

Variable list of Scharfenkamp & Wicker (2024): “Football fans’ interest in and willingness-to-pay for sustainable merchandise products”

Variable name in STATA	Content	Measurement
interestpullshirt	Interest	Interest in a sustainably produced merchandise article (1=not interested at all; 5=very interested)
WTP_total_dummy	WTP_Dummy	Respondent stated a positive WTP>0 (1=yes; 0=no)
wtp_ordinal_total	WTP_Euro	Amount of WTP (in €)
Umweltbedenken_Index	Env_concern	Environmental concern index (items see Table 2; 1=no concern; 5=high concern)
Umweltwissen_Index	Env_knowledge	Environmental knowledge index (items see Table 2; 1=no knowledge; 5=high knowledge)
Umweltsiegel_Index	Sust_labels	Sustainable labels index (items see Table 2; 1=not important; 5=very important)
Teamidentifikation_Index	Team_id	Team identification index (items see Table 2; 1=no identification; 5=high identification)
Dummy_Konsum	Past_consumption	Respondent has purchased merchandise products of the club in the last two years (1=yes; 0=no)
Dummy_weiblich	Female	Gender of respondent (1=female; 0=male)
Age	Age	Age of respondent (in years)
Low_education	Low_education	Highest educational level is below A-levels (1=yes; 0=no)
A_levels	A_levels	Highest educational level is A-levels (1=yes; 0=no)
University	University	Highest educational level is a university degree (1=yes; 0=no)
Einkommen_metrisch/ ln_Einkommen	Income	Personal net income per month (in €)
Option_Shirt	Scenario_shirt	Type of scenario received (1=t-shirt; 0=hoodie)
inseason	Inseason	Respondent answered survey during the running season before or on the last match day of May 14 th , 2022 (1=yes; 0=no)

Contact for more details on the dataset:

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