well as *low CO2 emissions* are perceived as strong sustainability drivers and additionally lead to higher *WTP*, leading to a strong suggestion to include these sustainability criteria in the label. In addition, the ethical control factor *fair working conditions* continues to show signs that it is an ethical baseline requirement as it achieves the highest relevance score but has no meaningful influence on the other variables. Finally, while *low water & energy consumption* and *environmentally friendly additives* remain optional considerations for benchmarking purposes, *local production* can be neglected in both contexts of driving sustainability and consumer behaviour.

Furthermore, the results underline the importance of environmentally conscious thinking and action in today's society and suggest that consumers are willing to make an additional monetary outlay in order to purchase sustainable products, if any sustainable factor is perceived as important by individuals. Therefore, it is recommended for B04 to educate their fan community about current sustainability issues and raise awareness, despite the fact that education may not be considered as a crucial certification attribute by fans themselves (appendices 43 & 44). This approach will not only align with the company's long-term economic goals, but also contribute to a more environmentally conscious consumer behaviour among the fan community. For this purpose, it is also important to observe the potential reactance of fans towards educational measures.

8.2 Demographic differences

The demographic data of fans and customers show significant differences that have a considerable influence on consumer behaviour. For this reason, it is advisable to create an extended customer database and collect relevant key figures. The insights gained from this data can then be used to align a targeted strategy that pursues sustainability goals set. It is crucial to know which customers are most likely to be willing to contribute to a positive trend towards sustainability in order to target them and thus make the most of customer potential. The study provides valuable insights into how the willingness of sports fans to buy sustainable products can differ in terms of *gender* and emotional ties to the club. Male fans in particular show a higher *WTP* if they have a strong emotional connection to their club. In addition, a younger *age* also appears to have a positive influence on *IL*, which should be monitored further on the basis of customer data. This results in the recommendation to implement measures that promote a stronger emotional bond between fans and their club, targeting young men. Various approaches can be taken to achieve this, such as providing exclusive fan content, holding fan events, using social media for regular updates, or involving fans in interactive events.

The aim should be to produce sustainable products on a large scale and make them present in public spaces and stadiums. This could generate increased interest and sales figures for sustainable product ranges in the long term. It is therefore important that sustainable products can be identified directly when they are worn in public.

Due to the increasing female interest in sustainability, targeting women could be a sensible strategy to further increase sales of sustainable products. It is predicted that there will be a significant increase in the number of fans for women's football in the coming years (Statista Research Department 2022). The implementation of measures to promote women's football by B04 could prove to be an effective strategy for attracting new female target groups. In

particular, the integration of sustainable products for this fan group could play a decisive role for a sustainable development. Subsequently, the willingness and embodiment of the attitude towards sustainable products could be transferred to the entire fan base.

Based on the available results on the topic of *WTP* and the dependency on *income*, it is advisable for B04 to launch a pilot project to collect further information on customer data. One possible approach would be to work with a local designer to develop a premium collection that could be marketed specifically as a high-quality product. By selling this collection, direct feedback can be obtained from customers, particularly on their appreciation and *WTP*, without affecting the sales figures for the current merchandise. Based on this data, the club can make targeted investments in product design and pricing policy to generate higher revenue in the long term. To check the effectiveness of this strategy, market developments should be analysed regularly, and possible adjustments made. It would also make sense to work with an experienced marketing expert to implement the measures in a targeted and effective manner. Through these investments, B04 would have the opportunity to increase its revenue in the long term and strengthen its image as an attractive, sustainable, and appealing club.

9. Theoretical Contribution

The exploration of consumer behaviour within the contexts of merchandise and sustainability, specifically in the realm of football clubs, stands as a crucial area of study blending two domains: the psychology of emotional connection to a club and the accelerating trend of sustainable consumption. This study aims to shed light on the diverse effects between identification with the club as well as attitudes towards sustainability and consumer behaviour in specific relation to sustainability labels. In close cooperation with the partnering Bundesliga club B04, not only a status quo analysis in the Bundesliga environment but also an in-depth quantitative analysis of fan perspectives and consumer behaviour were conducted. The results provide the club with an extensive data foundation and practical recommendations for the further development of the planned sustainability label in the merchandise sector, for example, to what extent fans are prepared to bear the higher costs of sustainability by paying a higher price. Furthermore, this is one of the first studies to place the interplay between the three areas of fan identification in football, sustainability, and product labels in the business context of consumer behaviour. Beyond that, the results reveal insights into the perceptions of individual criteria and attributes of such sustainability labels by fans, so that this study presents a holistic analysis of sustainability labels in the context of football club identification as well as personal sustainability attitudes and purchasing behaviour among fans.

10. Limitations

Apart from the interesting results, this study also faced several challenges and included certain limitations that impacted the generalizability and robustness of the findings.

First, the study refers solely to self-produced textiles, which excludes the significantly larger proportion of sales made by the outfitter Castore and is primarily due to contractual barriers. In addition, fans' perceptions tend to depend on the weekly team performance, which is why future studies should incorporate longitudinal research. Furthermore, most VfB participants are ultra fans, which fundamentally have a high emotional connection. Additionally, the study's exclusive focus on the German Bundesliga restricts its external validity, limiting the generalization of findings to football fans inside Germany.

The study uncovered a discrepancy between stated values and actual purchasing behaviour by fans, linking to previous findings regarding discrepancies in anonymous surveys between stated intentions towards sustainable products and the actual behaviour in reality. Furthermore, the reliance on online surveys introduces potential biases related to the clarity of questions and the visual presentation of products. Moreover, the limitation of product visibility to small generic photos and the varying mobile displays may compromise the accuracy of participant responses.

In addition, there are correlations between some demographic factors that make it difficult to examine individual variables. In this survey, for example, this includes a moderate to high correlation between *age*, *income*, and *level of education*. The investigation of the relationship between *income* and *WTP* was further limited as the highest possible response was limited to the open category "Over €65,000", which also showed the largest differences. Further investigation could allow more categories for top earners to be specified, or an accurate input option (potential data privacy issues).

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Appendix 1: Fanshop VfB example for Label certification (VfB Stuttgart 2023)



Appendix 2: Online Survey Questionnaire

- **Q1 Intro text: No respondent input** Introduction to the survey

(Required)

Welcome to this study regarding sustainability in football.

This study is being conducted in collaboration with **NOVA School** of Business and Economics as part of a **master's thesis**. The aim of the study is to promote **sustainable products** and related **certifications** in professional football and better adapt them to the needs of you fans.

The survey is divided into **4 sections** and requires less than **10 minutes** of your time. Of course, your information will remain **anonymous** and cannot be traced. Please **do not use** your browser's **back button** at any time during the survey, as your previous responses will be lost.

To show our appreciation for your efforts and time, we would like to **raffle** a current **jersey of your favorite club** among all participants. Simply enter your email address at the end of the survey to be entered into the prize draw.

We appreciate your participation. Thank you very much!

- **Q2 Multiple choice** Which football club in the First Bundesliga are you a fan of?

(One response required; One response allowed; Fix order of options; Place options in 3 columns)

Which football club in the First Bundesliga are you a fan of?

Group Part

- FC Bayern München
- Borussia Dortmund
- RB Leipzig
- 1. FC Union Berlin
- SC Freiburg
- Bayer 04 Leverkusen
- Eintracht Frankfurt
- VfL Wolfsburg
- FSV Mainz 05
- Borussia Mönchengladbach
- 1. FC Köln
- TSG 1899 Hoffenheim
- SV Werder Bremen
- VfL Bochum
- FC Augsburg
- VfB Stuttgart
- 1. FC Heidenheim
- SV Darmstadt 98
- None of these clubs
- I'm not a football fan

- **Q3 Simple block External legitimacy**

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q2 Which football club in the First Bundesliga are you fan of?" is not equal to "Option 20"

- **Q4 Intro text: No respondent input Introduction Emotional Connection**

(Required)

Section 1/4: Emotional connection to the club

The following part deals with your emotional connection to the club as a fan. Please read the statements carefully and then rate whether you agree with them.

- **Q5 Randomisation block Randomisation block**

(Randomise order of questions)

- **Q6 Likert scale _ Fan loyalty**

(Required)

I consider myself a real fan of my club.

Labelled from Disagree at all (1) to Totally agree (7)

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- **Q7 Likert scale _ Loss of fan status**

(Required)

I would consider it a loss if I could no longer be a fan of my club.

Labelled from Disagree at all (1) to Totally agree (7)

- **Q8 Likert scale _ Importance of being a fan of my team**

(Required)

Being a fan of my club is very important to me.

Labelled from Disagree at all (1) to Totally agree (7)

- **Q9 Likert scale _ Fan identification**

(Required)

I want others to know that I'm a fan of my club.

Labelled from Disagree at all (1) to Totally agree (7)

- **Q10 Simple block Sustainability**

- **Q11 Intro text: No respondent input Introduction Sustainability & Football**

(Required)

Section 2/4: Sustainability & Football

The following part deals with the topic of sustainability and its role in football. Please read the statements carefully and then rate whether you agree with them.

- **Q12 Randomisation block Randomisation block**

(Randomise order of questions)

- **Q13 Likert scale _ Sustainability is important to me when buying products**

(Required)

Sustainability is important to me when buying fan articles.

Labelled from Disagree at all (1) to Totally agree (7)

- **Q14 Likert scale _ Preference for sustainable fan merchandise**

(Required)

I prefer sustainable fan articles over ordinary fan articles.

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Labelled from Disagree at all (1) to Totally agree (7)

- **Q15 Likert scale _ Sustainable fan merchandise preference**

(Required)

I accept additional costs for sustainable fan articles compared to normal fan articles.

Labelled from Disagree at all (1) to Totally agree (7)

- **Q16 Likert scale _ Responsibility for sustainability**

(Required)

A football club has a responsibility to act sustainably.

Labelled from Disagree at all (1) to Totally agree (7)

- **Q17 Likert scale _ Sustainability commitment**

(Required)

My favorite club is committed enough to sustainability.

Labelled from Disagree at all (1) to Totally agree (7)

- **Q18 Simple block Label**

- **Q19 Intro text: No respondent input Introduction Label**

(Required)

Section 3/4: Sustainable fan articles and sustainability seals

The following part deals with your requirements for sustainable fan articles and the role of sustainability seals. Please answer the questions in detail and answer them honestly and truthfully.

- **Q20 Multiple choice _ Frequency of purchasing fan merchandise**

(One response required; One response allowed; Fix order of options; Place options in 3 columns)

At what frequency do you buy fan articles from your club (e.g. jerseys, scarves, etc.)?

- Every 1-3 months
- Every six months
- Yearly
- Every 2 years
- Less common
- Never

Group Part

○ **Q21 Slider _ Sustainability attributes for fan merchandise**

(Required; Accept values from 0 to 10; Values must be multiples of 1)

Please rate the following attributes of fan articles in terms of their relevance for the sustainability of the fan article (0 = Absolutely irrelevant | 10 = Absolutely relevant). To do this, use either the movable sliders or the numeric input fields on the right-hand side.

Sum total labelled as Total

- Sustainable materials (bamboo fibers, recycled PET bottles, etc.)
- Fair working conditions (compliance with labor and human rights)
- Low air pollution (CO2 emissions)
- Sustainable supply chain
- Local production
- Low water & energy consumption in production
- Sustainable packaging (recyclable raw materials)
- Environmentally friendly additives (oil, bleach, etc.)

○ **Q22 Likert scale _ Importance of sustainability certification for football club fan merchandise**

(Required)

How important do you think sustainability seals are for certifying sustainable fan merchandise from football clubs?

Labelled from Not important at all (1) to Very important (7)

○ **Q23 Ranking _ Sustainability seal attributes ranking**

(Required)

Please rate the following attributes of sustainability labels according to their relevance for a trustworthy certificate of sustainability. To do this, move the individual attributes up or down so that the most important attribute is at the top and the least important is at the bottom.

- transparency
- Strict requirements for obtaining a seal
- Popularity of the seal or certifying organization
- Clear communication of measures
- Regular auditing/review of measures
- Credible partnerships / cooperation with other organizations
- Communication of long-term goals
- Information / education for consumers

• **Q24 Simple block Conjoint / GG Bayer 04 Leverkusen**

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q2 Which football club in the First Bundesliga are you fan of?" " is equal to "Option 6" *Example B04 Track*

- **Q25 Intro text: No respondent input Introduction Conjoint**
(Required)

Section 4/4: Purchase decision

For the following questions, please assume that this sustainability seal is trustworthy and verifies all of your requirements for sustainable fan merchandise.



- **Q26 Simple block Conjoint: Bayer 04 Leverkusen**

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q2 Which football club in the First Bundesliga are you fan of?" is equal to "Option 6" *Example B04 Track*

- **Q27 Likert scale Query purchase intention**
(Required)

How likely do you think it is that you will buy yourself a fan shirt from your favorite club at a price of **19.99€** at any time in the future?

To illustrate, here is an example photo of a simple fan shirt:

Group Part



Labelled from Very unlikely (1) to Very likely (7)

- **Q28 Multiple choice _ Sustainable fan T-shirt choice**

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

- Fan T-shirt without sustainability seal



19.90€

- Fan T-shirt with sustainability seal

Group Part



19.90€

Show this question only if the following conditions are met:

If any of these conditions are met:

Answer to question "Q27 Query purchase intention " is equal to "4"

Answer to question "Q27 Query purchase intention " is equal to "5"

Answer to question "Q27 Query purchase intention " is equal to "6"

Answer to question "Q27 Query purchase intention " is equal to "7"

▪ **Q29 Multiple choice _ Sustainable fan T-shirt choice**

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

- Fan T-shirt without sustainability seal



19.90€

- Fan T-shirt with sustainability seal



21,90€

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q28 _ Sustainable fan T-shirt choice" is equal to "Option 2"

- **Q30 Multiple choice _ Sustainable fan T-shirt choice**

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

- Fan T-shirt without sustainability seal

Group Part



19.90€

- Fan T-shirt with sustainability seal



23.90€

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q29 _ Sustainable fan T-shirt choice" is equal to "Option 2"

- **Q31 Multiple choice _ Sustainable fan T-shirt choice**

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

Group Part

- Fan T-shirt without sustainability seal



19.90€

- Fan T-shirt with sustainability seal



25.90€

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q30 _ Sustainable fan T-shirt choice" is equal to "Option 2"

- **Q32 Multiple choice _ Sustainable fan T-shirt choice**

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Group Part

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

- Fan T-shirt without sustainability seal



19.90€

- Fan T-shirt with sustainability seal



27.90€

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q31 _ Sustainable fan T-shirt choice" is equal to "Option 2"

- **Q154 Simple block Conjoint: Keiner dieser Vereine**

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q2 Which football club in the First Bundesliga are you fan of?" is equal to "Option 19" *Example None of these clubs track*

▪ **Q155 Likert scale Abfrage Kaufintention**

(Required)

How likely do you think it is that you will buy yourself a fan shirt from your favorite club at a price of **19.99€** at any time in the future?

To illustrate, here is an example photo of a simple fan shirt:



Labelled from Very unlikely (1) to Very likely (7)

▪ **Q156 Multiple choice _ Sustainable fan T-shirt choice**

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

- Fan T-shirt without sustainability seal

Group Part



19.90€

- Fan T-shirt with sustainability seal



19.90€

Show this question only if the following conditions are met:

If any of these conditions are met:

Answer to question "Q27 Query purchase intention " is equal to "4"

Answer to question "Q27 Query purchase intention " is equal to "5"

Answer to question "Q27 Query purchase intention " is equal to "6"

Answer to question "Q27 Query purchase intention " is equal to "7"

- **Q157 Multiple choice** _ Sustainable fan T-shirt choice

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Group Part

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

- Fan T-shirt without sustainability seal



19.90€

- Fan T-shirt with sustainability seal



21.90€

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q156 _ Sustainable fan T-shirt choice" is equal to "Option 2"

- **Q158 Multiple choice _ Sustainable fan T-shirt choice**

Group Part

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

- Fan T-shirt without sustainability seal



19.90€

- Fan T-shirt with sustainability seal



23.90€

Show this question only if the following conditions are met:

If all of these conditions are met:

Answer to question "Q157 _ Sustainable fan T-shirt choice" is equal to "Option 2"

Group Part

- **Q159 Multiple choice _ Sustainable fan T-shirt choice**

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

- Fan T-shirt without sustainability seal



19.90€

- Fan T-shirt with sustainability seal



25.90€

Show this question only if the following conditions are met:

If all of these conditions are met:

Group Part

Answer to question "Q158 _ Sustainable fan T-shirt choice" is equal to "Option 2"

- **Q160 Multiple choice _ Sustainable fan T-shirt choice**

(One response required; One response allowed; Fix order of options; Place options in 2 columns)

Assuming that the Fan T-shirt with sustainability label meets all your sustainability requirements, which option would you choose when buying a Fan T-shirt? Please click on the option you would choose.

- Fan T-shirt without sustainability seal



19.90€

- Fan T-shirt with sustainability seal



27.90€

Show this question only if the following conditions are met:

Group Part

If all of these conditions are met:

Answer to question "Q159 _ Sustainable fan T-shirt choice" is equal to "Option 2"

- **Q168 Simple block Demographics (basic)**
- **Q169 Intro text: No respondent input Introduction Demographics**
(Required)

Demography

Last but not least, please provide your demographic data. Your information will of course remain anonymous and cannot be traced.

- **Q170 Multiple choice Gender**
(One response required; One response allowed; Fix order of options; Place options in 4 columns)

Which gender do you feel you belong to?

- man
- woman
- divers/others
- prefer not to say

- **Q171 Short answer Age**
(Required)

What age group are you in? Please enter your age in the box or leave it blank if you prefer not to say.

- **Q172 Multiple choice Level of education**
(One response required; One response allowed; Fix order of options; Place options in 5 columns)

What is your highest educational qualification right now?

- Lower school leaving certificate
- Abitur or equivalent degree
- Apprenticeship
- Bachelor's degree
- Master's degree
- Doctorate / PhD
- None of above: **✗** Not specified

- **Q173 Multiple choice Income**
(One response required; One response allowed; Fix order of options; Place options in 3 columns)

What is your approximate annual household income (before tax)?

- 0 - €13,000

Group Part

- €13,000 - €19,999
- €20,000 - €39,999
- €40,000 - €64,999
- Over €65,000
- No information

○ Q174 **Multiple choice Region (DE)**

(One response required; One response allowed; Fix order of options; Place options in 4 columns)

Which federal state do you live in?

- Baden-Württemberg
- Bavaria
- Berlin
- Brandenburg
- Bremen
- Hamburg
- Hessen
- Mecklenburg-Western Pomerania
- Lower Saxony
- North Rhine-Westphalia
- Rhineland-Palatinate
- Saarland
- Saxony
- Saxony-Anhalt
- Schleswig-Holstein
- Thuringia
- **✗** I don't live in Germany
- *None of above:* **✗** Not specified

• Q175 **Short answer** _ **Email for prize entry**

(Required)

If you would like to enter the jersey lottery, please enter your email address in the box below. This way we can contact you if you win.

• Q176 **Complete survey** Complete survey

Complete survey for participants and not redirect them.

• Q177 **Open-ended response** _ **Additional comments**

(Required)

If you have any questions or feedback about our survey or research, you can provide additional comments in the box below.

Group Part

Appendix 3: Mean values *IL* Overview

Mean values IL

<i>IL</i>	t	df	Two-sided significance	Sample mean	95% Lower Confidence Interval	95% Upper Confidence Interval
<i>Total sample</i>	97.969	617	<.001	5.63	5.4861	5.7833
<i>B04</i>	85.308	153	<.001	6.27	6.1266	6.5130
<i>FCB</i>	19.909	61	<.001	4.82	4.1785	5.4667
<i>BVB</i>	30.491	57	<.001	5.52	5.0390	6.0041
<i>SGE</i>	25.194	57	<.001	5.32	4.7564	5.8816
<i>VfB</i>	35.821	41	<.001	6.11	5.6521	6.5741
<i>SCF</i>	20.824	29	<.001	5.06	4.3888	5.7279
<i>BMG</i>	22.637	33	<.001	5.63	4.9458	6.3042
<i>SVW</i>	20.653	32	<.001	5.26	4.5604	5.9547
<i>KOE</i>	34.703	32	<.001	5.85	5.3870	6.3100
<i>Other Clubs</i>	28.411	56	<.001	5.61	5.0792	6.1313
<i>Male</i>	90.835	482	<.001	5.71	5.5907	5.8379
<i>Female</i>	39.875	129	<.001	5.39	5.1193	5.6538
<i>Income 1</i>	41.259	101	<.001	5.61	5.3382	5.8775
<i>Income 2</i>	26.577	52	<.001	5.66	5.2330	6.0878
<i>Income 3</i>	45.522	103	<.001	5.80	5.5478	6.0532
<i>Income 4</i>	48.789	141	<.001	5.67	5.4393	5.8987
<i>Income 5</i>	40.638	138	<.001	5.35	5.0938	5.6148
<i>Lower school</i>	32.619	16	<.001	6.46	6.0363	6.8754
<i>Apprenticeship</i>	54.510	115	<.001	6.00	5.7820	6.2180
<i>Abitur</i>	53.262	126	<.001	5.92	5.6975	6.1372
<i>Bachelor</i>	52.803	182	<.001	5.53	5.3274	5.7409
<i>Master</i>	36.249	129	<.001	5.25	4.9598	5.5325
<i>Doctorate/PhD</i>	9.366	12	<.001	4.60	3.5269	5.6654

Appendix 4: Mean values *SA* Overview

Mean values SA

<i>SA</i>	t	df	Two-sided significance	Sample mean	95% Lower Confidence Interval	95% Upper Confidence Interval
<i>Total sample</i>	87.788	635	<.001	4.94	4.8263	5.0471
<i>B04</i>	47.907	160	<.001	5.05	4.8445	5.2611
<i>FCB</i>	26.342	61	<.001	5.04	4.6614	5.4273
<i>BVB</i>	26.578	57	<.001	5.00	4.6233	5.3767
<i>SGE</i>	21.394	57	<.001	4.59	4.1608	5.0202
<i>VfB</i>	29.202	41	<.001	4.99	4.6431	5.3331
<i>SCF</i>	20.112	29	<.001	5.17	4.6413	5.6921
<i>BMG</i>	20.579	33	<.001	5.20	4.6846	5.7125
<i>SVW</i>	22.728	32	<.001	4.95	4.5105	5.3986
<i>KOE</i>	20.952	32	<.001	4.77	4.3087	5.2367

Group Part

<i>Other Clubs</i>	22.491	56	<.001	4.45	4.0552	4.8483
<i>Male</i>	73.631	491	<.001	4.82	4.6960	4.9534
<i>Female</i>	52.292	138	<.001	5.35	5.1501	5.5549
<i>Income 1</i>	39.650	103	<.001	5.05	4.7979	5.3031
<i>Income 2</i>	26.478	53	<.001	5.11	4.7197	5.4933
<i>Income 3</i>	39.199	107	<.001	4.96	4.7054	5.2067
<i>Income 4</i>	41.341	144	<.001	4.79	4.5639	4.0223
<i>Income 5</i>	35.126	141	<.001	4.85	4.5757	5.1215
<i>Lower school</i>	25.880	16	<.001	5.38	4.9415	5.8232
<i>Apprenticeship</i>	34.544	120	<.001	4.76	4.4894	5.0354
<i>Abitur</i>	43.794	129	<.001	4.92	4.6988	5.1435
<i>Bachelor</i>	49.701	186	<.001	4.94	4.7425	5.1345
<i>Master</i>	39.932	133	<.001	5.15	4.8907	5.4004
<i>Doctorate/PhD</i>	8.253	13	<.001	4.61	3.4012	5.8131

Appendix 5: Mean values ITP Overview

Mean values ITP

<i>ITP</i>	t	df	Two-sided significance	Sample mean	95% Lower Confidence Interval	95% Upper Confidence Interval
<i>Total sample</i>	70.021	635	<.001	4.91	4.93	5.22
<i>B04</i>	38.445	153	<.001	5.07	4.82	5.34
<i>FCB</i>	19.909	61	<.001	4.40	3.84	4.97
<i>BVB</i>	16.743	57	<.001	4.55	4.01	5.10
<i>SGE</i>	31.563	57	<.001	5.67	5.31	6.03
<i>VfB</i>	16.466	41	<.001	4.60	4.03	5.16
<i>SCF</i>	17.989	29	<.001	4.40	4.82	6.05
<i>BMG</i>	17.928	33	<.001	5.47	4.85	6.09
<i>SVW</i>	15.454	32	<.001	4.94	4.29	5.59
<i>KOE</i>	19.559	32	<.001	5.73	5.13	6.32
<i>Other Clubs</i>	19.781	56	<.001	5.21	4.68	5.74
<i>Male</i>	60.515	491	<.001	4.98	4.82	5.14
<i>Female</i>	36.032	138	<.001	5.46	5.16	5.76
<i>Income 1</i>	26.035	103	<.001	4.87	4.49	5.24
<i>Income 2</i>	21.784	53	<.001	5.19	4.71	5.66
<i>Income 3</i>	36.007	107	<.001	5.43	5.13	5.72
<i>Income 4</i>	32.618	144	<.001	5.08	4.77	5.39
<i>Income 5</i>	30.183	141	<.001	4.95	4.63	5.27
<i>Lower school</i>	10.615	16	<.001	4.94	3.95	5.93
<i>Apprenticeship</i>	30.459	120	<.001	5.22	4.88	5.56
<i>Abitur</i>	38.383	129	<.001	5.22	4.95	5.49
<i>Bachelor</i>	35.097	186	<.001	4.93	4.65	5.20
<i>Master</i>	32.092	133	<.001	5.13	4.81	5.44
<i>Doctorate/PhD</i>	8.382	13	<.001	4.93	3.66	6.20

Appendix 6: Mean values *WTP* Overview*Mean values WTP*

<i>WTP</i>	t	df	Two-sided significance	Sample mean	95% Lower Confidence Interval	95% Upper Confidence Interval
<i>Total sample</i>	187.916	534	<.001	23.77	23.52	24.02
<i>B04</i>	98.786	153	<.001	23.01	22.51	23.42
<i>FCB</i>	47.272	36	<.001	24.01	22.98	25.04
<i>BVB</i>	53.671	38	<.001	25.13	24.18	26.08
<i>SGE</i>	60.242	53	<.001	25.02	22.78	24.35
<i>VfB</i>	45.782	29	<.001	24.63	23.53	25.73
<i>SCF</i>	62.343	24	<.001	25.02	24.19	25.85
<i>BMG</i>	48.121	29	<.001	23.57	22.57	24.57
<i>SVW</i>	46.912	25	<.001	22.82	21.82	23.83
<i>KOE</i>	50.589	29	<.001	23.63	22.68	24.59
<i>Other Clubs</i>	53.953	46	<.001	24.33	23.42	25.23
<i>Male</i>	161.640	411	<.001	23.66	23.37	23.95
<i>Female</i>	95.004	119	<.001	24.13	23.63	24.64
<i>Income 1</i>	76.077	83	<.001	23.31	22.70	23.91
<i>Income 2</i>	56.322	45	<.001	23.47	22.63	24.30
<i>Income 3</i>	85.222	96	<.001	23.81	23.26	24.37
<i>Income 4</i>	90.966	120	<.001	23.55	23.04	24.07
<i>Income 5</i>	84.206	115	<.001	24.54	23.96	25.12
<i>Lower school</i>	28.328	13	<.001	23.33	21.55	25.11
<i>Apprenticeship</i>	78.411	101	<.001	23.67	23.07	24.26
<i>Abitur</i>	90.014	119	<.001	23.30	22.79	23.81
<i>Bachelor</i>	104.014	150	<.001	23.52	23.07	23.96
<i>Master</i>	94.920	111	<.001	24.76	24.24	25.27
<i>Doctorate/PhD</i>	21.985	9	<.001	24.70	22.16	27.24

Appendix 7: Spearman correlations *IL-ITP/WTP* Overview

Team	<i>IL-WTP</i> Spearman correlation	<i>IL-WTP</i> p-value	<i>IL-ITP</i> Spearman correlation	<i>IL-ITP</i> p-value
Total sample	-0.033	0.459	0.229**	<0.001
B04	-0.063	0.432	0.167*	0.032
FCB	-0.115	0.499	0.253*	0.047
BVB	-0.130	0.431	0.014	0.915
SGE	0.014	0.920	0.203	0.127
VfB	0.043	0.820	0.418**	0.006

Group Part

SCF	-0.046	0.829	0.089	0.640
BMG	0.028	0.884	0.478 **	0.004
SV SVW	0.592**	0.001	0.456**	0.008
KOE	0.302	0.105	0.491**	0.004
Other Clubs	-0.049	0.744	0.155	0.251

*Correlation is significant at a 0.05 level (2-tailed).

**Correlation is significant at a 0.01 level (2-tailed).

Appendix 8: Ordinal regression *IL-ITP* Overview

Team	Estimate	p-value	Factor
Total sample	0.308	0.001	1.36**
B04	0.383	0.007	1.47**
FCB	0.212	0.076	1.24
BVB	0.034	0.838	1.03
SGE	0.198	0.190	1.22
VfB	0.577	0.018	1.78*
SCF	0.205	0.442	1.23
BMG	0.994	0.001	2.7**
SVW	0.823	0.001	2.28**
KOE	1.348	0.001	3.85**
Other clubs	0.184	0.253	1.20

**Correlation is significant at a 0.01 level (2-tailed).

*Correlation is significant at a 0.05 level (2-tailed).

Appendix 9: Ordinal regression *IL-WTP* Overview

Team	Estimate	p-value
Total sample	-0.022	0.730
B04	0.037	0.802
FCB	-0.185	0.216
BVB	-0.241	0.358
SGE	0.087	0.570
VfB	0.002	0.995
SCF	-0.130	0.693

Group Part

BMG	-0.032	0.918
SVW	1445**	0.001
KOE	0.762	0.082
Other Clubs	-0.038	0.837

**Correlation is significant at a 0.01 level (2-tailed).

*Correlation is significant at a 0.05 level (2-tailed).

Appendix 10: Spearman correlations SA-ITP/WTP Overview

Club	<i>SA-ITP</i> <i>Spearman's rho</i>	p-value	<i>SA-WTP</i> <i>Spearman's rho</i>	p-value
Total sample	0.102*	0.01	0.461***	<0.001
B04	0.148	0.061	0.480***	<0.001
FCB	0.090	0.485	0.485**	0.002
BVB	0.143	0.284	0.435**	0.006
SGE	0.143	0.283	0.598***	<0.001
VfB	-0.015	0.927	0.324	0.081
SCF	-0.137	0.470	0.529**	0.007
BMG	0.194	0.273	0.594***	<0.001
SVW	0.191	0.286	0.372	0.061
KOE	-0.112	0.535	0.355	0.054
Other Clubs	0.274*	0.039	0.225	0.128

*Correlation is significant at a 0.05 level (2-tailed).

**Correlation is significant at a 0.01 level (2-tailed).

***Correlation is significant at a 0.001 level (2-tailed).

Appendix 11: Ordinal regression SA-ITP Overview

Team	Estimate	p-value	Odds Ratio
Total sample	0.138**	0.006	1.15
B04	0.214*	0.043	1.24
FCB	0.104	0.488	1.11
BVB	0.257	0.120	1.29
SGE	0.089	0.543	1.09
VfB	-0.126	0.613	0.88
SCF	-0.250	0.306	0.78

Group Part

BMG	-0.058	0.788	0.94
SVW	0.348	0.137	1.42
KOE	-0.164	0.512	0.85
Other Clubs	0.369*	0.026	1.45

*Correlation is significant at a 0.05 level (2-tailed).

**Correlation is significant at a 0.01 level (2-tailed).

Appendix 12: Ordinal regression SA-WTP Overview

Team	Estimate	p-value	Odds Ratio
Total sample	0.731***	<0.001	2.08
B04	0.907***	<0.001	2.48
FCB	0.739**	0.002	2.09
BVB	0.614*	0.016	1.85
SGE	0.820***	<0.001	2.27
VfB	0.624	<0.055	1.87
SCF	0.948**	0.007	2.58
BMG	1.254***	<0.001	3.50
SVW	1.027*	0.011	2.79
KOE	0.613*	0.027	1.85
Other Clubs	0.346	0.068	1.41

*Correlation is significant at a 0.05 level (2-tailed).

**Correlation is significant at a 0.01 level (2-tailed).

***Correlation is significant at a 0.001 level (2-tailed).

Appendix 13: Spearman correlations IL-ITP/WTP of total Sample

Spearman correlations

		ITP	WTP	IL
ITP	Correlation Coefficient	1.000	.166**	.217**
	Sig. (2-tailed)	.	<.001	<.001
	N	636	535	618
WTP	Correlation Coefficient	.166**	1.000	-.033
	Sig. (2-tailed)	<.001	.	.459
	N	535	535	520
IL	Correlation Coefficient	.217**	-.033	1.000
	Sig. (2-tailed)	<.001	.459	.
	N	618	520	618

**Correlation is significant at a 0.01 level (2-tailed).

Group Part

Appendix 14: Ordinal regression *IL-ITP* of total Sample

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	493.638			
Final	458.367	35.271	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	165.153	143	.099
Deviance	183.101	143	.013

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-.921	.308	8.952	1	.003	-1.524	-.318
	[ITP = 2]	-.226	.295	.587	1	.443	-.803	.352
	[ITP = 3]	.303	.292	1.081	1	.299	-.268	.875
	[ITP = 4]	.840	.293	8.239	1	.004	.266	1.413
	[ITP = 5]	1.631	.298	29.923	1	<.001	1.047	2.216
	[ITP = 6]	2.847	.311	83.921	1	<.001	2.238	3.456
Location	IL	.308	.051	36.617	1	<.001	.208	.408

Appendix 15: Ordinal regression *IL-WTP* of total Sample

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	311.071			
Final	310.952	.119	1	.730

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	104.838	95	.230
Deviance	115.598	95	.074

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	-1.255	.363	11.931	1	<.001	-1.967	-.543
	[WTP = 22]	-.507	.359	1.986	1	.159	-1.211	.198
	[WTP = 24]	.461	.359	1.644	1	.200	-.244	1.165
	[WTP = 26]	1.214	.364	11.159	1	<.001	.502	1.927
Location	IL	-.022	.060	.129	1	.720	-.139	.096

Appendix 16: Relationship *IL-ITP/WTP* of B04

Spearman correlations *IL-ITP/WTP* of B04

Spearman correlations

		IL	ITP	WTP
IL	Correlation Coefficient	1.000	.167*	-.063
	Sig. (2-tailed)	.	.034	.432
	N	161	161	159
ITP	Correlation Coefficient	.167*	1.000	.481**
	Sig. (2-tailed)	.034	.	<.001
	N	161	161	159
WTP	Correlation Coefficient	-.063	.481**	1.000
	Sig. (2-tailed)	.432	<.001	.
	N	159	159	159

**Correlation is significant at a 0.01 level (2-tailed).

Group Part

Ordinal regression *IL-ITP* of B04

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	187.424			
Final	180.032	7.392	1	.007

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	105.186	95	.223
Deviance	93.325	95	.529

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-.762	.954	.639	1	.424	-2.631	1.107
	[ITP = 2]	-.097	.926	.011	1	.917	-1.912	1.718
	[ITP = 3]	.882	.918	.923	1	.337	-.917	2.681
	[ITP = 4]	1.692	.925	3.349	1	.067	-.120	3.505
	[ITP = 5]	2.363	.933	6.407	1	.011	.533	4.192
	[ITP = 6]	3.757	.955	15.485	1	<.001	1.886	5.629
Location	IL	.383	.146	6.857	1	.009	.096	670

Ordinal regression *IL-WTP* of B04

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	143.979			
Final	143.916	.063	1	.802

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	66.455	59	.236
Deviance	66.731	59	.229

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 19.9]	-.435	.948	.211	1	.646	-2.293	1.423
	[WTP = 21.9]	.343	.948	.131	1	.717	-1.514	2.200
	[WTP = 23.9]	1.159	.952	1.482	1	.223	-.707	3.024
	[WTP = 25.9]	2.058	.964	4.559	1	.033	.169	3.948
Location	IL	.037	.149	.061	1	.805	-.254	.328

Appendix 17: Relationship *IL-ITP/WTP* of FCB

Spearman correlations *IL-ITP/WTP* of FCB

Spearman correlations

		WTP	ITP	IL
WTP	Correlation Coefficient	1.000	-.115	-.115
	Sig. (2-tailed)	.	.499	.499
	N	37	37	37
ITP	Correlation Coefficient	.024	.253*	.253*
	Sig. (2-tailed)	.888	.047	.047
	N	37	62	62
IL	Correlation Coefficient	-.115	1.000	1.000
	Sig. (2-tailed)	.499	.	.
	N	37	62	62

*Correlation is significant at a 0.05 level (2-tailed).

**Correlation is significant at a 0.01 level (2-tailed).

Ordinal regression *IL-ITP* of FCB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	154.366			
Final	151.224	3.143	1	.076

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	122.494	119	.395
Deviance	108.202	119	.751

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-.788	.648	1.479	1	.224	-2.057	.482
	[ITP = 2]	.122	.625	.038	1	.845	-1.102	1.347
	[ITP = 3]	.645	.629	1.052	1	.305	-.588	1.878
	[ITP = 4]	.714	.630	1.285	1	.257	-.521	1.950
	[ITP = 5]	1.463	.651	5.052	1	.025	.187	2.740
	[ITP = 6]	2.146	.679	9.993	1	.002	.815	3.477
Location	IL	.212	.121	3.093	1	.079	-.024	.449

Ordinal regression *IL-WTP* of FCB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	77.789			
Final	76.525	1.263	1	.261

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	63.417	63	.462
Deviance	58.184	63	.648

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	-1.828	.919	3.961	1	.047	-3.629	-.028
	[WTP = 22]	-1.698	.913	3.463	1	.063	-3.487	.090
	[WTP = 24]	-.793	.880	.813	1	.367	-2.517	.931
	[WTP = 26]	.349	.874	.159	1	.690	-1.364	2.063
Location	IL	-.185	.158	1.373	1	.241	-.495	.124

Appendix 18: Relationship *IL-ITP/WTP* of BVB

Spearman correlations *IL-ITP/WTP* of BVB

Spearman correlations

		ITP	WTP	IL
ITP	Correlation Coefficient	1.000	.113	.014
	Sig. (2-tailed)	.	.493	.915
	N	58	39	58
WTP	Correlation Coefficient	.113	1.000	-.130
	Sig. (2-tailed)	.493	.	.431
	N	39	39	39
IL	Correlation Coefficient	.014	-.130	1.000
	Sig. (2-tailed)	.915	.431	.
	N	58	39	58

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression *IL-ITP* of BVB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	144.897			
Final	144.856	.042	1	.838

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	119.113	113	.329
Deviance	100.821	113	.787

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-1.802	1.011	3.179	1	.075	-3.783	.179
	[ITP = 2]	-1.060	.980	1.169	1	.280	-2.981	.862
	[ITP = 3]	-.535	.971	.304	1	.582	-2.438	1.368
	[ITP = 4]	-.233	.969	.058	1	.810	-2.132	1.665
	[ITP = 5]	.608	.971	.392	1	.531	-1.296	2.512
	[ITP = 6]	1.430	.988	2.097	1	.148	-.505	3.366
Location	IL	.034	.169	.041	1	.840	-.297	.365

Group Part

Ordinal regression *IL-WTP* of BVB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	76.969			
Final	76.126	.843	1	.358

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	55.829	59	.593
Deviance	54.176	59	.654

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	-3.094	1.622	3.641	1	.056	-6.273	.084
	[WTP = 22]	-2.736	1.605	2.906	1	.088	-5.882	.410
	[WTP = 24]	-1.617	1.567	1.064	1	.302	-4.689	1.455
	[WTP = 26]	-.990	1.554	.406	1	.524	-4.035	2.055
Location	IL	-.241	.266	.817	1	.366	-.762	.281

Appendix 19: Relationship *IL-ITP/WTP* of SGE

Spearman correlations *IL-ITP/WTP* of SGE

Spearman correlations

		ITP	WTP	IL
ITP	Correlation Coefficient	1.000	.110	.203
	Sig. (2-tailed)	.	.428	.127
	N	58	54	58
WTP	Correlation Coefficient	.110	1.000	.014
	Sig. (2-tailed)	.428	.	.920
	N	54	54	54
IL	Correlation Coefficient	.203	.014	1.000
	Sig. (2-tailed)	.127	.920	.
	N	58	54	58

** . Correlation is significant at the 0.01 level (2-tailed).

Group Part

Ordinal regression *IL-ITP* of SGE

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	106.694			
Final	104.977	1.716	1	.190

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	77.146	94	.897
Deviance	65.305	94	.989

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-1.913	.954	4.022	1	.045	-3.782	-.043
	[ITP = 2]	-1.606	.911	3.109	1	.078	-3.391	.179
	[ITP = 3]	-.436	.833	.274	1	.601	-2.069	1.198
	[ITP = 4]	.397	.828	.230	1	.632	-1.226	2.020
	[ITP = 5]	1.792	.861	4.335	1	.037	.105	3.479
	[ITP = 6]	.198	.150	1.744	1	.187	-.096	.491
Location	IL	-1.913	.954	4.022	1	.045	-3.782	-.043

Ordinal regression *IL-WTP* of SGE

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	112.638			
Final	112.315	.323	1	.570

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	73.401	75	.531
Deviance	79.437	75	.341

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	-.590	.860	.470	1	.493	-2.276	1.096
	[WTP = 22]	.165	.855	.037	1	.847	-1.512	1.841
	[WTP = 24]	1.076	.868	1.537	1	.215	-.625	2.776
	[WTP = 26]	2.077	.904	5.275	1	.022	.304	3.849
Location	IL	.087	.152	.323	1	.570	-.212	.385

Appendix 20: Relationship *IL-ITP/WTP* of VFB

Spearman correlations *IL-ITP/WTP* of VFB

Spearman correlations

		ITP	WTP	IL
ITP	Correlation Coefficient	1.000	-.147	.418**
	Sig. (2-tailed)	.	.437	.006
	N	42	30	42
WTP	Correlation Coefficient	-.147	1.000	.043
	Sig. (2-tailed)	.437	.	.820
	N	30	30	30
IL	Correlation Coefficient	.418**	.043	1.000
	Sig. (2-tailed)	.006	.820	.
	N	42	30	42

**Correlation is significant at a 0.01 level (2-tailed).

Ordinal regression *IL-ITP* of VFB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	92.158			
Final	86.565	5.593	1	.018

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	60.406	65	.638
Deviance	55.510	65	.793

Link function: Logit.

Group Part

Parameter Estimate

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	.240	1.632	.022	1	.883	-2.959	3.438
	[ITP = 2]	1.886	1.595	1.398	1	.237	-1.240	5.012
	[ITP = 3]	2.481	1.617	2.355	1	.125	-.688	5.649
	[ITP = 4]	2.954	1.637	3.257	1	.071	-.254	6.163
	[ITP = 5]	4.248	1.692	6.302	1	.012	.931	7.564
	[ITP = 6]	5.234	1.731	9.145	1	.002	1.842	8.626
Location	IL	.577	.265	4.754	1	.029	.058	1.096

Ordinal regression IL-WTP of VFB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	52.783			
Final	52.783	.000	1	.995

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	38.859	35	.300
Deviance	32.556	35	.587

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 19.9]	-1.858	2.531	.539	1	.463	-6.818	3.101
	[WTP = 21.9]	-.680	2.503	.074	1	.786	-5.586	4.226
	[WTP = 23.9]	.013	2.500	.000	1	.996	-4.887	4.913
	[WTP = 25.9]	.706	2.503	.080	1	.778	-4.200	5.613
Location	IL	.002	.392	.000	1	.996	-.765	.770

Appendix 21: Relationship *IL-ITP/WTP* of SCF

Spearman correlations *IL-ITP/WTP* of SCF

Spearman correlations

		ITP	WTP	IL
ITP	Correlation Coefficient	1.000	-.392	.089
	Sig. (2-tailed)	.	.052	.640
	N	30	25	30
WTP	Correlation Coefficient	-.392	1.000	-.046
	Sig. (2-tailed)	.052	.	.829
	N	25	25	25
IL	Correlation Coefficient	.089	-.046	1.000
	Sig. (2-tailed)	.640	.829	.
	N	30	25	30

*Correlation is significant at a 0.05 level (2-tailed).

**Correlation is significant at a 0.01 level (2-tailed).

Ordinal regression *IL-ITP* of SCF

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	78.390			
Final	77.798	.591	1	.442

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	80.398	74	.286
Deviance	64.923	74	.765

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 2]	-1.177	1.362	.747	1	.387	-3.845	1.492
	[ITP = 3]	-.585	1.322	.196	1	.658	-3.177	2.006
	[ITP = 4]	-.167	1.310	.016	1	.899	-2.735	2.402
	[ITP = 5]	.623	1.313	.226	1	.635	-1.949	3.196
	[ITP = 6]	1.738	1.346	1.667	1	.197	-.900	4.375
Location	IL	.205	.251	.669	1	.413	-.287	.697

Group Part

Ordinal regression *IL-WTP* of SCF

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	57.111			
Final	56.954	.156	1	.693

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	58.740	55	.340
Deviance	50.834	55	.634

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 19.9]	-3.859	1.868	4.270	1	.039	-7.520	-.199
	[WTP = 21.9]	-3.129	1.726	3.287	1	.070	-6.512	.254
	[WTP = 23.9]	-.599	1.573	.145	1	.703	-3.681	2.484
	[WTP = 25.9]	.723	1.579	.210	1	.647	-2.372	3.818
Location	IL	-.130	.300	.187	1	.665	-.719	.459

Appendix 22: Relationship *IL-ITP/WTP* of BMG

Spearman correlations *IL-ITP/WTP* of BMG

Spearman correlations

		IL	ITP	WTP
IL	Correlation Coefficient	1.000	.478**	.028
	Sig. (2-tailed)	.	.004	.884
	N	34	34	30
ITP	Correlation Coefficient	.478**	1.000	-.006
	Sig. (2-tailed)	.004	.	.976
	N	34	34	30
WTP	Correlation Coefficient	.028	-.006	1.000
	Sig. (2-tailed)	.884	.976	.
	N	30	30	30

**Correlation is significant at a 0.01 level (2-tailed).

Group Part

Ordinal regression *IL-ITP* of BMG

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	80.527			
Final	65.830	14.698	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	66.030	69	.579
Deviance	49.209	69	.966

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	2.285	1.384	2.728	1	.099	-.427	4.997
	[ITP = 3]	2.772	1.397	3.937	1	.047	.034	5.511
	[ITP = 4]	3.846	1.480	6.755	1	.009	.946	6.747
	[ITP = 5]	5.121	1.598	10.265	1	.001	1.988	8.254
	[ITP = 6]	6.482	1.709	14.381	1	<.001	3.132	9.833
Location	IL	.994	.277	12.932	1	<.001	.452	1.536

Ordinal regression *IL-WTP* of BMG

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	62.334			
Final	62.323	.011	1	.918

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	43.679	43	.442
Deviance	42.531	43	.492

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 19.9]	-1.573	1.865	.712	1	.399	-5.229	2.082
	[WTP = 21.9]	-.593	1.844	.103	1	.748	-4.207	3.021
	[WTP = 23.9]	.820	1.847	.197	1	.657	-2.800	4.440
	[WTP = 25.9]	1.418	1.864	.578	1	.447	-2.236	5.072
Location	IL	-.032	.305	.011	1	.917	-.630	.567

Appendix 23: Relationship *IL-ITP/WTP* of SVW

Spearman correlations *IL-ITP/WTP* of SVW

Spearman correlations

		WTP	ITP	IL
WTP	Correlation Coefficient	1.000	.183	.592**
	Sig. (2-tailed)	.	.372	.001
	N	26	26	26
ITP	Correlation Coefficient	.183	1.000	.456**
	Sig. (2-tailed)	.372	.	.008
	N	26	33	33
IL	Correlation Coefficient	.592**	.456**	1.000
	Sig. (2-tailed)	.001	.008	.
	N	26	33	33

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression *IL-ITP* of SVW

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	95.481			
Final	84.354	11.127	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	97.800	95	.402
Deviance	67.791	95	.984

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	1.374	1.252	1.206	1	.272	-1.079	3.828
	[ITP = 2]	1.780	1.239	2.065	1	.151	-.648	4.208
	[ITP = 3]	2.652	1.267	4.380	1	.036	.168	5.135
	[ITP = 4]	3.445	1.329	6.722	1	.010	.841	6.049
	[ITP = 5]	4.249	1.401	9.197	1	.002	1.503	6.995
	[ITP = 6]	6.134	1.560	15.460	1	<.001	3.076	9.192
Location	IL	.823	.255	10.459	1	.001	.324	1.322

Ordinal regression *IL-WTP* of SVW

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	52.914			
Final	39.730	13.183	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	27.034	38	.908
Deviance	27.666	38	.892

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	6.588	2.407	7.488	1	.006	1.869	11.306
	[WTP = 22]	8.098	2.611	9.620	1	.002	2.981	13.215
	[WTP = 24]	10.784	2.924	13.605	1	<.001	5.054	16.515
Location	IL	1.445	.452	10.209	1	.001	.558	2.331

Appendix 24: Relationship *IL-ITP/WTP* of KOESpearman correlations *IL-ITP/WTP* of KOE*Spearman correlations*

		ITP	WTP	IL
ITP	Correlation Coefficient	1.000	-.112	.491**
	Sig. (2-tailed)	.	.535	.004
	N	33	33	33
WTP	Correlation Coefficient	.152	.355	.302
	Sig. (2-tailed)	.424	.054	.105
	N	30	30	30
IL	Correlation Coefficient	.491**	.266	1.000
	Sig. (2-tailed)	.004	.135	.
	N	33	33	33

**Correlation is significant at a 0.01 level (2-tailed).

Ordinal regression *IL-ITP* of KOE*Model Fitting Information*

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	54.579			
Final	42.293	12.286	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	26.868	29	.579
Deviance	25.006	29	.678

Link function: Logit.

Parameter Estimate

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	4.845	2.255	4.616	1	.032	.425	9.266
	[ITP = 5]	6.618	2.361	7.855	1	.005	1.990	11.246
	[ITP = 6]	8.695	2.572	11.425	1	<.001	3.653	13.736
Location	IL	1.348	.417	10.427	1	.001	.530	2.166

Group Part

Ordinal regression *IL-WTP* of KOE

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	63.524			
Final	60.500	3.024	1	.082

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	38.701	35	.306
Deviance	39.518	35	.275

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 19.9]	2.791	2.449	1.299	1	.254	-2.009	7.590
	[WTP = 21.9]	4.073	2.498	2.658	1	.103	-.823	8.969
	[WTP = 23.9]	5.423	2.585	4.399	1	.036	.355	10.490
	[WTP = 25.9]	6.520	2.651	6.049	1	.014	1.324	11.715
Location	IL	.762	.420	3.297	1	.069	-.061	1.585

Appendix 25: Relationship *IL-ITP/WTP* of other Clubs

Spearman correlations *IL-ITP/WTP* of other Clubs

Spearman correlations

		ITP	WTP	IL
ITP	Correlation Coefficient	1.000	-.099	.155
	Sig. (2-tailed)	.	.508	.251
	N	57	47	57
WTP	Correlation Coefficient	-.099	1.000	-.049
	Sig. (2-tailed)	.508	.	.744
	N	47	47	47
IL	Correlation Coefficient	.155	-.049	1.000
	Sig. (2-tailed)	.251	.744	.
	N	57	47	57

*Correlation is significant at a 0.05 level (2-tailed).

Group Part

Ordinal regression *IL-ITP* of other Clubs

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	118.182			
Final	116.876	1.306	1	.253

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	92.157	119	.968
Deviance	83.848	119	.994

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-.964	.956	1.017	1	.313	-2.837	.909
	[ITP = 2]	-.810	.948	.729	1	.393	-2.668	1.049
	[ITP = 3]	-.547	.939	.339	1	.560	-2.387	1.293
	[ITP = 4]	-.028	.930	.001	1	.976	-1.852	1.795
	[ITP = 5]	.706	.935	.571	1	.450	-1.125	2.538
	[ITP = 6]	1.747	.958	3.326	1	.068	-.131	3.624
Location	IL	.184	.161	1.313	1	.252	-.131	.499

Ordinal regression *IL-WTP* of other Clubs

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	97.250			
Final	97.207	.042	1	.837

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	75.814	71	.326
Deviance	71.254	71	.469

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	-1.519	1.039	2.139	1	.144	-3.556	.517
	[WTP = 22]	-.873	1.021	.731	1	.393	-2.874	1.129
	[WTP = 24]	.002	1.013	.000	1	.998	-1.983	1.987
	[WTP = 26]	.547	1.017	.289	1	.591	-1.445	2.539
Location	IL	-.038	.174	.047	1	.829	-.378	.303

Appendix 26: Spearman correlations SA-ITP/WTP of total Sample

Spearman correlations

		SA	ITP	WTP
SA	Correlation Coefficient	1.000	.114**	.456**
	Sig. (2-tailed)	.	.004	<.001
	N	636	636	535
ITP	Correlation Coefficient	.114**	1.000	.166**
	Sig. (2-tailed)	.004	.	<.001
	N	636	636	535
WTP	Correlation Coefficient	.456**	.166**	1.000
	Sig. (2-tailed)	<.001	<.001	.
	N	535	535	535

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 27: Ordinal regression SA-ITP of total Sample

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	527.193			
Final	520.432	6.762	1	.009

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	197.539	143	.002
Deviance	204.614	143	<.001

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-1.888	.282	44.758	1	<.001	-2.441	-1.335
	[ITP = 2]	-1.215	.265	20.932	1	<.001	-1.735	-.694
	[ITP = 3]	-.716	.259	7.625	1	.006	-1.225	-.208
	[ITP = 4]	-.193	.257	.563	1	.453	-.696	.311
	[ITP = 5]	.588	.258	5.206	1	.023	.083	1.093
	[ITP = 6]	1.773	.266	44.405	1	<.001	1.251	2.294
Location	SA	.138	.050	7.663	1	.006	.040	.235

Appendix 28: Ordinal regression SA-WTP of total Sample

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	451.307			
Final	315.486	135.822	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	105.001	95	.227
Deviance	107.982	95	.171

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	2.301	.330	48.674	1	<.001	1.655	2.947
	[WTP = 22]	3.180	.342	86.235	1	<.001	2.509	3.851
	[WTP = 24]	4.322	.364	141.275	1	<.001	3.609	5.034
	[WTP = 26]	5.186	.379	186.837	1	<.001	4.442	5.929
Location	SA	.731	.067	120.260	1	<.001	.600	.862

Appendix 29: Relationship SA-ITP/WTP of B04

Spearman correlations SA-ITP/WTP of B04

Spearman correlations

		SA	ITP	WTP
SA	Correlation Coefficient	1.000	.148	.480**
	Sig. (2-tailed)	.	.061	<.001
	N	161	161	159
ITP	Correlation Coefficient	.148	1.000	.481**
	Sig. (2-tailed)	.061	.	<.001
	N	161	161	159
WTP	Correlation Coefficient	.480**	.481**	1.000
	Sig. (2-tailed)	<.001	<.001	.
	N	159	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression SA-ITP of B04

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	260.924			
Final	256.956	3.968	1	.046

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	151.976	137	.180
Deviance	138.032	137	.459

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-2.048	.638	10.323	1	.001	-3.298	-.799
	[ITP = 2]	-1.386	.586	5.592	1	.018	-2.534	-.237
	[ITP = 3]	-.423	.555	.581	1	.446	-1.510	.664
	[ITP = 4]	.376	.551	.467	1	.495	-.704	1.457
	[ITP = 5]	1.037	.556	3.471	1	.062	-.054	2.127
	[ITP = 6]	2.418	.582	17.265	1	<.001	1.277	3.558
Location	SA	.214	.106	4.115	1	.043	.007	.421

Group Part

Ordinal regression SA-WTP of B04

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	224.983			
Final	174.985	49.998	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	79.606	91	.797
Deviance	77.774	91	.837

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 19,9]	3.760	.715	27.625	1	<.001	2.358	5.162
	[WTP = 21,9]	4.730	.750	39.736	1	<.001	3.260	6.201
	[WTP = 23,9]	5.710	.789	52.383	1	<.001	4.164	7.257
	[WTP = 25,9]	6.768	.830	66.552	1	<.001	5.142	8.394
Location	SA	.907	.140	41.938	1	<.001	.632	1.181

Appendix 30: Relationship SA-ITP/WTP of FCB

Spearman correlations SA-ITP/WTP of FCB

Spearman correlations

		WTP	ITP	SA
WTP	Correlation Coefficient	1.000	.024	.485**
	Sig. (2-tailed)	.	.888	.002
	N	37	37	37
ITP	Correlation Coefficient	.024	1.000	.090
	Sig. (2-tailed)	.888	.	.485
	N	37	62	62
SA	Correlation Coefficient	.485**	.090	1.000
	Sig. (2-tailed)	.002	.485	.
	N	37	62	62

** . Correlation is significant at the 0.01 level (2-tailed).

Group Part

Ordinal regression SA-ITP of FCB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	156.097			
Final	155.639	.458	1	.498

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	128.433	131	.547
Deviance	112.059	131	.883

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-1.258	.823	2.340	1	.126	-2.871	.354
	[ITP = 2]	-.379	.798	.225	1	.635	-1.942	1.185
	[ITP = 3]	.124	.795	.024	1	.876	-1.435	1.683
	[ITP = 4]	.191	.796	.058	1	.810	-1.368	1.751
	[ITP = 5]	.911	.804	1.284	1	.257	-.665	2.486
	[ITP = 6]	1.580	.820	3.710	1	.054	-.028	3.187
Location	SA	.104	.150	.481	1	.488	-.190	.398

Ordinal regression SA-WTP of FCB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	87.826			
Final	76.415	11.411	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	64.975	71	.679
Deviance	60.943	71	.797

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	2.661	1.250	4.532	1	.033	.211	5.111
	[WTP = 22]	2.825	1.260	5.027	1	.025	.356	5.295
	[WTP = 24]	4.046	1.353	8.941	1	.003	1.394	6.699
	[WTP = 26]	5.381	1.446	13.859	1	<.001	2.548	8.214
Location	SA	.739	.244	9.182	1	.002	.261	1.217

Appendix 31: Relationship SA-ITP/WTP of BVB

Spearman correlations SA-ITP/WTP of BVB

Spearman correlations

		WTP	ITP	SA
WTP	Correlation Coefficient	1.000	.113	.435**
	Sig. (2-tailed)	.	.493	.006
	N	39	39	39
ITP	Correlation Coefficient	.113	1.000	.143
	Sig. (2-tailed)	.493	.	.284
	N	39	58	58
SA	Correlation Coefficient	.435**	.143	1.000
	Sig. (2-tailed)	.006	.284	.
	N	39	58	58

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression SA-ITP of BVB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	158.575			
Final	156.527	2.048	1	.152

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	141.909	113	.034
Deviance	120.454	113	.298

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-.785	.883	.790	1	.374	-2.515	.946
	[ITP = 2]	-.030	.857	.001	1	.972	-1.709	1.650
	[ITP = 3]	.512	.856	.358	1	.550	-1.165	2.189
	[ITP = 4]	.814	.859	.896	1	.344	-.871	2.498
	[ITP = 5]	1.666	.881	3.578	1	.059	-.060	3.392
	[ITP = 6]	2.528	.913	7.668	1	.006	.739	4.317
Location	SA	.257	.166	2.417	1	.120	-.067	.582

Ordinal regression SA-WTP of BVB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	78.462			
Final	71.979	6.482	1	.011

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	54.148	59	.655
Deviance	48.224	59	.841

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	1.276	1.276	.999	1	.318	-1.226	3.777
	[WTP = 22]	1.653	1.279	1.671	1	.196	-.853	4.159
	[WTP = 24]	2.884	1.333	4.681	1	.030	.271	5.497
	[WTP = 26]	3.598	1.375	6.849	1	.009	.903	6.292
Location	SA	.614	.255	5.812	1	.016	.115	1.113

Appendix 32: Relationship SA-ITP/WTP of SGE

Spearman correlations SA-ITP/WTP of SGE

Spearman correlations

		WTP	ITP	SA
WTP	Correlation Coefficient	1.000	.110	.598**
	Sig. (2-tailed)	.	.428	<.001
	N	54	54	54
ITP	Correlation Coefficient	.110	1.000	.143
	Sig. (2-tailed)	.428	.	.283
	N	54	58	58
SA	Correlation Coefficient	.598**	.143	1.000
	Sig. (2-tailed)	<.001	.283	.
	N	54	58	58

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression SA-ITP of SGE

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	116.019			
Final	115.626	.393	1	.531

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	90.736	94	.576
Deviance	76.590	94	.905

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 2]	-2.504	.878	8.128	1	.004	-4.225	-.782
	[ITP = 3]	-2.197	.830	6.996	1	.008	-3.824	-.569
	[ITP = 4]	-1.043	.736	2.007	1	.157	-2.486	.400
	[ITP = 5]	-.234	.719	.106	1	.745	-1.642	1.174
	[ITP = 6]	1.129	.734	2.368	1	.124	-.309	2.568
Location	SA	.089	.146	.371	1	.543	-.197	.375

Group Part

Ordinal regression SA-WTP of SGE

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	129.206			
Final	107.824	21.382	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	98.762	71	.016
Deviance	79.879	71	.220

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	2.453	.889	7.616	1	.006	.711	4.195
	[WTP = 22]	3.407	.942	13.070	1	<.001	1.560	5.254
	[WTP = 24]	4.622	1.025	20.327	1	<.001	2.613	6.631
	[WTP = 26]	5.922	1.119	28.005	1	<.001	3.728	8.115
Location	SA	.820	.192	18.156	1	<.001	.443	1.197

Appendix 33: Relationship SA-ITP/WTP of VfB

Spearman correlations SA-ITP/WTP of VfB

Spearman correlations

		WTP	ITP	SA
WTP	Correlation Coefficient	1.000	-.147	.231
	Sig. (2-tailed)	.	.437	.220
	N	30	30	30
ITP	Correlation Coefficient	-.147	1.000	-.029
	Sig. (2-tailed)	.437	.	.855
	N	30	42	42
SA	Correlation Coefficient	.231	-.029	1.000
	Sig. (2-tailed)	.220	.855	.
	N	30	42	42

Group Part

Ordinal regression SA-ITP of VfB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	111.723			
Final	111.535	.188	1	.665

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	110.192	89	.063
Deviance	81.595	89	.699

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-3.641	1.463	6.196	1	.013	-6.507	-.774
	[ITP = 2]	-2.097	1.323	2.512	1	.113	-4.689	.496
	[ITP = 3]	-1.568	1.304	1.446	1	.229	-4.124	.988
	[ITP = 4]	-1.139	1.294	.775	1	.379	-3.674	1.397
	[ITP = 5]	.044	1.281	.001	1	.972	-2.467	2.555
	[ITP = 6]	.972	1.297	.561	1	.454	-1.571	3.514
Location	SA	-.126	.250	.256	1	.613	-.616	.363

Ordinal regression SA-WTP of VfB

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	72.339			
Final	68.613	3.726	1	.054

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	62.767	55	.220
Deviance	54.150	55	.507

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	1.078	1.626	.439	1	.508	-2.110	4.265
	[WTP = 22]	2.360	1.655	2.034	1	.154	-.884	5.604
	[WTP = 24]	3.142	1.694	3.442	1	.064	-.178	6.461
	[WTP = 26]	3.915	1.737	5.076	1	.024	.509	7.320
Location	SA	.624	.325	3.672	1	.055	-.014	1.262

Appendix 34: Relationship SA-ITP/WTP of SCF

Spearman correlations SA-ITP/WTP of SCF

Spearman correlations

		ITP	WTP	SA
ITP	Correlation Coefficient	1.000	-.392	-.137
	Sig. (2-tailed)	.	.052	.470
	N	30	25	30
WTP	Correlation Coefficient	-.392	1.000	.529**
	Sig. (2-tailed)	.052	.	.007
	N	25	25	25
SA	Correlation Coefficient	-.137	.529**	1.000
	Sig. (2-tailed)	.470	.007	.
	N	30	25	30

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression SA-ITP of SCF

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	77.579			
Final	76.595	.983	1	.321

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	77.545	74	.366
Deviance	62.438	74	.829

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 2]	-3.546	1.455	5.939	1	.015	-6.398	-.694
	[ITP = 3]	-2.954	1.402	4.440	1	.035	-5.701	-.206
	[ITP = 4]	-2.526	1.374	3.377	1	.066	-5.219	.168
	[ITP = 5]	-1.724	1.336	1.666	1	.197	-4.342	.894
	[ITP = 6]	-.585	1.301	.203	1	.653	-3.135	1.964
Location	SA	-.250	.244	1.049	1	.306	-.728	.228

Ordinal regression *SA-WTP* of SCF

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	51.694			
Final	42.770	8.924	1	.003

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	65.874	51	.079
Deviance	33.243	51	.974

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	.853	1.643	.269	1	.604	-2.368	4.074
	[WTP = 22]	1.642	1.551	1.120	1	.290	-1.399	4.683
	[WTP = 24]	5.000	1.942	6.628	1	.010	1.194	8.806
	[WTP = 26]	6.614	2.090	10.014	1	.002	2.517	10.710
Location	SA	.948	.354	7.162	1	.007	.254	1.642

Appendix 35: Relationship SA-ITP/WTP of BMG

Spearman correlations SA-ITP/WTP of BMG

Spearman correlations

		WTP	ITP	SA
WTP	Correlation Coefficient	1.000	-.006	.594**
	Sig. (2-tailed)	.	.976	<.001
	N	30	30	30
ITP	Correlation Coefficient	-.006	1.000	.194
	Sig. (2-tailed)	.976	.	.273
	N	30	34	34
SA	Correlation Coefficient	.594**	.194	1.000
	Sig. (2-tailed)	<.001	.273	.
	N	30	34	34

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression SA-ITP of BMG

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	84.938			
Final	84.876	.062	1	.804

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	79.949	69	.173
Deviance	71.438	69	.397

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-2.633	1.276	4.257	1	.039	-5.135	-.132
	[ITP = 3]	-2.312	1.243	3.460	1	.063	-4.748	.124
	[ITP = 4]	-1.646	1.198	1.887	1	.170	-3.995	.702
	[ITP = 5]	-.778	1.170	.442	1	.506	-3.070	1.515
	[ITP = 6]	.307	1.163	.070	1	.792	-1.972	2.586
Location	SA	-.058	.214	.073	1	.788	-.476	.361

Ordinal regression SA-ITP of BMG

Group Part

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	71.431			
Final	53.436	17.995	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	56.272	51	.284
Deviance	38.835	51	.894

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	4.373	1.847	5.608	1	.018	.754	7.993
	[WTP = 22]	5.872	1.950	9.065	1	.003	2.049	9.694
	[WTP = 24]	8.026	2.195	13.372	1	<.001	3.724	12.328
	[WTP = 26]	8.810	2.264	15.139	1	<.001	4.372	13.247
Location	SA	1.254	.368	11.600	1	<.001	.532	1.975

Appendix 36: Relationship SA-ITP/WTP of SVW

Spearman correlations SA-ITP/WTP of SVW

Spearman correlations

		ITP	WTP	SA
ITP	Correlation Coefficient	1.000	.183	.191
	Sig. (2-tailed)	.	.372	.286
	N	33	26	33
WTP	Correlation Coefficient	.183	1.000	.372
	Sig. (2-tailed)	.372	.	.061
	N	26	26	26
SA	Correlation Coefficient	.191	.372	1.000
	Sig. (2-tailed)	.286	.061	.
	N	33	26	33

Group Part

Ordinal regression SA-ITP of SVW

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	85.881			
Final	83.926	1.956	1	.162

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	90.188	83	.276
Deviance	60.778	83	.968

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-.505	1.337	.143	1	.706	-3.125	2.115
	[ITP = 2]	-.170	1.313	.017	1	.897	-2.743	2.404
	[ITP = 3]	.526	1.295	.165	1	.685	-2.012	3.064
	[ITP = 4]	1.173	1.303	.810	1	.368	-1.382	3.727
	[ITP = 5]	1.841	1.326	1.929	1	.165	-.757	4.439
	[ITP = 6]	3.466	1.414	6.006	1	.014	.694	6.237
Location	SA	.384	.258	2.209	1	.137	-.122	.890

Ordinal regression SA-WTP of SVW

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	54.875			
Final	48.050	6.825	1	.009

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	57.488	35	.010
Deviance	38.523	35	.313

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	3.992	1.990	4.026	1	.045	.092	7.892
	[WTP = 22]	5.204	2.094	6.175	1	.013	1.099	9.309
	[WTP = 24]	7.632	2.358	10.476	1	.001	3.010	12.254
Location	SA	1.027	.402	6.505	1	.011	.238	1.815

Appendix 37: Relationship SA-ITP/WTP of KOE

Spearman correlations SA-ITP/WTP of KOE

Spearman correlations

		ITP	WTP	SA
ITP	Correlation Coefficient	1.000	.152	-.112
	Sig. (2-tailed)	.	.424	.535
	N	33	30	33
WTP	Correlation Coefficient	.152	1.000	.355
	Sig. (2-tailed)	.424	.	.054
	N	30	30	30
SA	Correlation Coefficient	-.112	.355	1.000
	Sig. (2-tailed)	.535	.054	.
	N	33	30	33

Ordinal regression SA-ITP of KOE

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	57.166			
Final	56.698	.468	1	.494

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	37.551	41	.625
Deviance	36.479	41	.672

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-3.101	1.375	5.084	1	.024	-5.797	-.405
	[ITP = 5]	-1.769	1.281	1.907	1	.167	-4.281	.742
	[ITP = 6]	-.215	1.241	.030	1	.862	-2.648	2.218
Location	SA	-.164	.251	.429	1	.512	-.656	.327

Ordinal regression SA-WTP of KOE

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	69.151			
Final	64.138	5.013	1	.025

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	42.778	51	.787
Deviance	45.305	51	.698

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	1.051	1.292	.662	1	.416	-1.480	3.582
	[WTP = 22]	2.399	1.338	3.215	1	.073	-.223	5.022
	[WTP = 24]	3.819	1.440	7.037	1	.008	.997	6.641
	[WTP = 26]	4.955	1.530	10.487	1	.001	1.956	7.954
Location	SA	.613	.277	4.907	1	.027	.071	1.155

Appendix 38: Relationship SA-ITP/WTP of other ClubsSpearman correlations SA-ITP/WTP of other Clubs*Spearman correlations*

		ITP	WTP	SA
ITP	Correlation Coefficient	1.000	-.099	.274*
	Sig. (2-tailed)	.	.508	.039
	N	57	47	57
WTP	Correlation Coefficient	-.099	1.000	.225
	Sig. (2-tailed)	.508	.	.128
	N	47	47	47
SA	Correlation Coefficient	.274*	.225	1.000
	Sig. (2-tailed)	.039	.128	.
	N	57	47	57

*. Correlation is significant at the 0.05 level (2-tailed).

Ordinal regression SA-ITP of other Clubs*Model Fitting Information*

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	142.330			
Final	137.913	4.417	1	.036

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	128.988	125	.385
Deviance	102.046	125	.934

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-.392	.780	.253	1	.615	-1.920	1.136
	[ITP = 2]	-.227	.772	.086	1	.769	-1.739	1.286
	[ITP = 3]	.058	.763	.006	1	.940	-1.438	1.553
	[ITP = 4]	.622	.760	.670	1	.413	-.868	2.112
	[ITP = 5]	1.405	.778	3.262	1	.071	-.120	2.929
	[ITP = 6]	2.456	.821	8.949	1	.003	.847	4.066
Location	SA	.369	.166	4.948	1	.026	.044	.694

Group Part

Ordinal regression SA-WTP of other Clubs

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	107.559			
Final	104.095	3.464	1	.063

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	80.870	71	.198
Deviance	74.688	71	.359

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	.216	.910	.056	1	.813	-1.568	1.999
	[WTP = 22]	.887	.914	.942	1	.332	-.904	2.678
	[WTP = 24]	1.812	.943	3.690	1	.055	-.037	3.661
	[WTP = 26]	2.395	.968	6.121	1	.013	.498	4.292
Location	SA	.346	.189	3.335	1	.068	-.025	.716

Group Part

Appendix 39: Spearman correlations SA-SCR of total Sample

<i>Spearman correlations</i>		<i>SA</i>
<i>SA</i>	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	636
<i>Sustainable materials</i>	Correlation Coefficient	.520**
	Sig. (2-tailed)	<.001
	N	636
<i>Fair working conditions</i>	Correlation Coefficient	.369**
	Sig. (2-tailed)	<.001
	N	636
<i>Low CO2 emissions</i>	Correlation Coefficient	.492**
	Sig. (2-tailed)	<.001
	N	636
<i>Sustainable supply chain</i>	Correlation Coefficient	.492**
	Sig. (2-tailed)	<.001
	N	636
<i>Local production</i>	Correlation Coefficient	.222**
	Sig. (2-tailed)	<.001
	N	636
<i>Low water & energy consumption in production</i>	Correlation Coefficient	.474**
	Sig. (2-tailed)	<.001
	N	636
<i>Sustainable packaging</i>	Correlation Coefficient	.429**
	Sig. (2-tailed)	<.001
	N	636
<i>Environmentally friendly additives</i>	Correlation Coefficient	.394**
	Sig. (2-tailed)	<.001
	N	636
<i>Perceived relevance of sustainable certification</i>	Correlation Coefficient	.552**
	Sig. (2-tailed)	<.001
	N	636

** . Correlation is significant at the 0.01 level (2-tailed)

Group Part

Appendix 40: Ordinal regression SA-SCR of total Sample

Parameter Estimates

Locations	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
<i>SA x Sustainable Materials</i>	.833	.058	208.974	1	<.001	.720	.946
<i>SA x Fair working conditions</i>	.546	.055	98.065	1	<.001	.438	.654
<i>SA x Low CO2 emissions</i>	.797	.057	195.425	1	<.001	.686	.909
<i>SA x Sustainable Supply Chain</i>	.758	.056	181.427	1	<.001	.648	.869
<i>SA x Local production</i>	.287	.050	32.915	1	<.001	.189	.384
<i>SA x Low water & energy consumption in production</i>	.738	.056	174.995	1	<.001	.629	.847
<i>SA x Sustainable packaging</i>	.645	.055	140.098	1	<.001	.539	.752
<i>SA x Environmentally friendly additives</i>	.564	.053	113.202	1	<.001	.460	.668
<i>SA x Perceived relevance of sustainable certification</i>	.929	.061	233.666	1	<.001	.810	1.049

Group Part

Appendix 41: Spearman correlations SA-SCR of B04

<i>Spearman correlations</i>		<i>SA</i>
<i>Sustainability Attitude</i>	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	161
<i>Sustainable materials</i>	Correlation Coefficient	.539**
	Sig. (2-tailed)	<.001
	N	161
<i>Fair working conditions</i>	Correlation Coefficient	.269**
	Sig. (2-tailed)	<.001
	N	161
<i>Low CO2 emissions</i>	Correlation Coefficient	.495**
	Sig. (2-tailed)	<.001
	N	161
<i>Sustainable supply chain</i>	Correlation Coefficient	.461**
	Sig. (2-tailed)	<.001
	N	161
<i>Local production</i>	Correlation Coefficient	.290**
	Sig. (2-tailed)	<.001
	N	161
<i>Low water & energy consumption in production</i>	Correlation Coefficient	.415**
	Sig. (2-tailed)	<.001
	N	161
<i>Sustainable packaging</i>	Correlation Coefficient	.357**
	Sig. (2-tailed)	<.001
	N	161
<i>Environmentally friendly additives</i>	Correlation Coefficient	.355**
	Sig. (2-tailed)	<.001
	N	161
<i>Perceived relevance of sustainable certification</i>	Correlation Coefficient	.474**
	Sig. (2-tailed)	<.001
	N	161

**Correlation is significant at a 0.01 level (2-tailed).

Appendix 42: Ordinal regression SA-SCR of B04*Parameter Estimates*

Locations	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
<i>SA x Sustainable Materials</i>	.869	.121	51.782	1	<.001	.632	1.106
<i>SA x Fair working conditions</i>	.339	.112	9.254	1	.002	.121	.558
<i>SA x Low CO2 emissions</i>	.817	.120	46.375	1	<.001	.582	1.052
<i>SA x Sustainable Supply Chain</i>	.731	.116	39.532	1	<.001	.503	.958
<i>SA x Local production</i>	.311	.105	8.716	1	.003	.105	.518
<i>SA x Low water & energy consumption in production</i>	.609	.112	29.390	1	<.001	.389	.830
<i>SA x Sustainable packaging</i>	.504	.110	20.953	1	<.001	.288	.720
<i>SA x Environmentally friendly additives</i>	.467	.109	18.401	1	<.001	.254	.680
<i>SA x Perceived relevance of sustainable certification</i>	.847	.123	47.771	1	<.001	.607	1.087

Group Part

Appendix 43: Mean values SCR of total Sample

Mean values

<i>SCR</i>	t	df	Two-sided significance	Sample mean	99% Lower Confidence Interval	99% Upper Confidence Interval
<i>Sustainable Materials</i>	74.821	635	<.001	7.116	6.87	7.36
<i>Fair working conditions</i>	112.458	635	<.001	8.574	8.38	8.77
<i>Low CO2 emissions</i>	76.985	635	<.001	7.053	6.82	7.29
<i>Sustainable Supply Chain</i>	78.128	635	<.001	6.786	6.56	7.01
<i>Local production</i>	65.695	635	<.001	6.616	6.36	6.88
<i>Low water & energy consumption in production</i>	72.797	635	<.001	6.660	6.42	6.90
<i>Sustainable packaging</i>	81.808	635	<.001	7.368	7.14	7.60
<i>Environmentally friendly additives</i>	68.973	635	<.001	6.629	6.38	6.88
<i>Perceived relevance of sustainable certification</i>	80.704	635	<.001	5.086	4.92	5.25

Group Part

Appendix 44: Mean values SCR of B04

Mean values

<i>SCR</i>	t	df	Two-sided significance	Sample mean	99% Lower Confidence Interval	99% Upper Confidence Interval
<i>Sustainable Materials</i>	35.606	160	<.001	6.832	6.33	7.33
<i>Fair working conditions</i>	60.343	160	<.001	8.702	8.33	9.08
<i>Low CO2 emissions</i>	46.880	160	<.001	7.391	6.98	7.80
<i>Sustainable Supply Chain</i>	42.276	160	<.001	7.124	6.68	7.56
<i>Local production</i>	32.923	160	<.001	6.621	6.10	7.15
<i>Low water & energy consumption in production</i>	39.298	160	<.001	6.814	6.36	7.27
<i>Sustainable packaging</i>	44.668	160	<.001	7.422	6.99	7.86
<i>Environmentally friendly additives</i>	37.985	160	<.001	6.938	6.46	7.41
<i>Perceived relevance of sustainable certification</i>	44.032	160	<.001	5.211	4.90	5.52

Group Part

Appendix 45: Spearman correlations *SCR-ITP* of total Sample

<i>Spearman correlations</i>		<i>ITP</i>
<i>ITP</i>	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	636
<i>Sustainable materials</i>	Correlation Coefficient	.066
	Sig. (2-tailed)	.099
	N	636
<i>Fair working conditions</i>	Correlation Coefficient	.063
	Sig. (2-tailed)	.114
	N	636
<i>Low CO2 emissions</i>	Correlation Coefficient	.033
	Sig. (2-tailed)	.411
	N	636
<i>Sustainable supply chain</i>	Correlation Coefficient	.005
	Sig. (2-tailed)	.891
	N	636
<i>Local production</i>	Correlation Coefficient	.095*
	Sig. (2-tailed)	.017
	N	636
<i>Low water & energy consumption in production</i>	Correlation Coefficient	.036
	Sig. (2-tailed)	.366
	N	636
<i>Sustainable packaging</i>	Correlation Coefficient	-.024
	Sig. (2-tailed)	.543
	N	636
<i>Environmentally friendly additives</i>	Correlation Coefficient	-.034
	Sig. (2-tailed)	.395
	N	636

*Correlation is significant at a 0.05 level (2-tailed).

Group Part

Appendix 46: Ordinal regression SCR-ITP of total Sample

Parameter Estimates

Locations	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
<i>Sustainable Materials x ITP</i>	.045	.029	2.319	1	.128	-.013	.102
<i>Fair working conditions x ITP</i>	.013	.037	.120	1	.729	-.059	.084
<i>Low CO2 emissions x ITP</i>	.029	.030	.889	1	.346	-.031	.088
<i>Sustainable Supply Chain x ITP</i>	.000	.032	.000	1	.992	-.063	.063
<i>Local production x ITP</i>	.064	.028	5.250	1	.022	.009	.118
<i>Low water & energy consumption in production x ITP</i>	.025	.030	.651	1	.420	-.035	.084
<i>Sustainable packaging x ITP</i>	-.025	.031	.643	1	.423	-.086	.036
<i>Environmentally friendly additives x ITP</i>	-.036	.029	1.493	1	.222	-.092	.021

Appendix 47: Spearman correlations *SCR-WTP* of total Sample

<i>Spearman correlations</i>		<i>ITP</i>
<i>ITP</i>	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	535
<i>Sustainable materials</i>	Correlation Coefficient	.279**
	Sig. (2-tailed)	<.001
	N	535
<i>Fair working conditions</i>	Correlation Coefficient	.203**
	Sig. (2-tailed)	<.001
	N	535
<i>Low CO2 emissions</i>	Correlation Coefficient	.235**
	Sig. (2-tailed)	<.001
	N	535
<i>Sustainable supply chain</i>	Correlation Coefficient	.270**
	Sig. (2-tailed)	<.001
	N	535
<i>Local production</i>	Correlation Coefficient	.110*
	Sig. (2-tailed)	.011
	N	535
<i>Low water & energy consumption in production</i>	Correlation Coefficient	.266**
	Sig. (2-tailed)	<.001
	N	535
<i>Sustainable packaging</i>	Correlation Coefficient	.228**
	Sig. (2-tailed)	<.001
	N	535
<i>Environmentally friendly additives</i>	Correlation Coefficient	.244**
	Sig. (2-tailed)	<.001
	N	535

*Correlation is significant at a 0.05 level (2-tailed).

**Correlation is significant at a 0.01 level (2-tailed).

Appendix 48: Ordinal regression SCR-WTP of total Sample*Parameter Estimates*

Locations	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
<i>Sustainable Materials x WTP</i>	.245	.035	49.674	1	<.001	.177	.313
<i>Fair working conditions x WTP</i>	.211	.042	25.613	1	<.001	.129	.292
<i>Low CO2 emissions x WTP</i>	.215	.035	36.905	1	<.001	.146	.284
<i>Sustainable Supply Chain x WTP</i>	.253	.037	46.248	1	<.001	.180	.326
<i>Local production x WTP</i>	.089	.031	8.456	1	.004	.029	.150
<i>Low water & energy consumption in production x WTP</i>	.242	.036	46.151	1	<.001	.172	.312
<i>Sustainable packaging x WTP</i>	.214	.036	35.494	1	<.001	.144	.284
<i>Environmentally friendly additives x WTP</i>	.188	.033	33.283	1	<.001	.124	.252

Group Part

Appendix 49: Mean values *PLR* of total Sample

Mean values

<i>PLR</i>	t	df	Two-sided significance	Sample mean	99% Lower Confidence Interval	99% Upper Confidence Interval
<i>Transparency</i>	36.489	635	<.001	2.741	2.55	2.93
<i>Strict requirements for certification</i>	45.568	635	<.001	4.292	4.05	4.54
<i>Popularity of seal (organization)</i>	71.990	635	<.001	6.075	5.86	6.29
<i>Clear communication of measures</i>	54.090	635	<.001	4.286	4.08	4.49
<i>Frequent auditing of measures</i>	52.086	635	<.001	4.333	4.12	4.55
<i>Trustworthy partnerships with other organisations</i>	49.709	635	<.001	4.329	4.10	4.55
<i>Communication of long-term goals</i>	60.446	635	<.001	4.970	4.76	5.18
<i>Education of consumers</i>	58.422	635	<.001	4.973	4.75	5.19

Group Part

Appendix 50: Mean values *PLR* of B04

Mean values

<i>PLR</i>	t	df	Two-sided significance	Sample mean	99% Lower Confidence Interval	99% Upper Confidence Interval
<i>Transparency</i>	19.710	160	<.001	2.882	2.50	3.26
<i>Strict requirements for certification</i>	21.325	160	<.001	4.124	3.62	4.63
<i>Popularity of seal (organization)</i>	38.094	160	<.001	6.211	5.79	6.64
<i>Clear communication of measures</i>	26.796	160	<.001	4.435	4.00	4.87
<i>Frequent auditing of measures</i>	26.952	160	<.001	4.248	3.84	4.66
<i>Trustworthy partnerships with other organisations</i>	24.609	160	<.001	4.050	3.62	4.48
<i>Communication of long-term goals</i>	30.316	160	<.001	4.994	4.56	5.42
<i>Education of consumers</i>	29.196	160	<.001	5.056	4.60	5.51

Group Part

Appendix 51: Influence of Gender

Frequency Table - Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prefer not to say	2	.3	.3	.3
	Divers/others	3	.5	.5	.8
	Female	139	21.9	21.9	22.6
	Male	492	77.4	77.4	100.0
	Total	636	100.0	100.0	

Spearman correlations Gender-IL/SA/ITP/WTP

<i>Spearman correlations</i>		<i>Gender</i>
Gender	Correlation Coefficient	.132**
	Sig. (2-tailed)	<.001
	N	631
IL	Correlation Coefficient	.217**
	Sig. (2-tailed)	<.001
	N	618
SA	Correlation Coefficient	.114**
	Sig. (2-tailed)	.004
	N	636
ITP	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	636
WTP	Correlation Coefficient	.166**
	Sig. (2-tailed)	<.001
	N	535

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression Gender-IL

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	193.358			
Final	188.344	5.014	1	.025

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	20.668	23	.601
Deviance	23.559	23	.429

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[IL = 1.00]	-5.509	.547	101.607	1	<.001	-6.581	-4.438
	[IL = 1.25]	-5.100	.464	120.765	1	<.001	-6.010	-4.191
	[IL = 1.50]	-4.486	.374	144.090	1	<.001	-5.218	-3.753
	[IL = 1.75]	-4.239	.347	149.587	1	<.001	-4.919	-3.560
	[IL = 2.00]	-3.981	.323	152.046	1	<.001	-4.614	-3.348
	[IL = 2.25]	-3.683	.300	150.219	1	<.001	-4.272	-3.094
	[IL = 2.50]	-3.382	.283	143.273	1	<.001	-3.935	-2.828
	[IL = 2.75]	-3.228	.275	137.908	1	<.001	-3.767	-2.689
	[IL = 3.00]	-2.925	.262	124.343	1	<.001	-3.439	-2.411
	[IL = 3.25]	-2.739	.256	114.489	1	<.001	-3.241	-2.238
	[IL = 3.50]	-2.512	.250	101.377	1	<.001	-3.001	-2.023
	[IL = 3.75]	-2.361	.246	92.260	1	<.001	-2.843	-1.879
	[IL = 4.00]	-2.162	.242	80.061	1	<.001	-2.635	-1.688
	[IL = 4.25]	-1.986	.238	69.415	1	<.001	-2.453	-1.519
	[IL = 4.50]	-1.789	.235	57.785	1	<.001	-2.250	-1.327
	[IL = 4.75]	-1.656	.233	50.326	1	<.001	-2.114	-1.199
	[IL = 5.00]	-1.424	.231	38.122	1	<.001	-1.877	-.972
	[IL = 5.25]	-1.214	.229	28.211	1	<.001	-1.662	-.766
	[IL = 5.50]	-.976	.227	18.542	1	<.001	-1.421	-.532
	[IL = 5.75]	-.751	.225	11.113	1	<.001	-1.193	-.309
[IL = 6.00]	-.414	.224	3.424	1	.064	-.853	.025	
[IL = 6.25]	-.094	.223	.177	1	.674	-.532	.344	
[IL = 6.50]	.239	.224	1.139	1	.286	-.200	.677	
[IL = 6.75]	.871	.228	14.599	1	<.001	.424	1.317	
Location	Gender_Numeric	-.389	.172	5.078	1	.024	-.727	-.051

Male =1, Female = 2

Link function: Logit.

Ordinal regression Gender-SA

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	208.484			
Final	195.160	13.324	1	<.001

Link function: Logit.

Group Part

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	19.289	23	.684
Deviance	23.494	23	.432

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[SA = 1.00]	-3.634	.406	80.164	1	<.001	-4.430	-2.839
	[SA = 1.25]	-3.222	.351	84.283	1	<.001	-3.909	-2.534
	[SA = 1.50]	-2.597	.292	79.006	1	<.001	-3.170	-2.025
	[SA = 1.75]	-2.423	.280	74.837	1	<.001	-2.972	-1.874
	[SA = 2.00]	-2.140	.264	65.892	1	<.001	-2.657	-1.623
	[SA = 2.25]	-1.889	.252	56.208	1	<.001	-2.383	-1.395
	[SA = 2.50]	-1.725	.246	49.346	1	<.001	-2.207	-1.244
	[SA = 2.75]	-1.452	.237	37.561	1	<.001	-1.916	-.988
	[SA = 3.00]	-1.288	.233	30.618	1	<.001	-1.744	-.832
	[SA = 3.25]	-1.115	.229	23.681	1	<.001	-1.563	-.666
	[SA = 3.50]	-.890	.225	15.603	1	<.001	-1.331	-.448
	[SA = 3.75]	-.634	.222	8.152	1	.004	-1.069	-.199
	[SA = 4.00]	-.385	.220	3.073	1	.080	-.816	.046
	[SA = 4.25]	-.104	.219	.225	1	.635	-.532	.325
	[SA = 4.50]	.177	.218	.658	1	.417	-.251	.605
	[SA = 4.75]	.425	.219	3.785	1	.052	-.003	.853
	[SA = 5.00]	.690	.220	9.894	1	.002	.260	1.121
	[SA = 5.25]	.994	.221	20.145	1	<.001	.560	1.427
	[SA = 5.50]	1.377	.225	37.555	1	<.001	.937	1.817
	[SA = 5.75]	1.642	.228	52.045	1	<.001	1.196	2.089
[SA = 6.00]	2.043	.233	76.791	1	<.001	1.586	2.500	
[SA = 6.25]	2.460	.241	104.481	1	<.001	1.988	2.932	
[SA = 6.50]	2.935	.252	135.256	1	<.001	2.440	3.430	
[SA = 6.75]	3.551	.275	166.291	1	<.001	3.012	4.091	
Location	Gender_Numeric	.613	.168	13.282	1	<.001	.283	.943

Link function: Logit.

Group Part

Ordinal regression Gender-ITP

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	72.589			
Final	61.158	11.431	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	2.971	5	.704
Deviance	2.857	5	.722

Link function: Logit.

Parameter Estimates

	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Threshold [ITP = 1]	-1.873	.255	54.040	1	<.001	-2.372	-1.374
[ITP = 2]	-1.192	.235	25.727	1	<.001	-1.653	-.731
[ITP = 3]	-.701	.228	9.481	1	.002	-1.147	-.255
[ITP = 4]	-.171	.224	.582	1	.446	-.610	.268
[ITP = 5]	.606	.225	7.295	1	.007	.166	1.046
[ITP = 6]	1.801	.235	58.595	1	<.001	1.340	2.262
Location Gender_Numeric	.590	.173	11.595	1	<.001	.250	.929

Link function: Logit.

Ordinal regression Gender-WTP

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	47.238			
Final	44.831	2.407	1	.121

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	3.171	3	.366
Deviance	3.173	3	.366

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	-.786	.244	10.334	1	.001	-1.265	-.307
	[WTP = 22]	-.042	.241	.030	1	.863	-.514	.431
	[WTP = 24]	.896	.244	13.438	1	<.001	.417	1.375
	[WTP = 26]	1.638	.252	42.170	1	<.001	1.143	2.132
Location	Gender_Numeric	.280	.184	2.320	1	.128	-.080	.641

Link function: Logit.

Spearman correlations *IL/SA/ITP/WTP* of Male

Spearman correlations - Male

		IL	SA	ITP	WTP
IL	Correlation Coefficient	1.000	.133**	.251**	-.072
	Sig. (2-tailed)	.	.003	<.001	.149
	N	483	483	483	404
SA	Correlation Coefficient	.133**	1.000	.094*	.437**
	Sig. (2-tailed)	.003	.	.038	<.001
	N	483	492	492	412
ITP	Correlation Coefficient	.251**	.094*	1.000	.164**
	Sig. (2-tailed)	<.001	.038	.	<.001
	N	483	492	492	412
WTP	Correlation Coefficient	-.072	.437**	.164**	1.000
	Sig. (2-tailed)	.149	<.001	<.001	.
	N	404	412	412	412

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Group Part

Spearman correlations IL/SA/ITP/WTP of Female

Spearman correlations - Female

		IL	SA	ITP	WTP
IL	Correlation Coefficient	1.000	.169	.157	.136
	Sig. (2-tailed)	.	.055	.074	.150
	N	130	130	130	113
SA	Correlation Coefficient	.169	1.000	.096	.518**
	Sig. (2-tailed)	.055	.	.261	<.001
	N	130	139	139	120
ITP	Correlation Coefficient	.157	.096	1.000	.155
	Sig. (2-tailed)	.074	.261	.	.092
	N	130	139	139	120
WTP	Correlation Coefficient	.136	.518**	.155	1.000
	Sig. (2-tailed)	.150	<.001	.092	.
	N	113	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression IL-ITP of Male

Model Fitting Information^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	436.240			
Final	403.779	32.462	1	<.001

Link function: Logit.^a

a. Gender = Male

Goodness-of-Fit^a

	Chi-Square	df	Sig.
Pearson	163.751	143	.113
Deviance	168.996	143	.068

Link function: Logit.^a

a. Gender = Male

Group Part

Parameter Estimates^a

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-.640	.359	3.171	1	.075	-1.344	.064
	[ITP = 2]	.097	.347	.078	1	.781	-.583	.776
	[ITP = 3]	.609	.345	3.114	1	.078	-.067	1.285
	[ITP = 4]	1.179	.348	11.503	1	<.001	.498	1.861
	[ITP = 5]	1.984	.355	31.154	1	<.001	1.287	2.681
	[ITP = 6]	3.264	.371	77.305	1	<.001	2.536	3.991
Location	IL	.347	.060	33.600	1	<.001	.229	.464

Link function: Logit.^a

a. Gender = Male

Ordinal regression *IL-ITP* of Female

Model Fitting Information^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	209.445			
Final	203.496	5.949	1	.015

Link function: Logit.^a

a. Gender = Female

Goodness-of-Fit^a

	Chi-Square	df	Sig.
Pearson	121.798	125	.564
Deviance	117.794	125	.664

Link function: Logit.^a

a. Gender = Female

Parameter Estimates^a

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-1.526	.646	5.580	1	.018	-2.793	-.260
	[ITP = 2]	-.939	.603	2.426	1	.119	-2.120	.243
	[ITP = 3]	-.341	.582	.343	1	.558	-1.480	.799
	[ITP = 4]	.090	.576	.024	1	.876	-1.040	1.219
	[ITP = 5]	.846	.580	2.132	1	.144	-.290	1.982
	[ITP = 6]	1.956	.600	10.631	1	.001	.780	3.132
Location	IL	.264	.104	6.447	1	.011	.060	.468

Link function: Logit.^a

a. Gender = Female

Group Part

Ordinal regression SA-WTP of Male

Model Fitting Information^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	389.102			
Final	291.751	97.351	1	<.001

Link function: Logit.^a

a. Gender = Male

Goodness-of-Fit^a

	Chi-Square	df	Sig.
Pearson	103.236	95	.265
Deviance	103.908	95	.250

Link function: Logit.^a

a. Gender = Male

Parameter Estimates^a

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	2.135	.358	35.562	1	<.001	1.433	2.837
	[WTP = 22]	2.953	.371	63.208	1	<.001	2.225	3.681
	[WTP = 24]	4.006	.393	103.952	1	<.001	3.236	4.776
	[WTP = 26]	4.861	.410	140.318	1	<.001	4.057	5.666
Location	SA	.679	.073	86.508	1	<.001	.536	.823

Link function: Logit.^a

a. Gender = Male

Ordinal regression SA-WTP of Female

Model Fitting Information^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	183.222			
Final	145.198	38.024	1	<.001

Link function: Logit.^a

a. Gender = Female

Goodness-of-Fit^a

	Chi-Square	df	Sig.
Pearson	65.986	71	.646
Deviance	61.223	71	.790

Link function: Logit.^a

a. Gender = Female

Group Part

Parameter Estimates^a

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	3.245	.848	14.656	1	<.001	1.584	4.907
	[WTP = 22]	4.424	.885	24.999	1	<.001	2.690	6.158
	[WTP = 24]	5.820	.951	37.463	1	<.001	3.957	7.684
	[WTP = 26]	6.738	.990	46.283	1	<.001	4.797	8.680
Location	SA	.982	.167	34.388	1	<.001	.654	1.310

Link function: Logit.^a

a. Gender = Female

Appendix 52: Influence of Age

Descriptive statistics of Age

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	614	14	82	33.60	13.492
Valid N (listwise)	614				

Frequency Table of Age

Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14	6	.9	1.0	1.0
	15	1	.2	.2	1.1
	16	2	.3	.3	1.5
	17	3	.5	.5	2.0
	18	7	1.1	1.1	3.1
	19	15	2.4	2.4	5.5
	20	14	2.2	2.3	7.8
	21	17	2.7	2.8	10.6
	22	26	4.1	4.2	14.8
	23	36	5.7	5.9	20.7
	24	42	6.6	6.8	27.5
	25	46	7.2	7.5	35.0
	26	39	6.1	6.4	41.4
	27	35	5.5	5.7	47.1
	28	30	4.7	4.9	52.0
	29	19	3.0	3.1	55.0
	30	18	2.8	2.9	58.0
31	9	1.4	1.5	59.4	
32	15	2.4	2.4	61.9	

Group Part

	33	14	2.2	2.3	64.2
	34	15	2.4	2.4	66.6
	35	9	1.4	1.5	68.1
	36	7	1.1	1.1	69.2
	37	13	2.0	2.1	71.3
	38	7	1.1	1.1	72.5
	39	10	1.6	1.6	74.1
	40	8	1.3	1.3	75.4
	41	8	1.3	1.3	76.7
	42	6	.9	1.0	77.7
	43	6	.9	1.0	78.7
	44	4	.6	.7	79.3
	45	7	1.1	1.1	80.5
	46	2	.3	.3	80.8
	47	5	.8	.8	81.6
	48	5	.8	.8	82.4
	49	3	.5	.5	82.9
	50	5	.8	.8	83.7
	51	3	.5	.5	84.2
	52	5	.8	.8	85.0
	53	8	1.3	1.3	86.3
	54	9	1.4	1.5	87.8
	55	12	1.9	2.0	89.7
	56	5	.8	.8	90.6
	57	10	1.6	1.6	92.2
	58	9	1.4	1.5	93.6
	59	5	.8	.8	94.5
	60	4	.6	.7	95.1
	61	6	.9	1.0	96.1
	63	4	.6	.7	96.7
	64	5	.8	.8	97.6
	65	3	.5	.5	98.0
	67	1	.2	.2	98.2
	68	1	.2	.2	98.4
	70	1	.2	.2	98.5
	71	2	.3	.3	98.9
	73	3	.5	.5	99.3
	75	1	.2	.2	99.5
	76	1	.2	.2	99.7
	82	2	.3	.3	100.0
	Total	614	96.5	100.0	
Missing	System	22	3.5		
Total		636	100.0		

Group Part

Spearman correlations Age-IL/SA/ITP/WTP

<i>Spearman correlations</i>		<i>Age</i>
Age	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	614
IL	Correlation Coefficient	-.105*
	Sig. (2-tailed)	.010
	N	598
SA	Correlation Coefficient	.140**
	Sig. (2-tailed)	<.001
	N	614
ITP	Correlation Coefficient	.038
	Sig. (2-tailed)	.342
	N	614
WTP	Correlation Coefficient	.137**
	Sig. (2-tailed)	.002
	N	521

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression Age-IL

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	1467.035			
Final	1461.335	5.700	1	.017

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	1252.426	1391	.997
Deviance	859.865	1391	1.000

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[IL = 1.00]	-5.456	.535	103.845	1	<.001	-6.505	-4.407
	[IL = 1.25]	-4.891	.424	133.278	1	<.001	-5.721	-4.061
	[IL = 1.50]	-4.431	.357	154.075	1	<.001	-5.131	-3.731
	[IL = 1.75]	-4.184	.328	162.245	1	<.001	-4.828	-3.540
	[IL = 2.00]	-3.925	.303	167.491	1	<.001	-4.519	-3.330
	[IL = 2.25]	-3.625	.279	168.470	1	<.001	-4.173	-3.078
	[IL = 2.50]	-3.356	.262	164.308	1	<.001	-3.869	-2.843
	[IL = 2.75]	-3.197	.253	159.635	1	<.001	-3.693	-2.701
	[IL = 3.00]	-2.910	.240	147.398	1	<.001	-3.380	-2.440
	[IL = 3.25]	-2.717	.232	136.875	1	<.001	-3.173	-2.262
	[IL = 3.50]	-2.483	.225	122.147	1	<.001	-2.923	-2.043
	[IL = 3.75]	-2.327	.220	111.560	1	<.001	-2.759	-1.896
	[IL = 4.00]	-2.123	.215	97.079	1	<.001	-2.545	-1.700
	[IL = 4.25]	-1.943	.212	84.196	1	<.001	-2.358	-1.528
	[IL = 4.50]	-1.751	.208	70.619	1	<.001	-2.159	-1.342
	[IL = 4.75]	-1.615	.206	61.317	1	<.001	-2.019	-1.211
	[IL = 5.00]	-1.393	.203	46.979	1	<.001	-1.791	-.995
	[IL = 5.25]	-1.183	.201	34.672	1	<.001	-1.576	-.789
	[IL = 5.50]	-.937	.199	22.245	1	<.001	-1.326	-.547
	[IL = 5.75]	-.706	.197	12.829	1	<.001	-1.092	-.319
[IL = 6.00]	-.360	.195	3.401	1	.065	-.743	.023	
[IL = 6.25]	-.053	.195	.074	1	.786	-.435	.329	
[IL = 6.50]	.280	.196	2.052	1	.152	-.103	.663	
[IL = 6.75]	.898	.200	20.104	1	<.001	.506	1.291	
Location	Age	-.013	.005	6.099	1	.014	-.023	-.003

Link function: Logit.

Ordinal regression Age-SA

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	1682.317			
Final	1658.904	23.413	1	<.001

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	1407.574	1391	.372
Deviance	965.371	1391	1.000

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[SA = 1.00]	-3.808	.442	74.314	1	<.001	-4.674	-2.942
	[SA = 1.25]	-3.291	.359	84.168	1	<.001	-3.994	-2.588
	[SA = 1.50]	-2.580	.281	84.425	1	<.001	-3.130	-2.029
	[SA = 1.75]	-2.390	.266	80.972	1	<.001	-2.911	-1.870
	[SA = 2.00]	-2.089	.246	72.374	1	<.001	-2.570	-1.608
	[SA = 2.25]	-1.852	.233	63.312	1	<.001	-2.308	-1.396
	[SA = 2.50]	-1.656	.224	54.678	1	<.001	-2.095	-1.217
	[SA = 2.75]	-1.375	.214	41.380	1	<.001	-1.793	-.956
	[SA = 3.00]	-1.222	.209	34.139	1	<.001	-1.632	-.812
	[SA = 3.25]	-1.057	.205	26.590	1	<.001	-1.459	-.655
	[SA = 3.50]	-.823	.200	16.890	1	<.001	-1.216	-.431
	[SA = 3.75]	-.579	.197	8.663	1	.003	-.965	-.193
	[SA = 4.00]	-.329	.194	2.861	1	.091	-.709	.052
	[SA = 4.25]	-.050	.193	.066	1	.797	-.427	.328
	[SA = 4.50]	.252	.192	1.715	1	.190	-.125	.628
	[SA = 4.75]	.497	.193	6.648	1	.010	.119	.874
	[SA = 5.00]	.767	.194	15.645	1	<.001	.387	1.147
	[SA = 5.25]	1.083	.196	30.443	1	<.001	.698	1.468
	[SA = 5.50]	1.477	.201	54.245	1	<.001	1.084	1.871
	[SA = 5.75]	1.748	.204	73.232	1	<.001	1.348	2.148
[SA = 6.00]	2.147	.211	103.714	1	<.001	1.734	2.560	
[SA = 6.25]	2.593	.220	138.615	1	<.001	2.161	3.025	
[SA = 6.50]	3.077	.234	173.016	1	<.001	2.618	3.535	
[SA = 6.75]	3.694	.260	202.418	1	<.001	3.185	4.203	
Location	Age	.026	.005	23.540	1	<.001	.015	.036

Link function: Logit.

Ordinal regression *Age-ITP*

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	756.244			
Final	755.972	.272	1	.602

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	398.085	347	.030
Deviance	374.099	347	.152

Link function: Logit.

Group Part

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-2.542	.240	112.459	1	<.001	-3.012	-2.073
	[ITP = 2]	-1.878	.216	75.679	1	<.001	-2.301	-1.455
	[ITP = 3]	-1.363	.205	44.095	1	<.001	-1.765	-.960
	[ITP = 4]	-.833	.199	17.535	1	<.001	-1.224	-.443
	[ITP = 5]	-.036	.196	.034	1	.853	-.420	.348
	[ITP = 6]	1.155	.202	32.783	1	<.001	.760	1.551
Location	Age	.003	.005	.293	1	.588	-.008	.013

Link function: Logit.

Ordinal regression *Age-WTP*

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	566.449			
Final	557.344	9.105	1	.003

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	219.534	227	.627
Deviance	251.422	227	.127

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	-.559	.217	6.618	1	.010	-.985	-.133
	[WTP = 22]	.180	.214	.701	1	.403	-.241	.600
	[WTP = 24]	1.151	.220	27.270	1	<.001	.719	1.583
	[WTP = 26]	1.902	.231	67.898	1	<.001	1.450	2.355
Location	Age	.018	.006	9.643	1	.002	.007	.030

Link function: Logit.

Appendix 53: Influence of *Income*Frequency Table of *Income**Frequency Table*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - €13,000	104	16.4	16.4	16.4
	€13,000 - €19,999	54	8.5	8.5	24.8
	€20,000 - €39,999	108	17.0	17.0	41.8
	€40,000 - €64,999	145	22.8	22.8	64.6
	Over €65,000	142	22.3	22.3	86.9
	No information	83	13.1	13.1	100.0
	Total	636	100.0	100.0	

Spearman correlations *Income-IL/SA/ITP/WTP*

<i>Spearman correlations</i>		<i>Income</i>
Income	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	553
IL	Correlation Coefficient	-.066
	Sig. (2-tailed)	.124
	N	540
SA	Correlation Coefficient	-.037
	Sig. (2-tailed)	.387
	N	553
ITP	Correlation Coefficient	.001
	Sig. (2-tailed)	.983
	N	553
WTP	Correlation Coefficient	.128**
	Sig. (2-tailed)	.006
	N	464

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression *Income-IL**Model Fitting Information*

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	395.295			
Final	393.834	1.461	1	.227

Link function: Logit.

Group Part

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	89.677	95	.635
Deviance	102.141	95	.290

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[IL = 1.00]	-5.398	.605	79.498	1	<.001	-6.585	-4.212
	[IL = 1.25]	-4.699	.447	110.477	1	<.001	-5.575	-3.823
	[IL = 1.50]	-4.180	.365	131.185	1	<.001	-4.896	-3.465
	[IL = 1.75]	-3.994	.341	136.875	1	<.001	-4.663	-3.325
	[IL = 2.00]	-3.699	.309	142.908	1	<.001	-4.305	-3.092
	[IL = 2.25]	-3.417	.284	144.415	1	<.001	-3.975	-2.860
	[IL = 2.50]	-3.079	.260	139.977	1	<.001	-3.589	-2.569
	[IL = 2.75]	-2.911	.250	135.174	1	<.001	-3.401	-2.420
	[IL = 3.00]	-2.585	.235	121.481	1	<.001	-3.044	-2.125
	[IL = 3.25]	-2.408	.228	112.026	1	<.001	-2.854	-1.962
	[IL = 3.50]	-2.217	.221	100.628	1	<.001	-2.650	-1.784
	[IL = 3.75]	-2.035	.216	88.963	1	<.001	-2.458	-1.612
	[IL = 4.00]	-1.833	.211	75.597	1	<.001	-2.246	-1.420
	[IL = 4.25]	-1.655	.207	63.830	1	<.001	-2.061	-1.249
	[IL = 4.50]	-1.473	.204	52.141	1	<.001	-1.872	-1.073
	[IL = 4.75]	-1.347	.202	44.465	1	<.001	-1.743	-.951
	[IL = 5.00]	-1.100	.199	30.566	1	<.001	-1.490	-.710
	[IL = 5.25]	-.884	.197	20.178	1	<.001	-1.270	-.498
	[IL = 5.50]	-.636	.195	10.636	1	.001	-1.018	-.254
	[IL = 5.75]	-.408	.194	4.422	1	.035	-.788	-.028
[IL = 6.00]	-.065	.193	.115	1	.735	-.444	.313	
[IL = 6.25]	.223	.193	1.332	1	.248	-.156	.602	
[IL = 6.50]	.556	.195	8.138	1	.004	.174	.937	
[IL = 6.75]	1.170	.201	33.780	1	<.001	.775	1.565	
Location	Income_ordinal	-.063	.052	1.436	1	.231	-.165	.040

Link function: Logit.

Ordinal regression *Income-SA*

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	440.765			
Final	439.804	.961	1	.327

Link function: Logit.

Group Part

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	107.711	95	.176
Deviance	119.217	95	.047

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[SA = 1.00]	-4.527	.418	117.253	1	<.001	-5.346	-3.707
	[SA = 1.25]	-4.067	.350	134.655	1	<.001	-4.754	-3.380
	[SA = 1.50]	-3.402	.282	145.375	1	<.001	-3.955	-2.849
	[SA = 1.75]	-3.262	.271	144.516	1	<.001	-3.794	-2.731
	[SA = 2.00]	-3.028	.256	140.341	1	<.001	-3.529	-2.527
	[SA = 2.25]	-2.775	.241	132.135	1	<.001	-3.249	-2.302
	[SA = 2.50]	-2.568	.232	122.791	1	<.001	-3.023	-2.114
	[SA = 2.75]	-2.293	.221	107.439	1	<.001	-2.726	-1.859
	[SA = 3.00]	-2.149	.217	98.450	1	<.001	-2.573	-1.724
	[SA = 3.25]	-1.959	.211	85.935	1	<.001	-2.373	-1.544
	[SA = 3.50]	-1.739	.206	71.163	1	<.001	-2.143	-1.335
	[SA = 3.75]	-1.471	.201	53.446	1	<.001	-1.865	-1.077
	[SA = 4.00]	-1.210	.197	37.576	1	<.001	-1.598	-.823
	[SA = 4.25]	-.962	.195	24.406	1	<.001	-1.344	-.580
	[SA = 4.50]	-.681	.193	12.496	1	<.001	-1.058	-.303
	[SA = 4.75]	-.469	.191	6.012	1	.014	-.844	-.094
	[SA = 5.00]	-.214	.191	1.260	1	.262	-.587	.160
	[SA = 5.25]	.055	.190	.082	1	.774	-.318	.428
	[SA = 5.50]	.441	.191	5.319	1	.021	.066	.816
[SA = 5.75]	.715	.193	13.724	1	<.001	.337	1.093	
[SA = 6.00]	1.139	.198	33.173	1	<.001	.751	1.527	
[SA = 6.25]	1.568	.206	58.062	1	<.001	1.165	1.972	
[SA = 6.50]	2.058	.220	87.162	1	<.001	1.626	2.489	
[SA = 6.75]	2.658	.249	113.707	1	<.001	2.169	3.146	
Location	Income_ordinal	-.051	.052	.978	1	.323	-.152	.050

Link function: Logit.

Ordinal regression *Income-ITP*

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	141.686			
Final	141.591	.095	1	.758

Link function: Logit.

Group Part

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	22.316	23	.501
Deviance	22.653	23	.481

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-2.420	.235	106.270	1	<.001	-2.880	-1.960
	[ITP = 2]	-1.846	.214	74.244	1	<.001	-2.266	-1.426
	[ITP = 3]	-1.340	.203	43.430	1	<.001	-1.738	-.941
	[ITP = 4]	-.828	.197	17.664	1	<.001	-1.214	-.442
	[ITP = 5]	-.066	.194	.116	1	.734	-.445	.313
	[ITP = 6]	1.126	.200	31.766	1	<.001	.735	1.518
Location	Income_ordinal	.016	.053	.097	1	.756	-.087	.120

Link function: Logit.

Ordinal regression *Income-WTP*

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	110.464			
Final	103.169	7.295	1	.007

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	18.302	15	.247
Deviance	17.891	15	.268

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bounds
Threshold	[WTP = 20]	-.661	.217	9.286	1	.002	-1.087	-.236
	[WTP = 22]	.093	.214	.188	1	.664	-.326	.512
	[WTP = 24]	1.070	.220	23.735	1	<.001	.639	1.500
	[WTP = 26]	1.811	.230	61.958	1	<.001	1.360	2.262
Location	Income_ordinal	.160	.059	7.392	1	.007	.045	.275

Link function: Logit.

Group Part

Ordinal regression analysis *Income-WTP* per group

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	110.464			
Final	98.658	11.805	4	.019

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	13.760	12	.316
Deviance	13.381	12	.342

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	-1.679	.188	79.985	1	<.001	-2.047	-1.311
	[WTP = 22]	-.923	.176	27.407	1	<.001	-1.269	-.577
	[WTP = 24]	.061	.171	.127	1	.722	-.274	.396
	[WTP = 26]	.810	.176	21.101	1	<.001	.464	1.156
Location	[Income_ordinal=1]	-.788	.256	9.436	1	.002	-1.291	-.285
	[Income_ordinal=2]	-.690	.311	4.944	1	.026	-1.299	-.082
	[Income_ordinal=3]	-.482	.245	3.865	1	.049	-.962	-.001
	[Income_ordinal=4]	-.641	.232	7.634	1	.006	-1.096	-.186
	[Income_ordinal=5]	0 ^a	.	.	0	.	.	.

Link function: Logit.

a. This parameter is set to zero because it is redundant.

Appendix 54: Influence of *Level of education*

Frequency Table of Level of education

Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower school leaving certificate (1)	17	2.7	2.7	2.7
	Apprenticeship (2)	121	19.0	19.0	21.7
	Abitur or equivalent degree (3)	130	20.4	20.4	42.1
	Bachelor's degree (4)	187	29.4	29.4	71.5
	Master's degree (5)	134	21.1	21.1	92.6
	Doctorate / PhD (6)	14	2.2	2.2	94.8
	Not specified	33	5.2	5.2	100.0
	Total	636	100.0	100.0	

Spearman correlations *Level of education-IL/SA/ITP/WTP*

<i>Spearman correlations</i>		<i>Level of education</i>
Level of education	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	603
IL	Correlation Coefficient	-.233**
	Sig. (2-tailed)	<.001
	N	586
SA	Correlation Coefficient	.076
	Sig. (2-tailed)	.063
	N	603
ITP	Correlation Coefficient	-.025
	Sig. (2-tailed)	.532
	N	603
WTP	Correlation Coefficient	.138**
	Sig. (2-tailed)	.002
	N	509

** . Correlation is significant at the 0.01 level (2-tailed).

Ordinal regression *Level of education-IL*

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	419.285			
Final	385.707	33.578	1	<.001

Link function: Logit.

Group Part

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	93.963	119	.956
Deviance	99.093	119	.908

Link function: Logit.

Parameter Estimates

	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Threshold	[IL = 1.00]	-6.642	.628	111.849	1	<.001	-7.872	-5.411
	[IL = 1.25]	-5.942	.477	155.079	1	<.001	-6.877	-5.007
	[IL = 1.50]	-5.325	.390	186.759	1	<.001	-6.089	-4.562
	[IL = 1.75]	-5.078	.364	194.900	1	<.001	-5.791	-4.365
	[IL = 2.00]	-4.818	.341	199.577	1	<.001	-5.486	-4.149
	[IL = 2.25]	-4.516	.320	199.557	1	<.001	-5.143	-3.890
	[IL = 2.50]	-4.210	.303	193.614	1	<.001	-4.803	-3.617
	[IL = 2.75]	-4.083	.297	189.536	1	<.001	-4.664	-3.501
	[IL = 3.00]	-3.791	.285	177.122	1	<.001	-4.349	-3.232
	[IL = 3.25]	-3.616	.279	167.998	1	<.001	-4.163	-3.069
	[IL = 3.50]	-3.374	.272	153.870	1	<.001	-3.907	-2.841
	[IL = 3.75]	-3.214	.268	143.783	1	<.001	-3.739	-2.688
	[IL = 4.00]	-3.016	.264	130.895	1	<.001	-3.533	-2.500
	[IL = 4.25]	-2.830	.260	118.509	1	<.001	-3.340	-2.321
	[IL = 4.50]	-2.631	.256	105.235	1	<.001	-3.133	-2.128
	[IL = 4.75]	-2.508	.254	97.188	1	<.001	-3.007	-2.010
	[IL = 5.00]	-2.275	.251	82.238	1	<.001	-2.767	-1.784
	[IL = 5.25]	-2.073	.248	69.779	1	<.001	-2.559	-1.586
	[IL = 5.50]	-1.807	.245	54.498	1	<.001	-2.287	-1.327
	[IL = 5.75]	-1.585	.242	42.828	1	<.001	-2.060	-1.111
[IL = 6.00]	-1.241	.239	27.003	1	<.001	-1.709	-.773	
[IL = 6.25]	-.926	.236	15.335	1	<.001	-1.389	-.462	
[IL = 6.50]	-.583	.235	6.161	1	.013	-1.043	-.123	
[IL = 6.75]	.077	.235	.106	1	.745	-.385	.538	
Location	Education	-.361	.063	33.103	1	<.001	-.484	-.238

Link function: Logit.

Ordinal regression Level of education-SA

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	461.361			
Final	458.589	2.772	1	.096

Link function: Logit.

Group Part

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	163.892	119	.004
Deviance	127.204	119	.287

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[SA = 1.00]	-4.094	.434	89.181	1	<.001	-4.944	-3.244
	[SA = 1.25]	-3.636	.369	97.177	1	<.001	-4.358	-2.913
	[SA = 1.50]	-2.972	.305	95.209	1	<.001	-3.569	-2.375
	[SA = 1.75]	-2.791	.292	91.434	1	<.001	-3.363	-2.219
	[SA = 2.00]	-2.533	.277	83.807	1	<.001	-3.075	-1.990
	[SA = 2.25]	-2.295	.265	74.888	1	<.001	-2.815	-1.776
	[SA = 2.50]	-2.099	.257	66.468	1	<.001	-2.603	-1.594
	[SA = 2.75]	-1.854	.249	55.219	1	<.001	-2.343	-1.365
	[SA = 3.00]	-1.697	.245	47.881	1	<.001	-2.178	-1.216
	[SA = 3.25]	-1.514	.241	39.409	1	<.001	-1.986	-1.041
	[SA = 3.50]	-1.277	.237	29.085	1	<.001	-1.741	-.813
	[SA = 3.75]	-1.031	.233	19.513	1	<.001	-1.489	-.574
	[SA = 4.00]	-.780	.231	11.407	1	<.001	-1.233	-.327
	[SA = 4.25]	-.493	.229	4.636	1	.031	-.943	-.044
	[SA = 4.50]	-.200	.228	.769	1	.380	-.647	.247
	[SA = 4.75]	.031	.228	.018	1	.892	-.416	.478
	[SA = 5.00]	.294	.228	1.659	1	.198	-.153	.742
	[SA = 5.25]	.589	.229	6.588	1	.010	.139	1.038
	[SA = 5.50]	.986	.232	18.150	1	<.001	.533	1.440
[SA = 5.75]	1.231	.234	27.782	1	<.001	.773	1.689	
[SA = 6.00]	1.615	.238	46.139	1	<.001	1.149	2.081	
[SA = 6.25]	2.039	.244	69.637	1	<.001	1.560	2.518	
[SA = 6.50]	2.512	.255	96.782	1	<.001	2.011	3.012	
[SA = 6.75]	3.092	.277	125.032	1	<.001	2.550	3.634	
Location	Education	.100	.060	2.820	1	.093	-.017	.218

Link function: Logit.

Ordinal regression *Level of education-ITP*

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	162.431			
Final	162.043	.389	1	.533

Link function: Logit.

Group Part

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	31.570	29	.339
Deviance	34.835	29	.210

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ITP = 1]	-2.705	.271	99.911	1	<.001	-3.236	-2.175
	[ITP = 2]	-2.045	.251	66.564	1	<.001	-2.536	-1.554
	[ITP = 3]	-1.530	.242	40.131	1	<.001	-2.004	-1.057
	[ITP = 4]	-1.024	.236	18.783	1	<.001	-1.487	-.561
	[ITP = 5]	-.239	.233	1.059	1	.304	-.695	.217
	[ITP = 6]	.908	.236	14.856	1	<.001	.446	1.370
Location	Education	-.039	.061	.400	1	.527	-.158	.081

Link function: Logit.

Ordinal regression *Level of education-WTP*

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	123.921			
Final	114.516	9.405	1	.002

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	23.540	19	.214
Deviance	25.084	19	.158

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[WTP = 20]	-.437	.255	2.928	1	.087	-.937	.064
	[WTP = 22]	.322	.254	1.608	1	.205	-.176	.820
	[WTP = 24]	1.310	.260	25.334	1	<.001	.800	1.820
	[WTP = 26]	2.077	.270	59.192	1	<.001	1.548	2.607
Location	Education	.210	.068	9.653	1	.002	.078	.343

Link function: Logit.

Group Part

Appendix 55: Spearman correlations *Gender/Age/Income/Level of education*

Spearman correlations

		Gender	Age	Income	Level of education
Gender	Correlation Coefficient	1.000	.030	-.123**	.000
	Sig. (2-tailed)	.	.459	.004	.999
	N	631	610	548	600
Age	Correlation Coefficient	.030	1.000	.609**	.099*
	Sig. (2-tailed)	.459	.	<.001	.017
	N	610	614	537	585
Income	Correlation Coefficient	-.123**	.609**	1.000	.277**
	Sig. (2-tailed)	.004	<.001	.	<.001
	N	548	537	553	536
Level of education	Correlation Coefficient	.000	.099*	.277**	1.000
	Sig. (2-tailed)	.999	.017	<.001	.
	N	600	585	536	603

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).