

```

1  *STATA Code of Scharfenkamp & Wicker (2024): "Football fans' interest in and willingness-to-pay
  for sustainable merchandise products"
2
3
4  *****setting sample
5  reg interestpullshirt Umweltbedenken_Index Umweltwissen_Index Umweltsiegel_Index
  Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels University ln_Einkommen abstieg
  if Option_Shirt==1, vce (robust)
6  keep e(sample)
7
8  *****Table 1
9  sum interestpullshirt wtp_ordinal_total WTP_total_dummy UB_Sorge UB_Missbrauch UB_Schutz
  UB_Politik UB_Gesellschaft UB_Gesetztesgebung Umweltbedenken_Index UW_Umweltverträglich
  UW_Recycling UW_Abfallmenge UW_Wertstoffe UW_Information Umweltwissen_Index TI_Wir TI_Unterstützen
  TI_Verfolgen TI_Fan TI_Fanleben TI_Außendarstellung Teamidentifikation_Index Dummy_Konsum
  Dummy_weiblich Age Low_education A_levels University Full_time Part_time Short_time Student Pupil
  Pensioner No_work Einkommen_metrisch Option_Shirt
10
11 *****Table 2
12 ***Test reliability of constructs - Cronbach's Alpha
13
14 * Environmental concern (EC)
15 alpha UB_Sorge UB_Sorge UB_Missbrauch UB_Schutz UB_Politik UB_Gesellschaft UB_Gesetztesgebung
16 /*
17     Test scale = mean(unstandardized items)
18
19 Average interitem covariance:      .4371288
20 Number of items in the scale:      6
21 Scale reliability coefficient:      0.8926
22
23 */
24
25 sum UB_Sorge UB_Sorge UB_Missbrauch UB_Schutz UB_Politik UB_Gesellschaft UB_Gesetztesgebung
  Umweltbedenken_Index
26 /*
27     Variable |           Obs           Mean      Std. dev.        Min        Max
28     -----+-----
29     UB_Sorge |           1,019      4.020608      .8700243           1           5
30     UB_Sorge |           1,019      4.020608      .8700243           1           5
31     UB_Missbra~h |           1,019      4.26104      .8552182           1           5
32     UB_Schutz |           1,019      4.088322      .8909339           1           5
33     UB_Politik |           1,019      4.400393      .8632646           1           5
34     -----+-----
35     UB_Gesells~t |           1,019      4.523062      .7471018           1           5
36     UB_Gesetzt~g |           1,019      4.229637      .9651414           1           5
37     Umweltbede~x |           1,019      4.253844      .6998185           1           5
38     */
39
40 *Environmental Knowledge
41 alpha UW_Umweltverträglich UW_Recycling UW_Abfallmenge UW_Wertstoffe UW_Information
42 /*
43     Test scale = mean(unstandardized items)
44
45 Average interitem covariance:      .3216715
46 Number of items in the scale:      5
47 Scale reliability coefficient:      0.7726
48     */
49
50 sum UW_Umweltverträglich UW_Recycling UW_Abfallmenge UW_Wertstoffe UW_Information
  Umweltwissen_Index
51
52 /*
53     Variable |           Obs           Mean      Std. dev.        Min        Max
54     -----+-----
55     UW_Umweltv~h |           1,019      3.386654      .8500887           1           5
56     UW_Recycling |           1,019      3.227674      .9696675           1           5
57     UW_Abfallm~e |           1,019      3.503435      .9694438           1           5
58     UW_Wertsto~e |           1,019      4.279686      .7595428           1           5

```

```

59 UW_Informa~n |      1,019   3.473994   .8920412         1         5
60 -----+-----
61 Umweltwiss~x |      1,019   3.574289   .6452535         1.4         5
62 */
63
64 *Team Identification
65 alpha TI_Wir TI_Unterstützen TI_Verfolgen TI_Fan TI_Fanleben TI_Außendarstellung
66 /*
67 Test scale = mean(unstandardized items)
68
69 Average interitem covariance:      .9611658
70 Number of items in the scale:      6
71 Scale reliability coefficient:      0.9309
72 */
73 sum TI_Wir TI_Unterstützen TI_Verfolgen TI_Fan TI_Fanleben TI_Außendarstellung
74 Teamidentifikation_Index
75 /*
76 Variable |      Obs      Mean   Std. dev.      Min      Max
77 -----+-----
78 TI_Wir |      1,019   3.912659   1.313833         1         5
79 TI_Unterst~n |      1,019   4.326791   1.025308         1         5
80 TI_Verfolgen |      1,019   4.458292   .858894         1         5
81 TI_Fan |      1,019   4.212954   1.185534         1         5
82 TI_Fanleben |      1,019   3.871443   1.28087         1         5
83 -----+-----
84 TI_Außenda~g |      1,019   3.958783   1.33204         1         5
85 Teamidenti~x |      1,019   4.123487   1.016127         1         5
86 */
87
88
89
90 *****Table 3
91 ttest interestpullshirt, by (Option_Shirt)
92 tabulate WTP_total_dummy Option_shirt, chi2
93 ttest wtp_ordinal_total, by (Option_shirt)
94 ttest Umweltbedenken_Index, by (Option_shirt)
95 ttest Umweltwissen_Index, by (Option_shirt)
96 ttest Umweltsiegel_Index , by (Option_shirt)
97 ttest Teamidentifikation_Index , by (Option_shirt)
98 tabulate Dummy_Konsum Option_shirt, chi2
99 tabulate Dummy_weiblich Option_shirt, chi2
100 ttest Age , by (Option_shirt)
101 tabulate Low_education Option_shirt, chi2
102 tabulate A_levels Option_shirt, chi2
103 tabulate University Option_shirt, chi2
104 ttest Einkommen_metrisch, by (Option_shirt)
105 tabulate abstieg Option_shirt, chi2
106 bys Option_shirt: sum abstieg
107 tabulate inseason Option_shirt, chi2
108 bys Option_shirt: sum inseason
109
110
111
112 *****Table 4
113 bys WTP_total_dummy: sum interestpullshirt wtp_ordinal_total UB_Sorge UB_Sorge UB_Missbrauch
114 UB_Schutz UB_Politik UB_Gesellschaft UB_Gesetztesgebung Umweltbedenken_Index UW_Umweltverträglich
115 UW_Recycling UW_Abfallmenge UW_Wertstoffe UW_Information Umweltwissen_Index TI_Wir TI_Unterstützen
116 TI_Verfolgen TI_Fan TI_Fanleben TI_Außendarstellung Teamidentifikation_Index Dummy_Konsum
117 Dummy_weiblich Age Low_education A_levels University Full_time Part_time Short_time Student Pupil
118 Pensioner No_work Einkommen_metrisch Option_Shirt
119
120 *comparison wtp=0 and wtp>0
121 ttest interestpullshirt, by (WTP_total_dummy)
122 ttest wtp_ordinal_total, by (WTP_total_dummy)
123 ttest Umweltbedenken_Index, by (WTP_total_dummy)
124 ttest Umweltwissen_Index, by (WTP_total_dummy)
125 ttest Umweltsiegel_Index , by (WTP_total_dummy)

```

```

121 ttest Teamidentifikation_Index , by (WTP_total_dummy)
122 tabulate Dummy_Konsum WTP_total_dummy, chi2
123 tabulate Dummy_weiblich WTP_total_dummy, chi2
124 ttest Age , by (WTP_total_dummy)
125 tabulate Low_education WTP_total_dummy, chi2
126 tabulate A_levels WTP_total_dummy, chi2
127 tabulate University WTP_total_dummy, chi2
128 ttest Einkommen_metrisch , by (WTP_total_dummy)
129 tabulate abstieg WTP_total_dummy, chi2
130 bys WTP_total_dummy: sum abstieg
131 tabulate inseason WTP_total_dummy, chi2
132 bys WTP_total_dummy: sum inseason
133
134
135 *****Supplementary descriptive analyses
136
137 *comparison inseason vs offseason
138 bys inseason: sum WTP_total_dummy Dummy_Konsum Dummy_weiblich Low_education A_levels University
abstieg
139 ttest interestpullshirt, by (inseason)
140 tabulate WTP_total_dummy inseason, chi2
141 ttest wtp_ordinal_total, by (inseason)
142 ttest Umweltbedenken_Index, by (inseason)
143 ttest Umweltwissen_Index, by (inseason)
144 ttest Umweltsiegel_Index , by (inseason)
145 ttest Teamidentifikation_Index , by (inseason)
146 tabulate Dummy_Konsum inseason, chi2
147 tabulate Dummy_weiblich inseason, chi2
148 ttest Age , by (inseason)
149 tabulate Low_education inseason, chi2
150 tabulate A_levels inseason, chi2
151 tabulate University inseason, chi2
152 ttest Einkommen_metrisch, by (inseason)
153 tabulate abstieg inseason, chi2
154
155 *comparison students vs non-students
156 bys Student: sum WTP_total_dummy Dummy_Konsum Dummy_weiblich Low_education A_levels University
abstieg inseason
157 ttest interestpullshirt, by (Student)
158 tabulate WTP_total_dummy Student, chi2
159 ttest wtp_ordinal_total, by (Student)
160 ttest Umweltbedenken_Index, by (Student)
161 ttest Umweltwissen_Index, by (Student)
162 ttest Umweltsiegel_Index , by (Student)
163 ttest Teamidentifikation_Index , by (Student)
164 tabulate Dummy_Konsum Student, chi2
165 tabulate Dummy_weiblich Student, chi2
166 ttest Age , by (Student)
167 tabulate Low_education Student, chi2
168 tabulate A_levels Student, chi2
169 tabulate University Student, chi2
170 ttest Einkommen_metrisch, by (Student)
171 tabulate abstieg Student, chi2
172 tabulate inseason Student, chi2
173
174
175 pwcorr Interest_Shirt Interest_Pullover Umweltbedenken_Index Umweltwissen_Index Umweltsiegel_Index
Teamidentifikation_Index Age ln_Einkommen, star(.05)
176 pwcorr Interest_Shirt Interest_Pullover Umweltbedenken_Index Umweltwissen_Index Umweltsiegel_Index
Teamidentifikation_Index Age ln_Einkommen, star(.01)
177
178 *****
179
180 pwcorr Interest_Shirt Interest_Pullover Umweltbedenken_Index Umweltwissen_Index Umweltsiegel_Index
Teamidentifikation_Index Age ln_Einkommen, star(.05)
181 pwcorr Interest_Shirt Interest_Pullover Umweltbedenken_Index Umweltwissen_Index Umweltsiegel_Index
Teamidentifikation_Index Age ln_Einkommen, star(.01)
182

```

```

183   bys Option_Shirt: sum   WTP_total_dummy wtp wtp_ordinal_total log_wtp_ordinal_total ln_WTP
184   tabulate WTP_total_dummy Dummy_Shirt, chi2
185
186   bys WTP_total_dummy: sum wtp_ordinal_total
187   ttest wtp_ordinal_total if WTP_total_dummy==1, by (Option_Shirt)
188
189   bys Option_Shirt: sum abstieg
190   tabulate abstieg Option_Shirt, chi2
191
192   sum Umweltsiegel_Index Label_Bekannt Label_Aussagegehalt Label_Informationen Label_Zertifizierung
193   alpha Label_Bekannt Label_Aussagegehalt Label_Informationen Label_Zertifizierung
194
195
196   bys WTP_total_dummy: ttest interestpullshirt, by (Option_Shirt)
197   ttest wtp_ordinal_total, by (Option_Shirt)
198   ttest Umweltsiegel_Index, by (Option_Shirt)
199   tabulate Low_education Option_Shirt, chi2
200
201   histogram interestpullshirt
202   gen ln_interestpullshirt = ln(interestpullshirt)
203
204   gen ln_Einkommen = ln(Einkommen_metrisch)
205
206   gen ln_WTP = ln(wtp_ordinal_total)
207
208
209
210   *****
211   *****Table 5
212
213   reg interestpullshirt Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen inseason if Option_Shirt==1, vce (robust)
214   estat vif
215   outreg2 using Interest.doc, dec(3) alpha (0.01, 0.05, 0.10)
216
217   reg interestpullshirt Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen inseason if Option_Shirt==1, vce (robust)
218   estat vif
219   outreg2 using Interest.doc, dec(3) alpha (0.01, 0.05, 0.10)
220
221   reg interestpullshirt Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age
A_levels University ln_Einkommen inseason if Option_Shirt==1, vce (robust)
222   estat vif
223   outreg2 using Interest.doc, dec(3) alpha (0.01, 0.05, 0.10)
224
225
226   reg interestpullshirt Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen inseason if Option_Shirt==0, vce (robust)
227   estat vif
228   outreg2 using Interest.doc, dec(3) alpha (0.01, 0.05, 0.10)
229
230   reg interestpullshirt Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen inseason if Option_Shirt==0, vce (robust)
231   estat vif
232   outreg2 using Interest.doc, dec(3) alpha (0.01, 0.05, 0.10)
233
234   reg interestpullshirt Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age
A_levels University ln_Einkommen inseason if Option_Shirt==0, vce (robust)
235   estat vif
236   outreg2 using Interest.doc, dec(3) alpha (0.01, 0.05, 0.10)
237
238
239
240
241   *****Table 6:
242
243   logit WTP_total_dummy Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1, vce (robust)

```

```

244 fitstat
245 margins, dydx (*)
246 outreg2 using dummyWTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
247
248 logit WTP_total_dummy Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1, vce (robust)
249 fitstat
250 margins, dydx (*)
251 outreg2 using dummyWTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
252
253 logit WTP_total_dummy Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1, vce (robust)
254 fitstat
255 margins, dydx (*)
256 outreg2 using dummyWTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
257
258
259 logit WTP_total_dummy Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0, vce (
robust)
260 fitstat
261 margins, dydx (*)
262 outreg2 using dummyWTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
263
264 logit WTP_total_dummy Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0, vce (robust)
265 fitstat
266 margins, dydx (*)
267 outreg2 using dummyWTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
268
269 logit WTP_total_dummy Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0, vce (robust)
270 fitstat
271 margins, dydx (*)
272 outreg2 using dummyWTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
273
274 *****Table 7:
275
276 reg ln_WTP Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age
A_levels University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1 & WTP_total_dummy==1
, vce (robust)
277 estat vif
278 outreg2 using LN_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
279
280 reg ln_WTP Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels
University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1 & WTP_total_dummy==1, vce (
robust)
281 estat vif
282 outreg2 using LN_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
283
284 reg ln_WTP Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels
University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1 & WTP_total_dummy==1, vce (
robust)
285 estat vif
286 outreg2 using LN_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
287
288 reg ln_WTP Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age
A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0 & WTP_total_dummy
==1, vce (robust)
289 estat vif
290 outreg2 using LN_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
291
292 reg ln_WTP Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels
University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0 & WTP_total_dummy==1, vce
(robust)
293 estat vif
294 outreg2 using LN_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
295

```

```

296 reg ln_WTP Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels
University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0 & WTP_total_dummy==1, vce
(robust)
297 estat vif
298 outreg2 using LN_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
299
300
301 *****Table 8
302 *WTP shirt
303 zip wtp_ordinal_total Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1, inflate (
Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels
University ln_Einkommen Interest_Shirt inseason) vce (robust)
304 outreg2 using zip_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
305 estimates store zip1
306 poisson wtp_ordinal_total Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum
Dummy_weiblich Age A_levels University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1
307 estimates store pois1
308 estimates stats pois1 zip1
309
310
311 zip wtp_ordinal_total Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1, inflate (
Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels University
ln_Einkommen Interest_Shirt inseason) vce (robust)
312 outreg2 using zip_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
313 estimates store zip2
314 poisson wtp_ordinal_total Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1
315 estimates store pois2
316 estimates stats pois2 zip2
317
318
319 zip wtp_ordinal_total Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Shirt inseason if Option_Shirt==1, inflate (
Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels University
ln_Einkommen Interest_Shirt inseason) vce (robust)
320 outreg2 using zip_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
321 estimates store zip3
322 poisson wtp_ordinal_total Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Shirt inseason inseason if Option_Shirt==1
323 estimates store pois3
324 estimates stats pois3 zip3
325
326 *WTP Hoodie
327
328 zip wtp_ordinal_total Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0, inflate (
Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels
University ln_Einkommen Interest_Pullover inseason) vce (robust)
329 outreg2 using zip_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
330 estimates store zip4
331 poisson wtp_ordinal_total Umweltbedenken_Index Teamidentifikation_Index Dummy_Konsum
Dummy_weiblich Age A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt
==0
332 estimates store pois4
333 estimates stats pois4 zip4
334
335
336 zip wtp_ordinal_total Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0, inflate (
Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels University
ln_Einkommen Interest_Pullover inseason) vce (robust)
337 outreg2 using zip_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
338 estimates store zip5
339 poisson wtp_ordinal_total Umweltwissen_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0
340 estimates store pois5

```

```
341 estimates stats pois5 zip5
342
343
344 zip wtp_ordinal_total Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0, inflate (
Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich Age A_levels University
ln_Einkommen Interest_Pullover inseason) vce (robust)
345 outreg2 using zip_WTP.doc, dec(3) alpha (0.01, 0.05, 0.10)
346 estimates store zip6
347 poisson wtp_ordinal_total Umweltsiegel_Index Teamidentifikation_Index Dummy_Konsum Dummy_weiblich
Age A_levels University ln_Einkommen Interest_Pullover inseason if Option_Shirt==0
348 estimates store pois6
349 estimates stats pois6 zip6
350
351
```