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The **Power** of **Partitioned Pricing**: Examining its Impact on Consumer Behaviour and Purchase Intentions in the Context of Eredivisie Ticket Sales

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1. Introduction

It is a well-known fact that an enormous amount of money circulates in the football world. The top 20 revenue-generating football clubs, including Manchester City, Real Madrid and Paris Saint-Germain, had a combined and average revenue of respectively 9.2 billion euros and 462 million euros in 2022 (Deloitte Sports Business Group, 2023). A club's income typically includes three revenue sources: matchday, broadcast and commercial. Additionally, mid- and top-performing clubs in each national league have a fourth revenue source, primarily representing prize money from tournaments like the UEFA Champions League or Conference League (Peeters, 2012). Football clubs must strategically allocate these financial and other resources to improve their chances of achieving success. Whereas top-ranked clubs are more effective when prioritising their offence strategies with these resources, lower-ranked clubs perform better when they specialise in defence first (Georgievski, Labadze & Aboelsoud, 2019).

Traditionally, soccer clubs have earned money via win maximisation: the more a club wins, the higher its position, and as a result, its income also increases. Over the past few decades, soccer's financial landscape has undergone significant changes as external investors increasingly get involved, mainly due to the substantial growth in broadcast revenue. This development caused more and more clubs to go public, but it did not affect their behaviour pattern (Georgievski, Vasiljevic-Sikaleska, Petkovska & Zilbershtein, 2022). As a result, clubs nowadays balance their profit goals with their desire to succeed. Consequently, using effective pricing strategies for matchdays also becomes interesting in optimising these profit goals. Additionally, this becomes even more crucial with the prospect of stadiums expanding their capacities in the future (Georgievski & Zeger, 2016).

Matchday revenue generally incorporates catering & hospitality and ticket sales, which is dividable into season tickets and single tickets (Şener & Karapolatgil, 2015). Due to the covid pandemic during the 2019/2020 and 2020/2021 seasons, several stadiums had to close (fully / partially). Consequently, this resulted in an average matchday revenue of respectively 62 and 6 million euros (Deloitte Sports Business Group, 2023). With the ending of COVID and its restrictions, fans realised how much they desired to see their favourite football club and went massively to matches. This trend boosted ticket sales from 0.111 to 1.4 million euros (Deloitte Sports Business Group, 2023).

Consumers can buy football tickets in two ways: 1) through the primary market, aka buying directly from the club itself, or 2) through the secondary market, such as Football Tickets Net, StubHub or Dutch alternatives such as ViaGogo and Voetbalticketshop.nl. Nowadays, both markets use a variety of pricing strategies. However, two commonly used and established techniques include partitioned pricing (PP) and all-inclusive pricing (AIP). Partitioned pricing

refers to dividing the price of a product or service into two or more binding elements: a base price and some additional charges, such as service, shipping and other fees (Morwitz, Greenleaf & Johnson, 1998) (Xia & Monroe, 2004). In contrast, all-inclusive pricing consolidates these components into one solitary price. In both scenarios, assuming *ceteris paribus*, the total prices are identical.

However, the initial price consumer observes, differs. When applying PP, companies lower the base price by incorporating surcharges, which trick the consumer. Consequently, at first glance, they will observe a price that appears lower than AIP's. Furthermore, consumers seem to misvalue or even overlook surcharges when they are small-sized (Hossain & Morgan, 2006). These ways of processing could result in heightened demand for a particular product or service as a company offers a more attractive setting (Morwitz et al., 1998).

1.1. Problem Statement

The football industry employs different pricing strategies. PP is common in top-tier leagues such as the Premier League, Serie A, and Ligue 1. Contradictory, the Eredivisie, the highest Dutch football competition, implements this pricing technique either barely or not at all. For example, AFC Ajax club announced in December 2017 that they would no longer charge service fees for ticket sales but raised the prices by 3 euros during the same period (Ajax, 2017). Relatively more minor clubs, like Sparta Rotterdam or FC Utrecht, also refrain from utilising this. What is their reason behind this?

Besides, according to Centraal Planbureau (2023), the Dutch economy is projected to experience growth in both 2023 and 2024. Clubs are currently planning expansions to their stadium capacity (Georgievski & Zeger, 2016), which presents an intriguing opportunity to assess the effects of implementing diverse pricing strategies.

However, there are some concerning factors, such as the current low purchasing power of consumers and inflation, which may lead to decreased consumer activity and spending. Consequently, this could lead to respectively more unoccupied seats and lower matchday revenue. Moreover, as technology advances, new and improved methods for live-streaming soccer matches could emerge, potentially impacting ticket sales negatively. By leveraging PP, it may be possible to prevent this.

1.2. Research Objectives

Therefore, the primary aim of this study is to examine how the implementation of PP in the Eredivisie impacts consumer behaviour and their (possibly improved) intention to purchase. Analysing if consumers in the Netherlands are more willing to purchase a ticket with PP can optimise the effectiveness and efficiency of sales strategies. Furthermore, another purpose is

to gain insights into whether there is a noticeable contrast in the responses between ardent Eredivisie fans and those who are not, as well as between fans of different Dutch clubs.

1.3. Research Question

When combining the aforementioned problematics and aims, the following research question can be established:

“To what extent does partitioned pricing influence the (current) behaviour of consumers buying Eredivisie tickets online and their purchase intention?”

This research question will be answered through the examination of the following sub-research questions:

- 1) How do consumers react to and process the use of PP versus AIP?
- 2) What are consumers’ perceived value differences when using PP and AIP?
- 3) What are the differences in consumers’ perceived price fairness when using PP and AIP?
- 4) What are the differences in customer frustration when using PP and AIP?
- 5) How do the aggregate effects of perceived value, price fairness and frustration influence customer satisfaction?
- 6) How does the difference between PP and AIP influence the purchase intention?
- 7) To what extent are the differences between fans and no fans of Eredivisie clubs?

The term consumer behaviour is compartmentalised into perceived value, price fairness, customer frustration, and satisfaction because these concepts represent consumers' overall well-being. Each sub-question will be addressed through a combination of literature review and descriptive research, except sub-question 1, which only involves literature research. This results in the following conceptual framework:

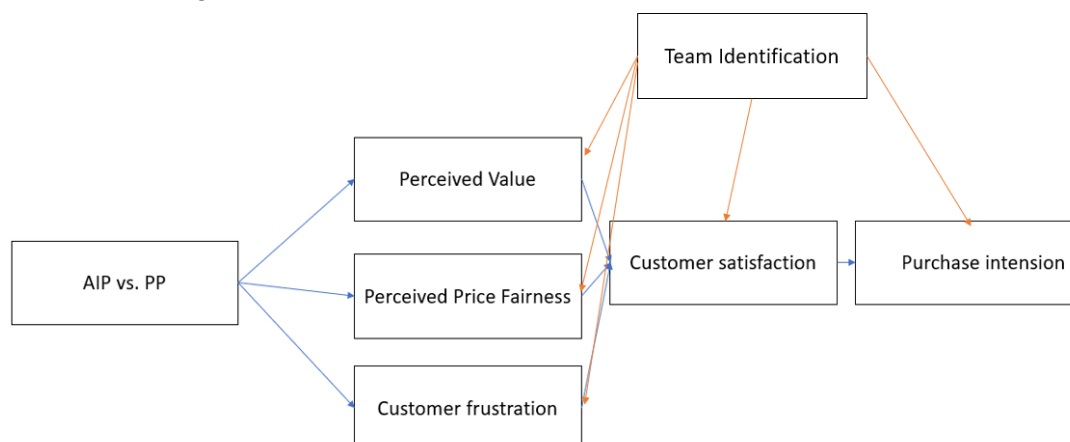


Figure 1.1.1 - The conceptual framework of the difference between all-inclusive and partitioned pricing and the consumer behaviour characterising concepts.

1.4. Academic Relevance

Since prior research towards the impact of PP in football is limited, this research holds academic significance by expanding the literature and, consequently, contributing to the advancement of the existing knowledge. There are some studies towards other sports, but literature that addresses the Eredivisie does not exist yet. Furthermore, in a more general context, the literature reports varying results regarding the impact of PP. However, when approaching the present, studies have revealed limitations of using PP. Hence, this study aims to address clarity within this relevant subject. Lastly, this research also contributes to the literature on customer frustration.

1.5. Managerial and Social Relevance

Due to the restrictions imposed by covid measures, people tend to seek out places of interest, such as soccer stadiums, to exercise their previously limited freedom. This study analyses the perceived value, price fairness, customer frustration, and satisfaction to determine which pricing technique most benefits consumers' overall well-being. Furthermore, from the perspective of sports and pricing managers, it can offer insights for revenue optimisation.

1.6. Dissertation Structure

The rest of this paper follows the structure described below: Chapter 2 will review and compare works published before. Subsequently, chapters 3 and 4 will explain the data, methodology and results. Finally, Chapter 5 will contain the conclusion, implications, limitations and recommendations for future research.

2. Literature Review

2.1. AIP vs PP

As previously mentioned, the research area appears to be relatively lacking in the available literature. Nevertheless, there is a considerable amount of pertinent information to analyse within this theoretical framework. The concept of partitioned pricing originates from two Latin words: *partire*, meaning to divide, and *pretium*, signifying reward, price, or value (Etymonline, n.d.). Additionally, Morwitz et al. (1998) define the concept of PP as the breakdown of a product or service's cost into several fractions of varying amounts: a base price, which represents the larger price component, and surcharges, which represent smaller components of the overall price. The opposite strategy is all-inclusive pricing (AIP), which involves charging a single total price without separate components.

When implementing one of these in football, a customer-centric approach is crucial since fans' contribution to football clubs' revenue is key. (Nufer & Fischer, 2013). Numerous studies examined how consumers generally process PP to AIP, but no consensus exists. Classical price theory states there should not be a difference (Tversky, Sattath & Slovic, 1988). Both pricing approaches eventually result in the same total price, making neither approach more cost-effective. Nevertheless, behavioural economics has refuted this. Studies in this field show that there are mainly four approaches to consumers' processing of PP versus AIP (Greenleaf, Johnson, Morwitz & Shalev, 2016) (Voester, Ivens & Leischnig, 2017): 1) anchoring and adjustment theory, 2) cost-benefit framework, 3) prospect theory and 4) attribution theory.

2.2. Theoretical Pillars of Processing PP

The anchoring and adjustment theory states that when estimating, individuals begin with an initial value (the anchor), which is then modified to achieve a final answer (Tversky & Kahneman, 1974). However, this adjustment with additional information is generally insufficient since individuals place excessive weight on the information initially encountered (Tversky & Kahneman, 1974) or are considered important (Yadav, 1994). When examining this within the framework of PP, the situation is identical. Consumers will mainly focus on the base price and insufficiently correct for the surcharge(s), resulting in consumers underestimating total costs compared to AIP (Greenleaf et al., 2016).

Morwitz et al. (1998) elaborated on the second framework and studied the impact of price premiums in auction settings. Consumers make inferences about PP based on perceived cost/benefit analysis. For each customer, it is a trade-off between perceived 1) cognitive effort and time and 2) the expected increase in utility, which both depend on the accuracy of their chosen processing strategy. The first strategy of consumers is to calculate the total price by combining the base price with all applicable surcharges. Consequently, there should be no

discrepancy in price perception between PP and AIP. However, it requires the highest level of cognitive exertion. The second strategy involves simplifying heuristic principles, which require less mental effort but lower accuracy. A commonly used heuristic approach is the anchoring and adjustment method, consistent with the abovementioned theory. The last method relates to human negligence. Some customers fail to account for the surcharge due to overlooking or not considering it when remembering a product's total cost. Individuals tend to disregard readily available information and frequently accept suboptimal options instead of looking for the best (Kahneman & Tversky, 1979). As a result, regarding PP, they might not find it worth thinking extra about one or more surcharges. Therefore, this strategy demands the least cognitive effort but is also the least precise.

To conclude, these methods each have an outcome depending on the employed strategy. While method one neutrally impacts PP's influence on consumer responses, the second and third methods have a positive effect and result in lower recalled costs than AIP (Voester et al., 2017).

The third theory, the prospect theory, states that people assess gains and losses compared to a specific reference point (Kahneman & Tversky, 1979). Losses refer to the negative feeling one experiences when spending money, as prices require sacrifices. (Völckner, Rühle & Spann, 2012). Furthermore, people have a convex-shaped value function in this context (Thaler, 1985). These things combined result in the fact that partitioning a price into several components will create multiple losses, which are, when combined, worse than the effect of AIP (Schindler et al., 2005). This perception of experiencing a bigger loss also aligns with the theory of mental accounting, assigning assets to distinct and non-transferable categories, each of which may hold different levels of the individual's utility (Szmigin & Piacentini, 2022). Due to this, consumers can remember the base price and different surcharges in distinct accounts in their minds. Consequently, people segregate losses mentally, aka paying separately, which results in lower overall utility than combining them (Kim & Kachersky, 2006). This handling is called the integration of loss principle. It is more likely to occur when the added fee is easily visible and comprehensible or stimuli, rather than memory recall, are the basis for price perceptions (Kim, 2006). Hence, PP will lead to creating a negative effect.

The attribution theory is the last theoretical pillar to consider. It focuses on how customers perceive the cause of an experienced event or outcome (Weiner, 1986). Therefore, the impact of PP depends on whether their assessment is positive or negative. This judgement relies on which effect dominates: the informational effect, pricing being a reliable quality measure, or the sacrifice effect (Völckner et al., 2012). As a result, they advise utilising PP instead of AIP for

product categories with high price-quality perceptions. Furthermore, price fairness perceptions influence this assessment (Sheng, Boa & Pan, 2007) (Xia & Monroe, 2004).

The framework of Greenleaf et al. (2016) also reflects on perceptions of price fairness, translating the theories above into psychological processes involved in dealing with PP. They distinguish six sequential stages of underlying reactions. The first two stages elaborate on customers' perspectives on PP components. Stage 1 relates to the (visual) focus emphasis on surcharges. In contrast, in stage 2, their opinions towards its use play a role, such as their personality, perceptions of fairness and the seller.

Stage 3 considers the mechanisms that affect how total costs are estimated. This is about the involvement of the three PP processing methods, the mental accounting concept and the impact of a reference price, as aforementioned. The next stage in the mind of customers, aka stage 4, is about the effect of PP on the perception of other product attributes. Subsequently, these two stages lead to several perceptions, which are balanced and then transformed into a comprehensive overview of the product(s), called stage 5. After this fifth mental stage, individuals decide to buy the product, which leads to stage 6, covering post-purchase behaviour.

2.3. Eredivisie Online Ticket Market

In light of everything mentioned above, PP is a highly complicated concept. Firstly, the consumers' processing strategy determines the overall effect of PP versus AIP. In the literature, there are both positive and negative effects observed. Furthermore, several researchers studied the moderating effect of different situation-specific factors, including characteristics of sellers, buyers and the fee itself (Voester et al., 2017).

In contrast, in buying tickets in the Eredivisie, football and the broader realm of sports, there is little research about the difference between PP and AIP. This deficiency is probably because sports clubs provide services rather than goods, the primary focus of researchers. Moreover, sports consumption distinguishes from other services due to supporters' exceptional emotional ties to their favourite teams and the variety of pricing models and fees (Marquez, Cianfron & Shapiro, 2022). After all, this makes pricing crucial in buying decisions in football (Dias & Moneteiro, 2020). Furthermore, tickets are often under-priced to enhance the selling of complementary goods or attract more people to stimulate fanbase development or home advantage (Drayer & Rascher, 2013). Combined with the fact that PP allows companies to advertise at a lower price than AIP, PP contributes to the consumer's total view of value, also known as perceived value.

2.4. Perceived Value

Customer perceived value is the first concept to consider and is fundamental to success in any business endeavour (Slater, 1997). Zeithaml (1988) suggests that before making a purchase, consumers assess the perceived value of a product or service. This appraisal namely impacts their attitude in their decisions to purchase the product or service in question. Moreover, understanding the perceived value of a ticket can significantly enhance a club's pricing strategy and overall profits (Nufer & Fischer, 2013). After all, sports consumers must encounter a good value proposition before buying a ticket (Drayer, Shapiro & Dwyer, 2018).

In the first place, customer perceived value refers to how consumers weigh the positive and negative effects of different aspects of a good or service, including emotional, social and functional value, consisting of price and quality (Boksberger & Melsen, 2011) (Sweeney & Soutar, 2001) (Wang, Po Lo, Chi & Yang, 2004). These factors are also important for soccer ticket buyers, as paid stadium visits are a social event where emotions can run high. Consequently, adopting PP, compared to AIP, impacts the observed price and, thus, the perceived value of tickets.

As mentioned above, an initial influencing factor on consumer perception is the consumers' misunderstanding of the total cost. Consumers facing PP perceive total costs as lower compared to the same situation with AIP (Kim, 2006) (Lee & Han, 2002) (Morwitz et al., 1998). Marquez et al. (2022) discovered identical findings for Major League Baseball enthusiasts in purchasing digital tickets. Participants completed a survey simulating buying an MLB ticket and were randomly assigned to AIP or PP groups. Each group consisted of three distinctive pricing tiers determined by the proximity of the seat location. After the simulation, they had to answer different scale questions about perceived value, search intention, team identification and price recall themes. Based on the discussed theories, these results align with the anchor and adjustment theory and the perceived cost-benefit framework's second and third processing strategies. Considering everything above leads to the following hypothesis:

Hypotheses 1: Consumers encountering PP for Eredivisie tickets online will underestimate total costs to a higher degree than those exposed to AIP.

Moreover, according to the discussed literature, lower perception of total costs increases the difference between perceived benefit and cost, which increases the perceived value of buying a ticket. Conversely, Marquez et al. (2022) found that although price level directly impacted perceived value, it did not lead to a significantly higher perceived value for PP than AIP. A study by Popp, Simmons, Shapiro, Greenwell & McEvoy (2020) showed that NFL consumers preferred AIP over PP. They investigated key factors influencing consumers' online ticket-

purchasing experiences in NFL events, including fee transparency. A conjoint analysis tested this variable with two options: the advertised price with or without fees and taxes.

This preference also aligned with avid Summer Olympics and swimming fans buying tickets online (Won & Shapiro, 2021). Additionally, Hayduk, Brison & Drayer (2021) simulated online ticket-buying and suggested that PP is bad for the general sports consumer compared to AIP, except for consumers with high fandom. This could be because consumers may have become accustomed to PP in today's digital society, primarily through sites such as StubHub, and are less responsive (Hamilton & Srivastava, 2008) (Marquez et al., 2022). Furthermore, the height of the fee plays a significant role. Higher fees are more salient, making perceived value neutral or negative (Sheng et al., 2007) (Xia & Monroe, 2004). According to Burman & Biswas (2007), imposing a fee of 32% of the ticket price decreases the offer's perceived value for consumers with a high need for cognition. On the other hand, they concluded that a reasonable fee enhances value.

However, although it is common in the MLB and the NFL, Eredivisie sports clubs do not commonly charge fees, potentially making PP more preferable and creating a higher perceived value. Furthermore, it appears that, according to the literature, consumers are undervaluing the overall cost with a fee height of 5 to 10% of the base price (Marquez et al., 2022). The anchor and adjustment theory seems to apply within this range, leading to a higher perceived value. Moreover, ticket prices are significantly lower in the Eredivisie than in the MLB or NFL. As a result, a small surcharge, by percentage or absolute, is more likely to be overlooked or not considered (Voester et al., 2017). Therefore, this led to the following hypothesis:

Hypotheses 2: Consumers who are exposed to PP for Eredivisie tickets online will report a higher perceived value than those who are exposed to all-inclusive pricing

2.5. Perceived Price Fairness

When implementing a pricing strategy, the perception of price fairness is also important. When evaluating the fairness of a price, individuals measure the price of a product or service against a specific benchmark (Xia, Monroe & Cox, 2004). When prices are above this benchmark, people find them unfair, while prices below are deemed fair (Maxwell, 2002). Subsequently, a fair perceived price is considered reasonable, acceptable or justified (Bolton, Warlop & Alba, 2003). Within the online sports ticket market, pricing conditions are crucial in shaping consumers' perceptions of fairness (Shapiro, Dwyer & Drayer, 2016). Therefore, deciding to opt for either AIP or PP holds significant importance.

Research suggests that PP impacts customers' perception of price fairness. Customers will treat and process PP with more attention the less fair they believe it to be (Greenleaf et al., 2016). When evaluating additional fees, it is crucial to take into account their relative and

absolute size, as this can impact perceptions of fairness (Carlson & Weathers, 2008) (Sheng et al., 2007) (Xia & Monroe, 2004). Sheng et al. (2007) found that individuals view it as less equitable as the surcharge increases. Consequently, consumers have a strong preference for PP with a disproportionately low (10%) fee, have no preference with 30%, but a strong preference for AIP with a disproportionately high (50%) fee. Their second study, which employed two different base prices but the same surcharge amount, discovered a significant detrimental effect only when the base price was higher than the surcharge.

Moreover, Xia & Monroe (2004) only used two percentages—6 and 12%—to study the same scenario. Their research revealed that a larger additional fee resulted in lower fee acceptance. Therefore, utilising a relatively low fee could potentially have a positive impact on PP.

Consumers' perception of the provider is another crucial factor (Greenleaf et al., 2016). Customers find a surcharge unavoidable for a seller more acceptable than one intended to boost profits. (Xia & Monroe, 2004). Besides, Cheema (2008) discovers that the degree of reputation also has a negative relationship with attention on the surcharge(s) in an eBay auction scenario. Carlson and Weathers (2008) find that when the seller is not trusted, and the total price is not provided, using more components in a PP can negatively impact perceived price fairness, resulting in undesirable consumer responses.

Controversy, when the overall price is shown, dividing it into many price components can enhance the perception of fairness, despite the seller's trustworthiness (Carlson & Weathers, 2008). An explanation for this is the possibility that consumers value price transparency more, influencing the view of fairness (Bambauer & Gierl, 2008) (Homburg, Totzek & Krämer, 2014). However, when buying soccer tickets online, the trustworthiness and reputation of the clubs are unquestionable. Furthermore, consumers judge purchasing match tickets from the primary market as fairer than the secondary market (Shapiro et al., 2016), implying their trustworthy status. Furthermore, the amount of additional ticket fees is usually minimal in the online sports market. Therefore, the facts above related to this should not be relevant.

On the other hand, a rise in the number of surcharges leads to a higher perception of price complexity (Homburg et al., 2014). As individuals tend to exert more mental energy, judging price fairness becomes more complicated (Feurer, Schuhmacher & Kuester, 2015), which creates a preference for simplicity, thus AIP (Homburg et al., 2014).

At present, little to no limited research exists on the perceived price fairness of ticket buyers of the Eredivisie and other sports (leagues). In the context of sports, evaluating price fairness can be different than for other services or products. Spectators often have strong emotional attachments, and there may be limited alternatives if their sports club disappoints them

(Greenwell, Brownlee, Jordan & Popp, 2008). As a result, if sports consumers find the price unfair, they are likelier to remain loyal to their club than any other type of consumer.

Shapiro et al. (2016) examined online ticket-buying behaviour emphasising MLB events. They found that the availability of a reference price, for example, previous experience or face value, is an influential variable of perceived price fairness. A study by Xia et al. (2004) resulted in the same outcome. When dealing with tangible tickets, this reference price refers to the face value of a ticket itself (Drayer & Shapiro, 2011). However, when purchasing tickets online with PP, there is no physical ticket. Therefore, the advertised base price becomes the face value. Subsequently, this is relativised to the different surcharges.

Hayduk et al. (2021) simulated the online buying process of tickets. They found a significant negative effect of PP on price fairness and a non-significant negative effect on purchase intention. The findings from Feurer et al. (2015) regarding subscription services were identical. Furthermore, Mukherjee (2022) further demonstrates that AIP increases the perception of pricing fairness while making hotel reservations. These findings go against the anchor and adaptation theory and the cost-benefit framework but align with the attribution and prospect theory. Thus, It seems that these theories are dominant in price fairness. Customers namely believe that service fees, a typical fee for online ticket sales, represent the ticket seller's profit. (Hayduk et al., 2021). Furthermore, as football is hedonic, including PP may negatively affect how fairness is perceived (Baghi, Rubaltelli & Tedeschi, 2010). Therefore, the following hypothesis is established:

Hypothesis 3: Consumers exposed to PP for Eredivisie tickets online will report a lower perception of price fairness than those exposed to AIP.

2.6. Customer Frustration

There appears to be a gap in academic literature examining customer frustration with PP and AIP in the context of online sports ticket sales, especially football. The similarity to the concept of customer (dis)satisfaction may contribute to this. Frustration, on the one hand, is a powerful negative emotion that arises from unmet expectations regarding a predetermined outcome or goal, typically based on past experiences (Stauss, 2004). However, (dis)satisfaction is not solely dependent on meeting one objective and can be mild and even positive. Besides, this feeling can arise retrospectively (Stauss, 2004). Consequently, frustration is an amplified form of a strong dissatisfied feeling that arises when a desired goal is not achieved (Staus, Schmidt & Schoeler, 2005) (Colman, 2015).

The study by Stauss et al. (2005) develops a frustration model, distinguishing three successive elements: frustration incident, frustration sensation and frustration behaviour. The incident involves the lapse of either a (positive) affirmation after a previously occurred affirmation. This

unexpectedness leads to unpleasant negative sentiments, resulting in the phase of frustration sensation. Different factors determine the intensity of these negative emotions, such as the degree of asymmetric information, provocation, consciousness and the individual responsible for the causing incident (Susskind, 2004) (Janis, 1971). Lastly, frustration behaviour is a consequence of frustration sensation, manifesting in three ways: people can protest and vent, cope with the situation to reduce sentiment or avoid it to eliminate this feeling (Stauss et al., 2005). Tuzovic (2010) further developed this model by adding boycotting and seeking revenge as new forms of frustration behaviour and distinguishing between verbal and non-verbal expressions during the frustration sensation phase.

In the case of PP, consumer frustration could arise when the surcharge(s) are added during checkout (Won & Shapiro, 2021), symbolising the frustration incident. Sports consumers use various processing approaches, potentially overlooking the overall expenses, and may hold the club responsible for any additional price hikes they perceive as a means to boost profits (Xia & Monroe, 2004). This assumption will result in frustration behaviour, in which sports consumers can behave according to the three identified responses (Stauss et al., 2005). Tuzovic, Simpson, Kuppelwieser & Finsterwalder (2014) namely researched the relationship between acceptance of surcharges and retaliatory and avoidance actions within the U.S. domestic airline industry. They identified a direct adverse relationship between perceived betrayal and anger on the acceptability of additional fees. Furthermore, these emotions led to increased complaints, negative WOM, and avoidance, which are also forms of frustration behaviour.

Concerning the Eredivisie, as previously stated, there are limited options for switching clubs. Other clubs are relatively far away, and whether individuals are willing to sacrifice their usual short commute for a significantly longer one is the question. Moreover, their personal history with the club, the ambience, and the camaraderie with fellow supporters play a significant role in their decision to switch (Bauer, Sauer & Exler, 2005). Additionally, choosing to attend games of a different club may result in inadvertently supporting their competitor. These factors all result in substantial switching costs, which makes the magnitude of this frustration perhaps negligible. Besides, this is also evident by StubHub mentioning that most of their customers still remained on their website regardless of the implemented PP (Luca & Bazerman, 2020). However, since PP unexpectedly raises the price, this will create higher frustration than AIP. Therefore, the following hypothesis can be established:

Hypothesis 4: Consumers exposed to PP for Eredivisie tickets online will report a higher level of customer frustration than those exposed to all-inclusive pricing.

2.7. Customer Satisfaction

As previously mentioned, customer (dis)satisfaction results from the total of unfulfilled expectations, either positive or negative, but is not necessarily about achieving a specific outcome based on past experiences. Since football ticket buyers seek delight through factors like performance and the stadium atmosphere (Beccarini & Ferrand, 2006), and satisfied customers are willing to pay extra for perceived advantages (Anderson, Fornell & Lehmann 1994), this thesis examines customer satisfaction.

Customer satisfaction relates to the consumers' affective reaction to the variance between the anticipated outcome and the actual experience of consumers (Hansemark & Albinsson, 2004). As a result, when this definition is used for buying online sports ticket purchases, it refers to the feelings evoked when comparing what sports fans believed they had to pay for a ticket and the actual total ticket price. In other words, two stimuli are involved: the outcome and the reference (Cengiz, 2010). Therefore, for PP, this is, respectively, the sum of the base price plus any applicable surcharges and the base price alone. Consumers anticipate paying the base price since that is the advertised price, but the price they actually have to pay increases due to PP. This discrepancy can increase or decrease the degree of satisfaction.

Xia & Monroe (2004) concluded that PP can increase the degree of satisfaction with the price when used correctly. Their research demonstrates that a change in pricing structure from AIP to PP with a single surcharge positively affects customer satisfaction, perceived value, and purchase intentions. However, these variables tend to decrease when partitioning a price with two surcharges instead of one. This fact makes their satisfaction curve not linear but inverted U-shaped. Therefore, customer satisfaction is a susceptible subject. Ferguson, Brown & Johnston (2017) concluded that since PP improves price transparency and sharing of information improves customer satisfaction, AIP could negatively impact customer satisfaction.

Furthermore, the perceived value could be a precursor to customer satisfaction (Cronin, Brady & Hult, 2000) (McDougall & Levesque, 2000). The studies of Byon, Zhang & Baker (2013) and Murray & Howat (2002) reached a similar conclusion, but in the context of sports. For example, Byon et al. (2013) investigated the influence of several variables on perceived value, such as home team and stadium quality. Individuals who had attended a sports event within the past 12 months participated in a survey. They indicated their level of agreement with various statements relating to different variables. Based on this research, Byon et al. (2013) concluded that perceived value is a substantially explanatory variable of customer satisfaction.

Therefore, when customers underestimate total costs due to PP, perceived value increases, which may enhance customer satisfaction. PP namely lowers the reference stimuli, aka the base price. Subsequently, if a relatively small surcharge, such as a service fee, then is applied

and it goes unnoticed, it could be that the user's satisfaction level is not affected due to their process strategy of ignoring or using heuristics. Based on the fact that the reference price of AIP is then relatively higher combined with the aforementioned negative negligible effect of price fairness in the Eredivisie, the following hypothesis can be formulated:

Hypothesis 5: Consumers exposed to PP for Eredivisie tickets online will demonstrate higher customer satisfaction than those who encounter AIP.

2.8. Purchase Intension

As previously discussed, the variables mentioned above have varying levels of influence on how consumers perceive PP and AIP. Each variable impacts purchase intention, ultimately the most crucial factor in the online sports ticket world.

Firstly, several studies within the sports context have indicated that perceived value plays a significant role in mediating the relationship between various factors and the consumer's intention to purchase. According to Voester et al. (2017), this mediating relationship exists between team identification and purchase intention. Drayer et al. (2018) also examined this in conjunction with perceived value. They found no direct effect of team identification on purchase intentions, only indirectly, via perceived value. As a result, they argue that before sports fans agree to purchase a ticket, they encounter a solid value offer, whether or not they are fans of a specific club. Byon et al. (2013), Kwon, Trail & James (2007) and Murray & Howat (2002) reached a similar conclusion of perceived value about this mediating effect. Furthermore, Zeithaml (1988) found in a more general topic range that the product's perceived value influences a consumer's decision to buy a product.

Subsequently, if PP results in a higher perceived value than AIP, this should result in relatively higher purchase intentions. According to Völckner et al. (2012), for that to succeed, the information effect of the price should outweigh the sacrifice effect. Besides, according to the anchor and adjustment theory, PP can create a higher perceived value within an additional fee range of 5–10% due to total cost underestimation (Voester et al., 2017). Consumers also perceive fees as additional value if it serves specific social goals, such as for fair-trade products (Bürgin & Wilkin, 2022) or a climate fee within the online sports ticket market (Drayer & Greenhalgh, 2015) (Drayer, Kunkel & Greenhalgh, 2016).

Nevertheless, there are additional factors that must be considered. While research shows that perceived price fairness also mediates the relationship between different variables and the likelihood of purchasing, the impact of price fairness through PP on purchase intentions remains unclear (Homburg et al., 2014) (Voester et al., 2017). According to Mukherjee (2022) and Feurer et al. (2015), individuals tend to view PP as relatively less fair, ultimately decreasing the likelihood of making purchases. Using a relatively high surcharge magnitude and height

could negatively impact purchase intentions via perceived price fairness (Sheng et al., 2007) (Xia & Monroe, 2004). Carlson & Weathers (2008) concluded the same, but only if the seller is not deemed trustworthy. However, the clubs in the Eredivisie have high trustworthiness, making this concern irrelevant to their sports fans.

While simulating the online buying process of sports tickets, Hayduk et al. (2021) found that PP decreases perceptions of fairness: a service fee can give rise to a sense of exploitation among sports consumers. They also found a negative effect on the future use of the ticket platform, but this was non-significant. Furthermore, according to the research conducted by Marquez et al. (2022), the price level did not have an impact on the search intentions of consumers. In contrast, the focus of the study was on MLB fans. Therefore, reactions could potentially differ in the Eredivisie, a different sport with significantly lower ticket prices. Besides, PP could lead to higher complexity (Bambauer & Gierl, 2008) and a higher level of customer frustration, which could negatively impact purchase intentions.

However, Murray & Howat (2002) discovered that perceived value directly mediates perceived value at an Australian sports and leisure club. This mediating effect implies again that purchase intentions increase when PP leads to a relatively higher perceived value. (McDougall & Levesque, 2000), compared to AIP. Moreover, many modern sports enthusiasts have become accustomed to PP due to excessive use on the internet and may be more attracted to PP. This habituation can increase purchase intentions (Won & Shapiro, 2021).

Furthermore, sports elicits might not be as price-sensitive due to the perceived value of attending events (Kwon et al., 2007). As a result, using PP could increase customer satisfaction, potentially mitigating any negative impact. Therefore, the following hypothesis can be formed:

Hypothesis 6: Consumers exposed to PP for Eredivisie tickets online will exhibit a higher purchase intention compared to those exposed to AIP.

2.9. Team Identification

As previously stated, sports clubs providing football games differ from other services. Sports can evoke powerful emotions in fans because they identify with the teams while attending live events (Marquez et al., 2022). Consequently, those with a strong team identification are willing to pay relatively more (Drayer & Shapiro, 2011). This higher willingness to pay is logical since team identification positively mediates perceived value (Drayer et al., 2018) and, thus, purchase intentions (Sweeney & Soutar, 2001) (Kuo, Wu & Deng, 2009).

On a more general level, Morwitz et al. (1998) conducted another experiment to observe the impact of PP in combination with brand preferences. When two brands compete, PP positively

impacts the demand for the favoured brand. In addition, consumers with a strong interest in a particular product category tend to be less sensitive to price changes. (Lichtenstein, Bloch & Black, 1998). Potentially, this could give an enhancement to the use of PP.

Within sports, Kwon et al. (2007) found that a team preference leads to higher merchandise sales and lower price elasticity. Additionally, Marquez et al. (2022) discovered that PP failed to reduce the influence of PP compared to AIP but favourably impacted perceived value perceptions while purchasing online football tickets. Since this study only analysed MLB fans, reactions could differ in the Eredivisie. Therefore, this study takes this into account.

3. Methodology

3.1. Survey Set-up

This thesis used quantitative research to answer the research and sub-research questions regarding PP's impact on Eredivisie consumers' behaviour. Through this approach, the impact of PP, versus AIP, was tested. Descriptive research was chosen as the research type due to its ability to identify the characteristics and viewpoints of a representative sample drawn from a population. Additionally, the chosen research design was a cross-sectional online survey, allowing data collection from many participants at one specific moment. The survey (*Appendix A*) was created using Qualtrics, an survey tool used by students and researchers. The distribution went via the social media platforms Whatsapp, Instagram, Facebook and LinkedIn.

Consequently, the distribution of the survey went also via respondents' networks. Additionally, the survey was shared in soccer-related groups on Facebook and via the online survey platforms SurveyCircle and SurveySwap. This combination of convenience and snowball sampling comes within non-probability sampling. This way of sampling was chosen to maximise the number of respondents with respect to the relative shortage of time and money.

3.2. Survey Content

At the beginning of the survey, respondents were asked about their social-demographic characteristics. These were age, the highest level of education completed, employment status, and total gross income for 2022. These characteristics helped to determine if the sample matched the corresponding studied population and to use this information as control variables. After answering these questions, respondents were asked if they had any interest in football. If the answer was yes, they had to indicate their favourite team in the Eredivisie. If there was no interest, he/she was required to rate several statements regarding their aversion to soccer using a Likert scale from 1 (strongly disagreed) to 7 (strongly agreed). Statements used in studies by Trail & Kim (2011) and Simmons, Popp, McEvoy & Howell (2007), and online forums were the foundation for these statements. The next step for the respondent was to indicate their preferred team, but if they did not have one, they had to select the most familiar club.

After this, the simulation of purchasing a football ticket for a particular club started. A unique scenario was developed for each Eredivisie team, where they played against either Ajax or Feyenoord. These are two traditionally well-known top teams that performed well last season. Therefore, regardless of fandom level, every supporter can judge these matches as important. During the simulation, the respondent was presented with the stadium overview of the chosen club with three types of seats, low, average or high quality, with their corresponding price. The seat category pricing was established by analysing current prices on the official websites, internet webpages and ticket images on Google.

Moreover, some prices included a so-called "top match premium", usually applied in the Eredivisie to matches against clubs such as Ajax and Feyenoord. Table 3.1 shows this and the corresponding price structures (*Appendix B*). Respondents could select their preferred seat and proceed to the checkout page to complete their purchase.

Two pricing scenarios were created for each club with three seat locations, one with PP and one with AIP (*Appendix C*). Consequently, this resulted in a control group (AIP) and a treatment group (PP) for each club. Although both pricing structures had the same total price in euros, the PP scenario included a service fee of 10% during checkout. Suggestions of studies by Voester et al. (2017) and Greenleaf et al. (2016) determined this choice. Consequently, the base price and surcharge were, respectively, 90% and 10% of the total costs.

In contrast, AIP had a fee of zero euros. Respondents were assigned randomly to either of the two scenarios with a function of Qualtrics. Randomisation helps to distribute potential confounding variables equally to minimise the probability of systematic differences. Therefore, the facing of PP or AIP does not depend on a variable that correlates with the dependent variable. Consequently, it aims to create comparability between the treatment and control groups, eliminating selection bias and enhancing the internal validity of this research. However, although the chosen social-demographical variables cannot influence facing PP or AIP, these will still be used as control variables to strengthen internal validity.

The last section of the survey, shown after the buying process, contained firstly a question about recalling the total price. Secondly, participants were asked to rate their agreement level with several statements about the studied variables using a 1 (*strongly disagreed*) to 7 (*strongly agreed*) Likert scale. The evaluation of *Perceived Value* involved the use of three statements from Byon et al. (2013) and Wakefield & Barnes (1996), and *Price Fairness* from Xia et al. (2004). *Customer Frustration* was measured through 5 statements retrieved from studies by Guchait & Namasivayam (2012) and Tuzovic et al. (2014), while *Customer Satisfaction* was evaluated using four statements from the SERVQUAL scale (Parasuraman et al., 1998). Normally this scale consists of 26 statements to measure five service quality aspects. Additionally, *Purchase Intention* was measured with an identical amount of statements, conform other sport-related studies (Suh, Ahn, Lee & Pedersen, 2015) (Drayer et al., 2018).

Finally, respondents had to answer 40 statements (8 themes with each five statements) using the same Likert scale (*Appendix A*). The themes were *Sporting Preferences*, *Event Characteristics*, *Ticket Pricing Structure*, *Buying Behavior*, *Competitor Analysis*, *Willingness to Travel*, *Secondary Market Usage* and *Spending Habits*. These inquiries can provide context for customers' willingness to pay, ticket valuation (impact of price fluctuations), price sensitivity,

perceived value, competitive landscape and overall ticket-buying habits. Furthermore, this information can serve as valuable input for follow-up studies.

3.3. Data Modification

The collected data underwent adjustments in Excel. Firstly, a set of variables was created, including the binary variable *PP* with a value of 1 for respondents who were shown PP. Additionally, a variable named *Recall* is used for the corresponding total price for each answer. This enabled the calculation of the absolute and percent difference and helped to gain valuable insights into the degree of underestimation of the total price. Furthermore, the binary variable *Logic* is created, which takes the value of 1 if the total guesses of respondents were (judged) logical. Lastly, Likert scale responses relating to the same variable were averaged.

Subsequently, the data was examined using STATA, a software program to analyse data for statistical interferences. The descriptive state statistics and the calculated average percent difference between the actual and recalled total price was analysed via an ANOVA to answer H1. Besides, different measures, such as Cronbach's alpha, Kaiser-Meyer-Olkin measure of sampling adequacy and Eigenvalue, were checked to see if the taken averages for each variable and the number of variables used in the survey were allowed.

Besides, Ordinary Least Square (OLS) regressions are executed to answer hypotheses 3-6. However, the data about *Perceived Value*, *Price Fairness*, *Customer Frustration*, *Customer Satisfaction* and *Purchase Intention* were measured with a Likert scale. Consequently, the data was not continuous and not normally distributed, making an Ordinal Logistic Regression more suitable. However, this statistical method looks at the probability of making predictions, but this does not apply to answering the hypotheses. Therefore, only significance and sign were considered when interpreting the OLS results. Besides, robust standard errors were used to ensure the validity of statistical interference. This resulted in the following OLS equation:

$$Y_{PV,PF,CF,CS,PI} = \beta_0 + \beta_1 * PP + \beta_2 * Male + \beta_{3,4,5,6,7,8,9} * Age + \beta_{10,11,12,13,14,15} * Education + \beta_{16,17,18,19,20,21,22} * Income + \varepsilon_i$$

The variable $Y_{PV,PF,CF,CS,PI}$ represents the five dependable variables measured in the survey, respectively *Perceived Value*, *Price Fairness*, *Customer Frustration*, *Customer Satisfaction* and *Purchase Intention*. β_0 represents the constant and *PP* is a binary variable, with the value 1 if the Eredivisie consumers faced PP. Furthermore, the control variables are added: *Male* is a binary variable, with also a value of 1 if the respondent is a male. Besides, the variables *Age*, *Education* and *Income* are categorical, which were coded as binary variables according to the survey answer options (*Appendix A*), and ε_i represents the error term.

Finally, the effect of having a favourite club on perceptions of PP and AIP was examined.

4. Analysis and Results

4.1. Population of the Study

The sample of respondents drawn pertains to the population of Eredivisie fans in the Netherlands. The KNVB Expertise, the 2008 established research centre of Eredivisie since its establishment in 2008, has been conducting annual research on the characteristics of supporters. During the 2022/2023 football season, a large proportion of supporters, approximately 72%, were aged 35 years old or above. Specifically, 40% of the supporters were aged between 35 and 55, while 32% were 56 years old or above (KNVB Expertise, 2023). Furthermore, the report does not contain any additional applicable data for this study. However, their last published comprehensive study of 2010 does. When looking at their social-demographic characteristics, this study by KNVB Expertise (2010) reported the following for the corresponding population. The male-female ratio is skewed: 87% were men, while 13% were women. Besides, people are, on average, 40.3 years old. Furthermore, the biggest group (49%) had a middle education level, corresponding to secondary and vocational education. 11% and 40% had a level of education, respectively lower and higher. Besides, most fans are employees (60%), and the average gross income is above €50,000,-.

For this reason, the reference categories of *Age*, *Education*, *Income*, and *Employment* were chosen as respectively 45-55, MBO, €50,000-€74,999, and full-time.

4.2. Overview of the Data

The survey had a total of 153 participants. However, ten were excluded due to incompleteness and another four due to entering the value zero when asked to recall the total price. Furthermore, five respondents entered a somewhat illogical answer to the same question. Nevertheless, since these provide valuable data for the other inquiries, their answers were only excluded for this question. Moreover, 38 respondents reported having no interest in football. Therefore, after these manipulation checks, 101 participants were eligible. From these, 51 and 50 respondents were presented respectively with the PP and AIP scenarios. *Appendix D* contains all the essential figures to the following description of the sample's characteristics:

The drawn sample consisted of 76% men and 24% women, as presented in Figure 4.1, which matches the skewed gender ratio of the population. Figure 4.2 shows that 45% of respondents were 18 to 24 years old, which is not in line with the population. This is approximately the result of the non-probability sampling because it was distributed significantly among students. Additionally, 14% and 17% were aged between respectively 25 and 34 and 45 and 54. Regarding education, the highest group of respondents, 28%, had completed HBO education, according to Figure 4.3. Two other groups, WO Bachelor and Secondary school, accounted each for approximately 25% of respondents. The percentage of MBO is relatively lower, 12%,

while it was the majority education level in the population. The potential reason for the lack of participation could be the language barrier. It is plausible that they had difficulties reading or interpreting English, affecting their willingness to participate.

Furthermore, Figure 4.4 demonstrates that a significant proportion was employed, with 50% working part-time and 26% working full-time, matching the population. However, Figure 4.5 indicates that the majority had a gross income of less than €10,000, with only 15% and 12%, respectively, earning between €10,000–€24,999 and €25,000–€49,999. Other income groups were distributed relatively evenly. This significantly deviates from the population statistics, as the majority here had a gross income exceeding €50,000.

The remaining 101 participants were indeed football fans. According to Figure 4.6, merely 6% never visit the stadium, while the rest do. Furthermore, the data shown in Figures 4.7 and 4.8 reveal the chosen football teams, respectively, only with a favourite club (N = 77) and the total (N = 101). These figures reflect reality. AFC Ajax, the largest and one of the oldest clubs, namely has the largest fan base, almost 50%, followed by other big clubs like Feyenoord and PSV, 22% and 10/11%. FC Utrecht also has a large proportion of fans among the sample, 12%. This is because the researcher in question lives in Utrecht and, as already mentioned, used a combination of convenience and snowball sampling.

The excluded disinterested individuals were surveyed regarding their reasons behind this. As shown in Figure 4.9, they preferred other sports and deemed football a waste of time and money. They found the behaviour of football fans offensive. The abundance of financial resources, systemic discrimination and gender inequality are also key factors. On the other hand, rule unfamiliarity, misogynistic problems and violence in football do not seem to be an issue.

Additionally, Figure 4.10 – 4.17 show the relative percentages of agreement level with the statements for the eight variables *Sporting Preferences*, *Event Characteristics*, *Ticket Pricing Structure*, *Buying Behaviour*, *Competitor Analysis*, *Willingness to Travel*, *Secondary Market Usage* and *Spending Habits* (Appendix E). The majority of the sample (N = 101, so without disinterested football people) generally agreed on the statements of most themes. Most respondents were, therefore, indeed fans and are influenced by event characteristics. They are also willing to travel certain distances. In contrast, most people disagreed towards statements about *Secondary Market Usage* and *Spending Habits*: The secondary market is generally not favoured. Besides, concerning the habits of spending on sporting events, it is not a priority for 50–60% of people, financially or mentally. For the majority, the ticket cost does, however, reflect the worth of sporting events.

4.3. Descriptive Statistics Measurement Scales

Table 4.1 shows several characteristics of the used scales. As measured by Cronbach's Alpha, internal consistency for three scales is deemed good with a value of ($0.9 > \alpha \geq 0.8$). For Price Fairness and Purchase Intention, it is even excellent ($\alpha \geq 0.9$) (Taber, 2018). Additionally, the overall Kaiser-Meyer-Olkin measure of sampling adequacy is high enough (> 0.6) (Kaiser, 1974), which makes factor analysis, in other words reducing the number of variables into fewer factors, allowed. However, using five factors is already suitable: the overview of the factor loadings (table 4.2 - Appendix D) shows that four factors have an eigenvalue > 1 , and the number of retained factors is 12. Furthermore, table 4.1 shows high average factor loadings for the five scales. Consequently, combining all items of each statement into five different means for the dependent variables for the OLS regression is permissible.

Table 4.1: Examination of Used Measurement Scales

Scale	Number of items	α	M	SD	$\bar{\beta}$	KMO
Perceived Value	3	0.80	4.74	1.13	0.74	0.63
Price Fairness	3	0.92	4.49	1.22	0.88	0.76
Customer Frustration	5	0.86	3.07	1.12	0.74	0.84
Customer Satisfaction	4	0.87	4.72	1.07	0.78	0.79
Purchase Intention	4	0.92	4.95	1.20	0.86	0.83

Note. This table presents the metrics for each utilised scale, including the number of statements, Cronbach's Alpha (α), Standard Deviation (SD), Average Factor Loadings ($\bar{\beta}$) and Overall Kaiser-Meyer-Olkin measure of sampling adequacy (KMO).

Consequently, the descriptive statistics of the five dependent variables can be analysed based on the pricing strategy used. Table 4.3 shows that, on average, Eredivisie consumers have a slightly higher level of agreement with AIP than PP for *Price Fairness*, *Customer Satisfaction*, and *Purchase Intention*. For *Perceived Value*, this difference was considerably larger. On the contrary, perceptions of *Customer Frustration* were higher for PP, which could indicate that adding up a surcharge during checkout frustrated customers to a higher extent.

Table 4.3: Descriptive statistics of the impact of PP, AIP and TEAM ID within PP on the examined variables.

	N	Perceived Value		Price Fairness		Customer Frustration		Customer Satisfaction		Purchase Intention	
		M	SD	M	SD	M	SD	M	SD	M	SD
Price Strategy											
PP Scenario	50	4.527	1.084	4.433	1.103	3.256	1.158	4.57	1.104	4.865	1.203
AIP Scenario	51	4.948	1.148	4.536	1.338	2.886	1.060	4.863	1.015	5.039	1.205
TEAM ID (PP)											

YES	39	4.393	1.084	4.282	1.028	3.379	1.153	4.526	1.089	4.859	1.199
NO	11	5.000	0.989	4.970	1.242	2.818	1.115	4.727	1.212	4.727	1.212

Note. The following table displays the mean levels of agreement in Perceived Value, Price Fairness, Customer Frustration, Customer Satisfaction, and Purchase Intention for both the PP and AIP scenarios. Additionally, it provides the descriptive statistics of Eredivisie sport consumers facing PP with a distribution based on TEAM ID.

4.4. Underestimation of Total Costs

To evaluate the difference between underestimating total costs, means are derived from respondents' responses to the recall question for PP and AIP. Table 4.4 illustrates the statistics of both the logical and complete scenarios. In the illogical scenario, minimum and maximum percentages differ disproportionately, justifying the exclusion and the usage of the logical situation. The average underestimation for the participants facing PP was -€3.20%, while for AIP, it was -€0.03%. These effects were significant ($p = 0.0002 < 0.01$) in the ANOVA conducted. These results show that Eredivisie consumers facing PP tend to underestimate total costs to a greater extent than those using AIP, providing support for H1.

Table 4.4: *Descriptive Statistics for Total Cost of Recalling*

Variables	N	M (%)	SD (%)	Min. (%)	Max. (%)
Logical					
PP Scenario	48	-3.20***	5.68	-16.67	11.11
AIP Scenario	48	-0.03***	0.21	-1.45	0.00
Complete					
PP Scenario	50	-5.60***	13.42	-77.778	11.11
AIP Scenario	51	0.72***	6.28	-16.67	37.94

Note. This table shows both the descriptive statistics and the ANOVA results of the PP and AIP scenarios of recalling total costs in two situations: the logical and illogical, respectively, with and without the exclusion of illogical answers, and illogical. The significance levels are represented by * $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$.

4.5. OLS Regression Results

The OLS regressions on five models, each with a different dependent variable, are presented in Table 4.5. The constants, which symbolise being a female, faced with AIP, aged between 35 and 44, from the MBO, working full-time (or more) with an income ranging between €50,000 to €74,999, are significant at a one percent significance level for each dependent variable. The first model with *Perceived Value* as the dependent variable shows that being confronted with PP compared to AIP has a significant effect at a significance level of five percent. This negative effect indicates that facing PP within the online Eredivisie ticket market leads to a lower perceived value, which contradicts H2 and is therefore rejected.

However, when looking at the effect of PP in the Eredivisie on the other models, there are no significant effects. The effects on *Price Fairness*, *Customer Satisfaction*, and *purchase Intentions* are negative, while it is positive on *Customer Frustration*. Therefore, H3 – H6 can neither be rejected nor accepted. Additionally, the regression results towards the control variables show some interesting findings. When looking at the variable age, individuals in the age groups <18, 18-24, and 25-34, compared to those in the 35-44 age group, experience a significantly higher perceived value and purchase Intention. On the contrary, being in the age group 65-74 and 75-84 results in a significantly lower perceived value and purchase Intention than the age group 35-44. One possible explanation is that younger individuals are more accustomed to online shopping.

Furthermore, being retired, compared to MBO as the highest achieved level of education, results in significantly higher perceived value and purchase intention at a five percent significance level and a higher price fairness and customer satisfaction at a one percent significance level. It could be that individuals no longer have to engage in labour, leading to an increase in positive affect and outlook on life.

Moreover, an income below €10,000 significantly results in lower perceived value, price fairness, and customer satisfaction with purchasing football game tickets compared to an income of €50,000 to €79,999. This could be because the same total price is a larger proportion of the buyer's income. Surprisingly, on the other hand, having such an income results in lower frustration levels than having an income of €50,000 to €79,999.

Table 4.5: OLS Regression results of the estimated effect of Perceived Value, Price Fairness, Customer Frustration, Customer Satisfaction and purchase Intension

Variables	Perceived value (1)	Price Fairness (2)	Customer Frustration (3)	Customer Satisfaction (4)	Purchase Intention (5)
PP	-0.625** (0.264)	-0.336 (0.260)	0.363 (0.225)	-0.324 (0.251)	-0.367 (0.304)
Male	-0.381 (0.294)	-0.425 (0.344)	0.067 (0.342)	-0.262 (0.316)	-0.046 (0.331)
Age					
< 18	2.498*** (0.727)	1.637 (0.990)	0.427 (0.873)	0.509 (0.826)	2.204*** (0.778)
18 – 24	1.111* (0.566)	1.295* (0.693)	0.421 (0.638)	0.136 (0.571)	1.375*** (0.515)
25 – 34	1.351** (0.573)	1.304* (0.758)	-0.007 (0.635)	-0.253 (0.551)	1.290** (0.553)
45 – 54	0.622 (0.489)	0.007 (0.646)	-0.371 (0.609)	-0.134 (0.550)	0.996** (0.480)
55 – 64	0.139 (0.566)	-0.452 (0.765)	0.798 (0.727)	-0.569 (0.540)	0.267 (0.448)
65 – 74	-1.600* (0.959)	-2.298* (1.349)	0.339 (1.170)	-1.158 (1.122)	-1.775* (1.040)

	75 – 84	-1.882*** (0.602)	-0.727 (0.773)	1.877* (1.079)	-0.826 (0.597)	-2.497*** (0.528)
Education						
	Secondary School	0.526 (0.481)	0.829 (0.542)	0.165 (0.589)	0.322 (0.485)	-0.532 (0.506)
	HBO	0.051 (0.403)	0.066 (0.511)	0.333 (0.481)	-0.052 (0.385)	-0.282 (0.371)
	WO Bachelor	0.856** (0.360)	1.006* (0.508)	-0.047 (0.499)	0.214 (0.429)	-0.328 (0.353)
	WO Master	0.885** (0.443)	0.751 (0.586)	-0.452 (0.676)	0.476 (0.525)	-0.260 (0.518)
	Professional Degree	0.447 (0.378)	-0.175 (0.575)	0.373 (1.039)	0.155 (0.450)	-1.000** (0.404)
	Doctorate	-0.215 (0.496)	-1.837** (0.789)	-0.101 (0.624)	-0.943 (0.614)	-0.006 (0.500)
Employment						
	Parttime	0.052 (0.380)	-0.016 (0.456)	0.455 (0.487)	0.059 (0.366)	0.223 (0.351)
	Job Searching	-0.459 (0.582)	-0.782 (0.647)	1.127 (0.680)	-0.033 (0.692)	0.032 (0.505)
	Job Desireless	-0.090 (0.514)	-0.363 (0.605)	0.792 (0.701)	-0.010 (0.509)	-0.029 (0.519)
	Retired	1.171** (0.519)	1.734*** (0.643)	-0.247 (0.903)	1.442*** (0.518)	1.242** (0.576)
Income (€)						
	< 10,000	-1.400** (0.629)	-1.642** (0.726)	-1.368* (0.707)	0.829 (0.726)	-0.621 (0.590)
	10,000 – 24,999	-0.526 (0.581)	-0.842 (0.718)	-1.274* (0.712)	1.184 (0.716)	0.036 (0.464)
	25,000 – 49,999	-1.318** (0.600)	-0.967 (0.762)	-0.982 (0.653)	1.066 (0.642)	-0.901 (0.541)
	75,000 – 99,999	0.094 (0.527)	0.671 (0.789)	-0.767 (0.616)	1.440** (0.625)	0.246 (0.420)
	100,000 – 149,999	0.574 (0.599)	1.602** (0.772)	-1.492** (0.740)	2.413*** (0.567)	1.637*** (0.445)
	≥ 150,000	-0.665 (0.580)	-0.446 (0.820)	0.258 (1.012)	1.027 (0.674)	0.305 (0.530)
	Refuse	-1.326* (0.694)	-0.563 (0.784)	-1.137 (0.839)	0.754 (0.832)	-0.712 (0.665)
	Constant	4.880*** (0.623)	4.583*** (0.881)	3.172*** (0.895)	3.899*** (0.746)	4.560*** (0.598)

Note. This table shows OLS regressions, in which the significance levels are represented by * $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$, with the corresponding standard deviation displayed in the parenthesis. Significant effects are additionally bolded.

4.6. Team Identification

Table 4.3 also displays the descriptive statistics of the five dependent variables with differentiation in having a favourite club. The results indicate that PP has higher perceived value, price fairness and customer satisfaction, and lower customer frustration and purchase

intention when not having a favourite team. This could be attributed to fans having emotional ties with their club and being more likely to buy another ticket in the future.

Furthermore, Table 4.6 illustrates the impact of PP, with TEAM ID used to distinguish the effect. Notably, when Eredivisie online ticket buyers had a favourite team, the effects of facing PP were significant and had consistent positive or negative effects on the reliable factors, in line with previous findings. On the other hand, Eredivisie customers who did not have a preferred team and encountered PP led to remarkable outcomes that were completely opposite. The impact on perceived value is statistically significant at a 5% level and is positive. This implies that implementing PP on Eredivisie ticket customers without a favourite team positively impacts perceived value. Likewise, the same holds for price fairness, as the effect is statistically significant and positive at a 5% level, indicating that these customers are more likely to agree on price fairness.

Moreover, they exhibit higher purchase intentions at a 10% significance level. However, once all the independent variables are included in the models, these effects maintain their original sign but are no longer statistically significant (*Table 4.8 - Appendix G*). On the other hand, as mentioned earlier, the signs also remain the same for the complete model with the scenario of TEAM ID. However, only the effect on perceived value ($p < 0.01$), price fairness ($p < 0.05$), and purchase intention ($p < 0.10$) are significant (*Table 4.7 - Appendix G*).

Lastly, an analysis tried to assess reaction variations across different Eredivisie clubs. However, the number of observations for each club was disproportionate and low, making significant comparisons impossible. For instance, the number of fans with PP and AIP for Ajax was respectively 19 and 18, while Feyenoord had 7 with PP and 10 with AIP. Despite this limitation, the mean values of the five dependent variables were examined, but no noteworthy differences were found.

Table 4.6: OLS Regression results of the estimated effect of PP in a scenario with TEAM ID and NO TEAM ID

	Perceived value (1)	Price Fairness (2)	Customer Frustration (3)	Customer Satisfaction (4)	Purchase Intention (5)
PP					
TEAM ID (N = 77)	-0.896*** (0.231)	-0.516* (0.264)	0.516** (0.252)	-0.553** (0.222)	-0.562** (0.239)
NO TEAM ID (N = 24)	1.051** (0.436)	1.200** (0.516)	-0.136 (0.455)	0.497 (0.497)	0.963* (0.539)

Note. The following table presents the OLS regressions of the independent variable PP on various dependent variables in two distinct scenarios, based on having a preferred team or not. Furthermore, the significance levels are represented by * $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$, with the corresponding standard deviation displayed in the parenthesis. Significant effects are additionally bolded.

5. Conclusion

5.1. Discussion

This thesis investigated the impact of PP, splitting up the total price into a significantly large base price and one or more relatively smaller surcharges. Whereas the usage of PP in the Eredivisie is not common, clubs face the challenge of (prospective) decreasing ticket sales revenue. Innovative developing live stream technology and high inflation may cause reduced spending on matches, which could negatively impact sales. However, by investigating the impact of PP on consumers, it is possible to determine if its implementation can result in more occupied stadiums and optimise sales. This impact was investigated through the research question about to what extent partitioned pricing does influence the (current) behaviour of consumers buying Eredivisie tickets online and their purchase intention. This research question was split up into seven different sub-research questions.

The first sub-research question was about the differences between PP versus AIP in reacting and processing. The literature offers various theoretical models regarding consumers' psychological coping mechanisms regarding PP (Voester et al., 2017). Consumers could firstly anchor on the base price and insufficiently correct for the added surcharges or can perform a perceived cost-benefit analysis in their mind. Several cognitive strategies, with varying degrees of effort, can be utilised to judge the perception of costs and benefits. Furthermore, according to the prospect theory and corresponding integration of the loss principle, partitioning a price creates multiple losses, which are combined worse than seeing and paying the same full price. Lastly, the attribution theory states that consumers' response to PP depends on their assessment.

The first hypothesis states that PP in the Eredivisie would result in higher total cost underestimation. Through anchoring and insufficiently adjusting or mental laziness in perceived cost-benefit analyses, people can ignore the surcharge or perceive them as lower than it actually is. Therefore, this could increase perceived value. The results of this study indicate that customers of Eredivisie who encounter PP tend to underestimate the total cost significantly. A surcharge of 10% results in an average underestimation of 3.20%, while there is no difference for AIP. This finding confirms that the first hypothesis can be accepted. This is in line with the general studies of Kim (2006), Lee & Han (2002) and Morwitz et al. (1998) but also with the sport-related study of Marquez et al. (2022)

As mentioned, underestimation of total cost could reduce mental perceived cost. Consequently, it can increase the total perceived value. According to the literature, a small surcharge of 5-10% can also lead to adjusting insufficiently because it is a minority compared to the base price. Furthermore, since it is uncommon in the Eredivisie and these tickets are

significantly lower than in other sports leagues, the second hypothesis stated that perceived value would be higher in a PP situation than in AIP. However, the underestimated total cost did not lead to a higher perceived value among Eredivisie consumers. This study revealed a significant negative effect of PP on Eredivisie consumers' perception of value. Therefore, the second hypothesis is rejected, which reinforces the salience of the results of Marquez et al. (2022). They also stated the same hypothesis but rejected it. Furthermore, it explains why sports consumers prefer AIP over PP (Hayduk et al., 2021) (Popp et al., 2022) (Won & Shapiro, 2021).

The third hypothesis stated that price fairness would be lower for PP than AIP. Sub-research question 3 namely examined the difference in literature within this context. Hayduk et al. (2021) found a significant negative effect of PP on price fairness in the online purchasing process. Eredivisie clubs advertise the base price but add a fee during payment. This creates a sense of unfairness. However, this study found a non-significant negative effect on price fairness, making rejecting or accepting the third hypothesis impossible.

The fourth hypothesis stated that customer frustration would be higher through PP. The frustration model of Stauss et al. (2005) is applied to the context of the Eredivisie. However, since the advertised ticket price and total price differ negatively, this will create frustration. Nevertheless, the same applies here since this study found a positive but non-significant effect. Won & Shapiro (2021) suggested that consumers can become frustrated when the surcharge is added unexpectedly in the online ticket market for sports matches, but this remains unclear.

In addition, the fifth research question showed that the boundary between customer satisfaction and frustration is quite thin, with satisfaction being the judgement of multiple (unexpected) experiences. It is about two stimuli: the reference and the outcome, for PP, respectively, the base price and total price. Consumers can overlook a surcharge, making the outcome of PP lower than AIP. Therefore, hypothesis five states that PP relatively creates a higher degree of customer satisfaction. However, the founded effect on this variable was negative but again non-significant. Consequently, the fact that perceived value, for which a significant negative effect was found in this study, mediated the relationship between perceived value and other variables in the sports context (Byon et al., 2013) (Murray & Howat, 2002) cannot be verified.

The sixth sub-research question was about the difference in purchase intention between AIP and PP. The literature showed that perceived value mediated several variables and purchase intention. As a result, the informational effect should logically dominate the sacrifice effect (Völckner et al., 2012). Eredivisie consumers, namely, like to watch matches. Therefore, hypothesis 6 suggested that purchase intention would be higher with PP. However,

a negative effect, but non-significant, was found. Therefore, the formulated hypotheses cannot be confirmed or rejected.

Finally, this study analysed the impact of PP on five dependent variables while considering the distinction between individuals with and without a preferred team. The seventh sub-research question described this topic. Sports consumers with a strong team band are likely to pay more (Drayer & Shapiro, 2011), which could make the addition of a relatively small surcharge not a problem, especially when they ignore or overlook them. Sport elicits also are less price-elastic Kwon et al. (2007).

When analysing a model with only the dependent variable PP, including a preferred Eredivisie team produced similar results as previously mentioned but were each significant. However, when all control variables were incorporated, the significant negative impacts on perceived value, price fairness, and purchase intention only remained. On the other hand, more interestingly, when looking at Eredivisie consumers who do not have a favourite team, PP creates a significantly higher perception of value, price fairness and purchase intentions. Nevertheless, these effects become insignificant when again including all controlling variables, but the sign remains.

Additionally, this study found that age plays a significant role in perceptions of value and purchase intention within the context of the Eredivisie. People up to 34 years old and older than 65 experienced respectively a significantly higher and lower perceived value and purchase intention compared to people aged between 35 and 44. One possible explanation is that younger individuals are more accustomed to online shopping. Furthermore, being retired, compared to MBO, results in significantly higher perceived value, purchase intention, price fairness and customer satisfaction. It could be that individuals no longer have to engage in labour, leading to an increase in positive affect and outlook on life.

5.2. Managerial and Social Implications

The findings of this research have important implications for Eredivisie managers and pricing strategists regarding the strategies of PP. It is crucial to realise the impact of partitioned pricing on aspects such as perceived value, price fairness, customer satisfaction, frustration, and purchase intention. This knowledge can help in making grounded decisions and enhancing the customer experience.

The study indicates that partitioning a football match's price significantly negatively affects how customers perceive its value. Therefore, Eredivisie managers should be careful when implementing PP strategies to avoid diminishing the customer's perception of the worth of the game they are receiving. Furthermore, Eredivisie online ticket buyers tend to underestimate the total price on average with PP. This underlines the essence of encouraging pricing

transparency to provide consumers with complete information about the total cost of an Eredivisie ticket. By using transparent and comprehensive pricing information, clubs can increase consumer trust and decrease the possibility of misinterpretations or frustrations connected to pricing practices.

Nevertheless, suppose Eredivisie clubs opt to use PP. In that case, it is advisable to explicitly state that surcharges, such as a service fee, will be levied when purchasing tickets. This step enhances price transparency and may offset the negative impact of perceived value. However, to be sure about this, Eredivisie managers and pricing strategists should constantly monitor sales data, conduct price sensitivity analyses and gather customer feedback to obtain valuable insights.

Lastly, the results of this study indicate using technologies for price differentiation. The first model found a significant positive effect on perceived value, price fairness and purchase intention with PP for non-fan spectators. By differentiating prices based on being a fan, revenue can be enhanced efficiently and effectively.

5.3. Limitations

Nonetheless, it is important to note that the study has certain limitations. Firstly, purchasing a ticket for an Eredivisie match was only simulated, thereby not requiring actual monetary expenditure. This, in turn, undermines the sacrifice effect of price (Völckner et al., 2012), ultimately negatively impacting the study's external validity and reducing the study's generalisability to the Eredivisie. Furthermore, this study used OLS regressions, typically applied to continuous and normally distributed data. However, a Likert scale was used in this study to gauge the level of agreement. Because this scale has limit values of 1 and 7, the data is not continuous and lacks a normal distribution.

Also, this study used a combination of convenience and snowball sampling, aka non-probability sampling, to distribute the survey. This manner of sampling negatively impacts both external and internal validity. On the one hand, it reduces this study's external validity because this sampling results in a not random selected sample. This could lead to the availability of a significant form of sampling bias. Moreover, some sample characteristics could be under or overrepresented, making it not generalisable to the real world. As mentioned in the comparison of the sample towards the corresponding population, there is a low percentage of individuals aged 35-55 and 56 and above in this study. To mitigate this under- or over-representation, increasing the number of respondents is recommended. However, this survey's sample size was limited to only 101 usable respondents, which is also a limitation.

5.4. Recommendations for Future Research

One suggestion would be to conduct the same study using probability sampling to gather respondents. Some external companies offer this service, where respondents are selected based on their representation in the population for a fee. Another recommendation is to investigate the causes of the effects this study identified. First, the reasons why a lower perceived value results from the underestimating of total cost. Besides, the interesting positive impact of not having a favourite team on the perception of value, price fairness and purchase intentions can be further examined. These effects are significant in the model without the combining variables but become non-significant with these. By creating a more representative sample, this could help to ensure clarity of the significance of this effect. Furthermore, there could also be some follow-up studies on the clear differences in the effect of PP on customer satisfaction and frustration. As shown in the academic literature, these terms overlap in some way.

Finally, future research could contribute to the degree of different responses to PP between clubs within the Eredivisie. For instance, Feyenoord fans are known for their ruggedness and heavy fanaticism, which give them a stronger home advantage than Ajax. Most of their fans namely are more calm and eloquent. Therefore, the level of experienced emotions is higher at Feyenoord than Ajax, especially with home games. This potentially could lead to significant reactions to PP between fans of Eredivisie clubs.

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7. Appendix

Appendix A: Survey Questionnaire

Section 1: Pre-simulation

Dear Sir/Madam,

Thank you for taking the time to participate in this survey. Your input is greatly appreciated! I am currently conducting research on online ticket sales of soccer matches in the Eredivisie for my Bachelor thesis. As part of this research, you will be asked to buy a ticket for a yet-to-be-named soccer match in a simulation after clicking through. Although payment is **not required**, it is important to approach the situation as if you **were willing to** make a payment.

Your responses will be completely anonymous and deleted immediately after processing and analysis.

If you have any inquiries or feedback or encounter any issues, please do not hesitate to contact me at the following email address: 582160jk@eur.nl

P.S.: This survey contains credits to get free survey responses at **SurveySwap.io** and **SurveyCircle**

Social-demographical questions

Q1 Which gender do you identify with?

- Man Woman I would like to introduce myself as: _____ Prefer not to say

Q2 What is your age?

- < 18 18 – 24 25 – 34 35 – 44 45 – 54
 55 – 64 65 – 74 74 – 84 ≥ 85

Q3 What is the highest level of education you have attained or the highest degree you have obtained?

- Primary school (basisschool) Secondary school (middelbare school) MBO HBO
 WO Bachelor WO Master Professional degree Doctorate

Q4 Which of the following categories best describes your employment situation?

- | | | |
|---|--|--|
| <input type="radio"/> Job, employed 1-39 hours per week | <input type="radio"/> Job, working 40 hours or more per week | <input type="radio"/> No job, looking for work |
| <input type="radio"/> No job, NOT looking for work | <input type="radio"/> Retired | <input type="radio"/> Disabled, unable to work |

Q5 Which of the following options best describes your personal total gross income for last year (2022)? (Bruto inkomen 2022)

- | | | | |
|---|---|---|--|
| <input type="radio"/> < €10,000 | <input type="radio"/> €10,000 - €24,999 | <input type="radio"/> €25,000 - €49,999 | <input type="radio"/> €50,000 - €74,999 |
| <input type="radio"/> €75,000 - €99,999 | <input type="radio"/> €100,000 - €149,999 | <input type="radio"/> €150,000 or more | <input type="radio"/> I prefer not to say that |

Q8 Before accessing the online simulation, please answer the following question: Do you have any interest in football?

- | | |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
|---------------------------|--------------------------|

Displayed Questions towards football enthusiasm (Q8 = Yes)

Q218 Do you have a favourite football club in the Eredivisie?

- | | |
|---------------------------|--------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No |
|---------------------------|--------------------------|

Displayed Questions towards no interest (Q8 = No)

Q12 You have indicated that you do not have any interest in football. Please rate the degree to which the following statements contribute to your lack of interest (Likert scale from 1 (Strongly disagree) – 7 (Strongly agree)).

- I prefer sports other than football
- The rude and disrespectful behaviour of fans prevents me from enjoying the experience
- I find the sport of football in itself too violent
- It is a waste of my money
- It is a waste of my time
- I think (some) soccer players behave childishly
- I do not like football due to the misogynistic views
- I do not like football due to the structural racism
- Too much money going around in the soccer world
- I do not understand the rules of the game of football

- I do not like the fact that there is a gender inequality issue between men and women within the football world

*Q10 Please select your favourite football club from the Eredivisie. If you do **not** have a preferred team, feel free to choose the one that is most **familiar** to you.*

- | | | | |
|--|---------------------------------------|---|-------------------------------------|
| <input type="radio"/> AFC Ajax | <input type="radio"/> AZ Alkmaar | <input type="radio"/> Excelsior Rotterdam | <input type="radio"/> FC Emmen |
| <input type="radio"/> FC Groningen | <input type="radio"/> FC Twente | <input type="radio"/> FC Utrecht | <input type="radio"/> FC Volendam |
| <input type="radio"/> Feyenoord | <input type="radio"/> Fortuna Sittard | <input type="radio"/> Go Ahead Eagles | <input type="radio"/> NEC Nijmegen |
| <input type="radio"/> PSV | <input type="radio"/> RKC Waalwijk | <input type="radio"/> SC Cambuur | <input type="radio"/> SC Heerenveen |
| <input type="radio"/> Sparta Rotterdam | <input type="radio"/> Vitesse | | |

Q11 On average, how often do you usually watch football matches in attendance at a stadium or ground?

- | | | | |
|-----------------------------|---|--|---------------------------------------|
| <input type="radio"/> Never | <input type="radio"/> Less than monthly | <input type="radio"/> At least monthly | <input type="radio"/> At least weakly |
|-----------------------------|---|--|---------------------------------------|

Section 2: Simulation buying process

QXXX *Imagine you want to purchase a ticket for your **favourite team (Q10)** – Ajax / Feyenoord match. You can choose from three different categories of seats displayed in the stadium picture. Simply select the seat of your choice and proceed to the payment page.*

QXXX *Please select your preferred location:*

- | | | |
|--|---|---|
| <input type="radio"/> High-Quality seat - €X,- | <input type="radio"/> Average-Quality seat - €X,- | <input type="radio"/> Low-Quality seat - €X,- |
|--|---|---|

QXXX *If you wish to select a different seat, simply navigate back to the previous page and make a new choice by clicking on the "back arrow." Otherwise, please proceed to the next page. (by clicking on the 'forward arrow' / doorklikken aub!)*

Section 3: Questions after simulation

Q228 *Recall the amount (€) you had to pay according to the shopping cart and type it in below:*

Q59 - Perceived Value

*Please indicate your level of agreement with the statements below using a scale of 1 to 7, with 1 representing **strongly disagree** and 7 representing **strongly agree**.*

- Buying the football ticket is worth the money
- The football ticket is a good buy
- The football ticket is reasonable priced

Q59 - Price Fairness

*Please indicate your level of agreement with the statements below using a scale of 1 to 7, with 1 representing **strongly disagree** and 7 representing **strongly agree***

- The price of the ticket is fair
- The price of the ticket is acceptable
- The price of the ticket is reasonable

Q59 - Customer Frustration

*Please indicate your level of agreement with the statements below using a scale of 1 to 7, with 1 representing **strongly disagree** and 7 representing **strongly agree***

- I am frustrated about the pricing structure
- I am upset about the pricing structure
- I am feeling betrayed by the pricing structure
- I feel like the pricing structure has been misleading
- It feels like I am being taken advantage

Q59 - Customer Satisfaction

*Please indicate your level of agreement with the statements below using a scale of 1 to 7, with 1 representing **strongly disagree** and 7 representing **strongly agree***

- I am satisfied with the total amount I have to pay
- My feelings towards the buying process can be described as satisfied
- I feel good with the buying process
- I would recommend this webshop to other club fans for buying tickets

Q59 - Purchase intension

*Please indicate your level of agreement with the statements below using a scale of 1 to 7, with 1 representing **strongly disagree** and 7 representing **strongly agree***

- It is possible that I would consider purchasing this football ticket

- I am likely to purchase this ticket offer
- I am willing to purchase this ticket offer
- In the future, I would consider purchasing from this webshop again

Questions contributing to more research

Sporting Preferences

Please indicate your level of agreement with the statements below:

- I have a preferred sport(s) that I actively follow and enjoy.
- I have a preferred team(s) or league(s) that I support and follow closely.
- I am more likely to attend a sporting event if it features my favorite team(s) or athletes.
- The level of competition and skill displayed by the athletes is an important factor in my decision to attend a sporting event.
- The historical significance or rivalry associated with a sporting event increases its appeal to me.

Event Characteristics

Please indicate your level of agreement with the statements below:

- The overall performance of the team(s) greatly influences my decision to attend a sporting event.
- The quality of the venue (e.g., stadium, arena) is an important factor in my ticket-buying decision.
- The presence of special promotions or discounts greatly influences my decision to attend a sporting event.
- The availability of parking facilities and transportation options near the venue affects my decision to attend a sporting event.
- The variety of food and beverage options available at the venue enhances the overall experience for me.

Ticket Pricing Structure:

Please indicate your level of agreement with the statements below:

- I am willing to pay higher prices for premium seats or exclusive experiences at a sporting event.
- I consider the price of tickets as a primary factor when deciding whether to attend a sporting event.
- I am more likely to attend a sporting event if there are flexible pricing options, such as discounted tickets for certain sections or games.
- The value for money I receive from attending a sporting event factors into my willingness to pay for tickets.
- I believe that the pricing of tickets for sporting events should be based on the popularity and demand for the event.

Buying Behaviour:

Please indicate your level of agreement with the statements below:

- I frequently purchase tickets for sporting events in advance rather than on the day of the event.
- I prefer to purchase tickets directly from the official team/venue website or box office.
- I often rely on recommendations from friends, family, or online reviews when deciding to purchase tickets for a sporting event.
- The availability of convenient and user-friendly ticket purchasing platforms influences my decision to buy tickets online.
- I am more likely to purchase tickets for sporting events if there are flexible payment options or instalment plans available.

Competitor Analysis:

Please indicate your level of agreement with the statements below:

- I am aware of other sporting events or entertainment options that compete with the event I am interested in attending.
- The availability and pricing of tickets for alternative events affect my decision to attend a particular sporting event.
- I consider the overall entertainment value and unique features offered by competing events when choosing which sporting event to attend.
- I am willing to explore new sports or events if they provide a fresh and unique experience compared to more traditional options.
- The reputation and brand image of a sporting event or league influence my decision to attend that event over others.

Willingness to Travel:

Please indicate your level of agreement with the statements below:

- I am willing to travel long distances (e.g., out of my city, state, or country) to attend a sporting event.
- The proximity of the sporting event to my location is an important factor in my decision to attend.
- I would consider booking accommodation or making travel arrangements to attend a major sporting event.
- I am more likely to travel to attend a sporting event if it is part of a larger sports festival or tournament.
- I am willing to pay extra for transportation (e.g., flights, trains) to attend a sporting event that I am interested in.

Secondary Market Usage:

Please indicate your level of agreement with the statements below:

- I have purchased tickets through secondary markets (e.g., resale platforms) in the past.
- The availability of tickets on secondary markets affects my decision to attend a sporting event.
- I consider the prices offered on secondary markets when deciding to purchase tickets for a sporting event.
- The reliability and authenticity of tickets on secondary markets influence my willingness to use those platforms.
- I am willing to pay a premium price for tickets on secondary markets to secure my attendance at a highly anticipated sporting event.

Spending Habits

Please indicate your level of agreement with the statements below

- I have a dedicated budget for attending sporting events.
- I prioritize spending money on sporting event tickets over other leisure activities.
- I am willing to spend a significant portion of my disposable income on tickets for high-profile sporting events.
- I consider attending sporting events as an essential part of my entertainment and leisure expenditures.
- The value and experience I derive from attending sporting events justify the amount of money I spend on tickets.

Appendix B: Pricing Constructions

Table 3.1: Pricing Constructions of the Eredivisie clubs.

Eredivisie Club	High (€)	Medium (€)	Low (€)	Price Explanation
AFC Ajax, AZ Alkmaar, Feyenoord & PSV Eindhoven	90,-	60,-	45,-	These are all top performing compared to the rest, resulting in the same prices. Prices were based on Ajax tickets but had no top match premium (Supportersvereniging Ajax, 2023) ((Vak 420/421 Johan Crujff ArenA, 2015).
Excelsior Rotterdam	40,-	32,50	25,-	Price includes (unknown) top-match premium (Excelsior, 2023).
FC Emmen	30,-	26,40	22,20	Based on the website with the inclusion of a 20% top-match premium (FC Emmen, 2023).
FC Groningen	40,-	32,-	24,-	Prices based on two images: 1) Ticket for FC Groningen – FC Twente, section L for €32,- 2) Ticket for FC Groningen – Feyenoord, section O for €32,- Subsequently, ticket prices for high and low are determined using percentual price adjustments of their season ticket prices, 1.24 and 0.73 (FC Groningen, 2023).
FC Twente	50,-	40,-	32,50	Rival Ajax belongs to a type A match with its prices (FC Twente, n.d.).
FC Utrecht	42,-	34,-	29,-	Based on website information about a match against Ajax (FC Utrecht, 2022).
FC Volendam	47,50	35,-	22,50	Based on their website (FC Volendam, 2023)
FCS Fortuna	33,-	24,-	17,-	Based on their website (Fortuna Sittard, n.d.), with a top-match premium of €3,-.
Go Ahead Eagles	40,-	35,-	32,50	Based on their website (Go Ahead Eagles, 2021)m with a top-match premium of €10,-.
NEC Nijmegen	41,-	37,-	33,-	Based on their website (N.E.C. Nijmegen, 2023), with a top-match premium of €8,-.
RKC Waalwijk	37,50	35,-	30,-	Based on their website (RKC Waalwijk, 2022), with top-match premium ranging from €10-12,50,-.
SC Cambuur	29,-	25,-	23,-	Based on their website (SC Cambuur, 2022) with top-match premium ranging from €3-5-.
SC Heereveen	34,50	30,25	25,-	Based on their website (sc Heerenveen, n.d.) with a top-match premium of €6.
Sparta Rotterdam	35,-	30,-	25,-	Based on their website (Sparta Rotterdam, 2022), with a top-match premium of €7,50.
Vitesse Arnhem	45,-	35,-	25,-	Based their website (Supportersvereniging Vitesse, n.d.)

Note. This table illustrates the accountability of price calculations for the three-seat classes of each club.

Appendix C: Stadium Maps with Pricing Structures

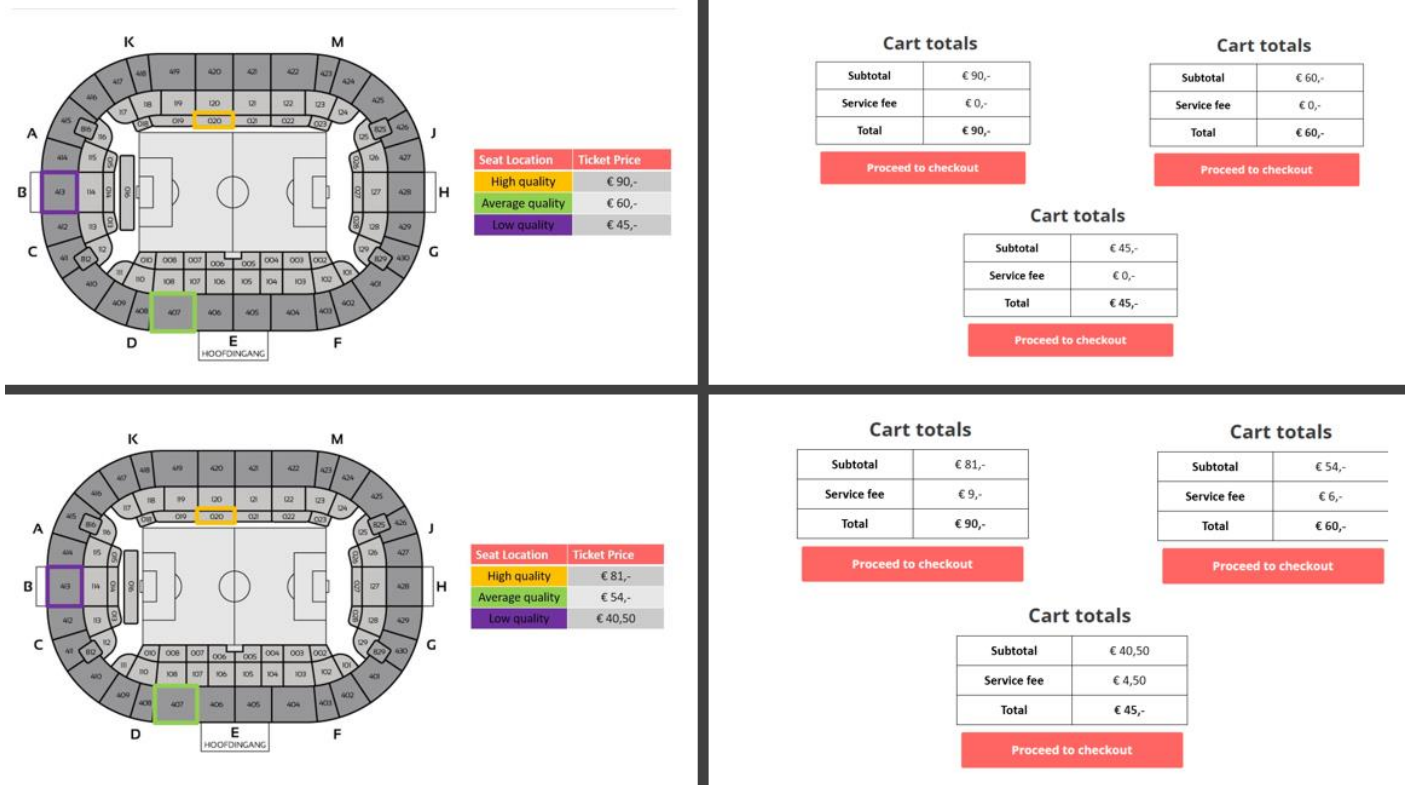


Figure 3.1 – Stadium Maps and Cart Totals of AFC Ajax for both AIP and PP



Figure 3.2 – Stadium Maps and Cart Totals of AZ Alkmaar for both AIP and PP



Seat Location	Ticket Price
High quality	€ 40,-
Average quality	€ 32,50
Low quality	€ 25,-

Cart totals	
Subtotal	€ 40,-
Service fee	€ 0,-
Total	€ 40,-

Proceed to checkout

Cart totals	
Subtotal	€ 32,50
Service fee	€ 0,-
Total	€ 32,50

Proceed to checkout

Cart totals	
Subtotal	€ 25,-
Service fee	€ 0,-
Total	€ 25,-

Proceed to checkout



Seat Location	Ticket Price
High quality	€ 36,-
Average quality	€ 29,25
Low quality	€ 22,50

Cart totals	
Subtotal	€ 36,-
Service fee	€ 4,-
Total	€ 40,-

Proceed to checkout

Cart totals	
Subtotal	€ 29,25
Service fee	€ 3,25
Total	€ 32,50

Proceed to checkout

Cart totals	
Subtotal	€ 22,50
Service fee	€ 2,50
Total	€ 25,-

Proceed to checkout

Figure 3.3 – Stadium Maps and Cart Totals of Excelsior Rotterdam for both AIP and PP



Seat Location	Ticket Price
High quality	€ 27,-
Average quality	€ 23,76
Low quality	€ 19,98

Cart totals	
Subtotal	€ 27,-
Service fee	€ 3,-
Total	€ 30,-

Proceed to checkout

Cart totals	
Subtotal	€ 23,76
Service fee	€ 2,64
Total	€ 26,40

Proceed to checkout

Cart totals	
Subtotal	€ 19,98
Service fee	€ 2,22
Total	€ 22,20

Proceed to checkout



Seat Location	Ticket Price
High quality	€ 30,-
Average quality	€ 26,40
Low quality	€ 22,20

Cart totals	
Subtotal	€ 30,-
Service fee	€ 0,-
Total	€ 30,-

Proceed to checkout

Cart totals	
Subtotal	€ 26,40
Service fee	€ 0,-
Total	€ 26,40

Proceed to checkout

Cart totals	
Subtotal	€ 22,20
Service fee	€ 0,-
Total	€ 22,20

Proceed to checkout

Figure 3.4 – Stadium Maps and Cart Totals of FC Emmen for both AIP and PP



Seat Location	Ticket Price
High quality	€ 40,-
Average quality	€ 32,-
Low quality	€ 24,-

Cart totals	
Subtotal	€ 40,-
Service fee	€ 0,-
Total	€ 40,-

Proceed to checkout

Cart totals	
Subtotal	€ 32,-
Service fee	€ 0,-
Total	€ 32,-

Proceed to checkout

Cart totals	
Subtotal	€ 24,-
Service fee	€ 0,-
Total	€ 24,-

Proceed to checkout



Seat Location	Ticket Price
High quality	€ 36,-
Average quality	€ 28,80
Low quality	€ 21,60

Cart totals	
Subtotal	€ 36,-
Service fee	€ 4,-
Total	€ 40,-

Proceed to checkout

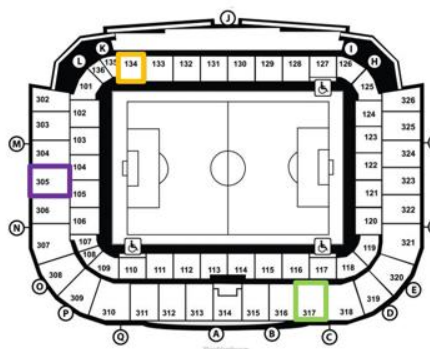
Cart totals	
Subtotal	€ 28,80
Service fee	€ 3,20
Total	€ 32,-

Proceed to checkout

Cart totals	
Subtotal	€ 21,60
Service fee	€ 2,40
Total	€ 24,-

Proceed to checkout

Figure 3.5 – Stadium Maps and Cart Totals of FC Groningen for both AIP and PP



Seat Location	Ticket Price
High quality	€ 45,-
Average quality	€ 36,-
Low quality	€ 29,25

Cart totals	
Subtotal	€ 45,-
Service fee	€ 5,-
Total	€ 50,-

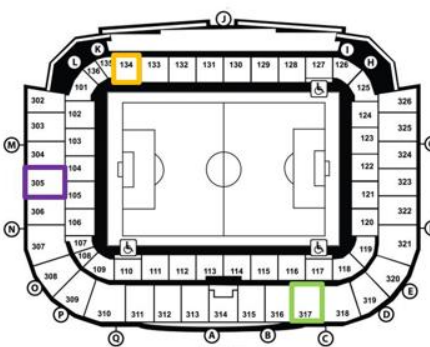
Proceed to checkout

Cart totals	
Subtotal	€ 36,-
Service fee	€ 4,-
Total	€ 40,-

Proceed to checkout

Cart totals	
Subtotal	€ 29,25
Service fee	€ 3,25
Total	€ 32,50

Proceed to checkout



Seat Location	Ticket Price
High quality	€ 50,-
Average quality	€ 40,-
Low quality	€ 32,50

Cart totals	
Subtotal	€ 50,-
Service fee	€ 0,-
Total	€ 50,-

Proceed to checkout

Cart totals	
Subtotal	€ 40,-
Service fee	€ 0,-
Total	€ 40,-

Proceed to checkout

Cart totals	
Subtotal	€ 32,50
Service fee	€ 0,-
Total	€ 32,50

Proceed to checkout

Figure 3.6 – Stadium Maps and Cart Totals of FC Twente for both AIP and PP



Cart totals	
Subtotal	€ 42,-
Service fee	€ 0,-
Total	€ 42,-

Cart totals	
Subtotal	€ 34,-
Service fee	€ 0,-
Total	€ 34,-

Cart totals	
Subtotal	€ 29,-
Service fee	€ 0,-
Total	€ 29,-



Cart totals	
Subtotal	€ 37,80
Service fee	€ 4,20
Total	€ 42,-

Cart totals	
Subtotal	€ 30,60
Service fee	€ 3,40
Total	€ 34,-

Cart totals	
Subtotal	€ 26,10
Service fee	€ 2,90
Total	€ 29,-

Figure 3.7 – Stadium Maps and Cart Totals of FC Utrecht for both AIP and PP



Cart totals	
Subtotal	€ 42,75
Service fee	€ 4,75
Total	€ 47,50

Cart totals	
Subtotal	€ 31,50
Service fee	€ 3,50
Total	€ 35,-

Cart totals	
Subtotal	€ 20,25
Service fee	€ 2,25
Total	€ 22,50



Cart totals	
Subtotal	€ 47,50
Service fee	€ 0,-
Total	€ 47,50

Cart totals	
Subtotal	€ 35,-
Service fee	€ 0,-
Total	€ 35,-

Cart totals	
Subtotal	€ 22,50
Service fee	€ 0,-
Total	€ 22,50

Figure 3.8 – Stadium Maps and Cart Totals of FC Volendam for both AIP and PP



Cart totals	
Subtotal	€ 29,70
Service fee	€ 3,30
Total	€ 33,-

Proceed to checkout

Cart totals	
Subtotal	€ 21,60
Service fee	€ 2,40
Total	€ 24,-

Proceed to checkout

Cart totals	
Subtotal	€ 15,30
Service fee	€ 1,70
Total	€ 17,-

Proceed to checkout



Cart totals	
Subtotal	€ 33,-
Service fee	€ 0,-
Total	€ 33,-

Proceed to checkout

Cart totals	
Subtotal	€ 24,-
Service fee	€ 0,-
Total	€ 24,-

Proceed to checkout

Cart totals	
Subtotal	€ 17,-
Service fee	€ 0,-
Total	€ 17,-

Proceed to checkout

Figure 3.9 – Stadium Maps and Cart Totals of Fortuna Sittard for both AIP and PP



Cart totals	
Subtotal	€ 90,-
Service fee	€ 0,-
Total	€ 90,-

Proceed to checkout

Cart totals	
Subtotal	€ 60,-
Service fee	€ 0,-
Total	€ 60,-

Proceed to checkout

Cart totals	
Subtotal	€ 45,-
Service fee	€ 0,-
Total	€ 45,-

Proceed to checkout



Cart totals	
Subtotal	€ 81,-
Service fee	€ 9,-
Total	€ 90,-

Proceed to checkout

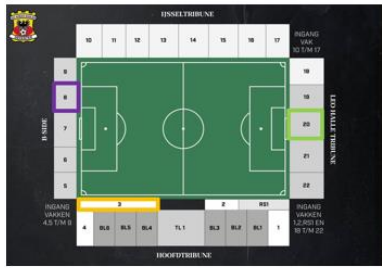
Cart totals	
Subtotal	€ 54,-
Service fee	€ 6,-
Total	€ 60,-

Proceed to checkout

Cart totals	
Subtotal	€ 40,50
Service fee	€ 4,50
Total	€ 45,-

Proceed to checkout

Figure 3.10 – Stadium Maps and Cart Totals of Feyenoord for both AIP and PP



Seat Location	Ticket Price
High quality	€ 40,-
Average quality	€ 35,-
Low quality	€ 32,50

Cart totals	
Subtotal	€ 40,-
Service fee	€ 0,-
Total	€ 40,-

Proceed to checkout

Cart totals	
Subtotal	€ 35,-
Service fee	€ 0,-
Total	€ 35,-

Proceed to checkout

Cart totals	
Subtotal	€ 32,50
Service fee	€ 0,-
Total	€ 32,50

Proceed to checkout



Seat Location	Ticket Price
High quality	€ 36,-
Average quality	€ 31,50
Low quality	€ 29,25

Cart totals	
Subtotal	€ 36,-
Service fee	€ 4,-
Total	€ 40,-

Proceed to checkout

Cart totals	
Subtotal	€ 31,50
Service fee	€ 3,50
Total	€ 35,-

Proceed to checkout

Cart totals	
Subtotal	€ 29,25
Service fee	€ 3,25
Total	€ 32,50

Proceed to checkout

Figure 3.11 – Stadium Maps and Cart Totals of Go Ahead Eagles for both AIP and PP



Seat Location	Ticket Price
High quality	€ 41,-
Average quality	€ 37,-
Low quality	€ 33,-

Cart totals	
Subtotal	€ 41,-
Service fee	€ 0,-
Total	€ 41,-

Proceed to checkout

Cart totals	
Subtotal	€ 37,-
Service fee	€ 0,-
Total	€ 37,-

Proceed to checkout

Cart totals	
Subtotal	€ 33,-
Service fee	€ 0,-
Total	€ 33,-

Proceed to checkout



Seat Location	Ticket Price
High quality	€ 36,90
Average quality	€ 33,30
Low quality	€ 29,70

Cart totals	
Subtotal	€ 36,90
Service fee	€ 4,10
Total	€ 41,-

Proceed to checkout

Cart totals	
Subtotal	€ 33,30
Service fee	€ 3,70
Total	€ 37,-

Proceed to checkout

Cart totals	
Subtotal	€ 29,70
Service fee	€ 3,30
Total	€ 33,-

Proceed to checkout

Figure 3.12 – Stadium Maps and Cart Totals of NEC Nijmegen for both AIP and PP



Cart totals	
Subtotal	€ 29,-
Service fee	€ 0,-
Total	€ 29,-

Proceed to checkout

Cart totals	
Subtotal	€ 25,-
Service fee	€ 0,-
Total	€ 25,-

Proceed to checkout

Cart totals	
Subtotal	€ 23,-
Service fee	€ 0,-
Total	€ 23,-

Proceed to checkout



Cart totals	
Subtotal	€ 26,10
Service fee	€ 2,90
Total	€ 29,-

Proceed to checkout

Cart totals	
Subtotal	€ 22,50
Service fee	€ 2,50
Total	€ 25,-

Proceed to checkout

Cart totals	
Subtotal	€ 20,70
Service fee	€ 2,30
Total	€ 23,-

Proceed to checkout

Figure 3.15 – Stadium Maps and Cart Totals of SC Cambuur for both AIP and PP



Cart totals	
Subtotal	€ 31,05
Service fee	€ 3,45
Total	€ 34,50

Proceed to checkout

Cart totals	
Subtotal	€ 27,22
Service fee	€ 3,03
Total	€ 30,25

Proceed to checkout

Cart totals	
Subtotal	€ 22,50
Service fee	€ 2,50
Total	€ 25,-

Proceed to checkout



Cart totals	
Subtotal	€ 30,-
Service fee	€ 0,-
Total	€ 34,50

Proceed to checkout

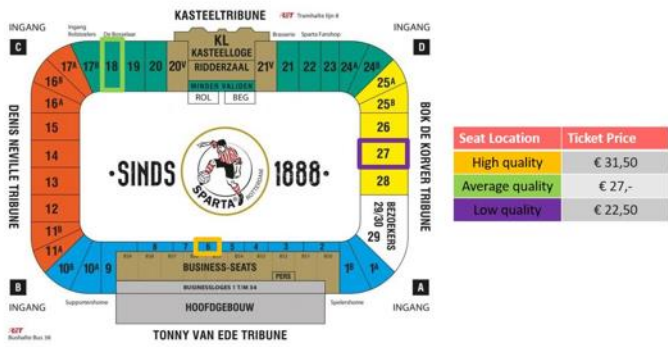
Cart totals	
Subtotal	€ 30,25
Service fee	€ 0,-
Total	€ 30,25

Proceed to checkout

Cart totals	
Subtotal	€ 25,-
Service fee	€ 0,-
Total	€ 25,-

Proceed to checkout

Figure 3.16 – Stadium Maps and Cart Totals of SC Heerenveen for both AIP and PP



Cart totals	
Subtotal	€ 31,50
Service fee	€ 3,50
Total	€ 35,-

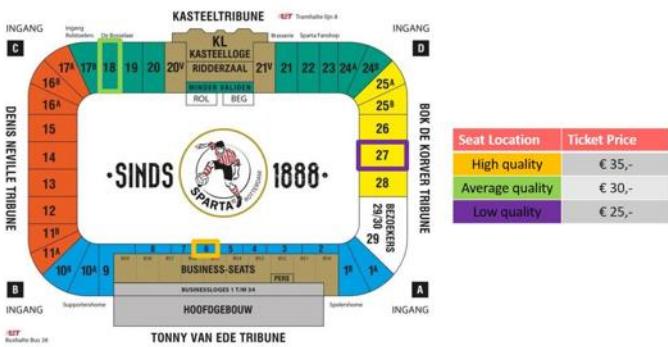
Proceed to checkout

Cart totals	
Subtotal	€ 27,-
Service fee	€ 3,-
Total	€ 30,-

Proceed to checkout

Cart totals	
Subtotal	€ 22,50
Service fee	€ 2,50
Total	€ 25,-

Proceed to checkout



Cart totals	
Subtotal	€ 35,-
Service fee	€ 0,-
Total	€ 35,-

Proceed to checkout

Cart totals	
Subtotal	€ 30,-
Service fee	€ 0,-
Total	€ 30,-

Proceed to checkout

Cart totals	
Subtotal	€ 25,-
Service fee	€ 0,-
Total	€ 25,-

Proceed to checkout

Figure 3.17 – Stadium Maps and Cart Totals of Sparta Rotterdam for both AIP and PP



Cart totals	
Subtotal	€ 45,-
Service fee	€ 0,-
Total	€ 45,-

Proceed to checkout

Cart totals	
Subtotal	€ 35,-
Service fee	€ 0,-
Total	€ 35,-

Proceed to checkout

Cart totals	
Subtotal	€ 25,-
Service fee	€ 0,-
Total	€ 25,-

Proceed to checkout



Cart totals	
Subtotal	€ 40,50
Service fee	€ 4,50
Total	€ 45,00

Proceed to checkout

Cart totals	
Subtotal	€ 31,50
Service fee	€ 3,50
Total	€ 35,-

Proceed to checkout

Cart totals	
Subtotal	€ 22,50
Service fee	€ 2,50
Total	€ 25,-

Proceed to checkout

Figure 3.18 – Stadium Maps and Cart Totals of Vitesse for both AIP and PP

Appendix D: Charts of Social-Demographical Variables

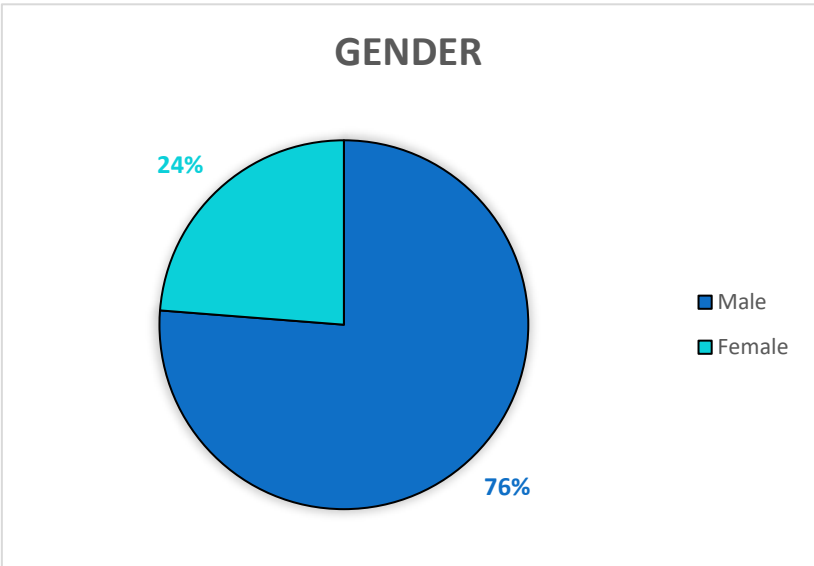


Figure 4.1 – Distribution of Men and Women of participants

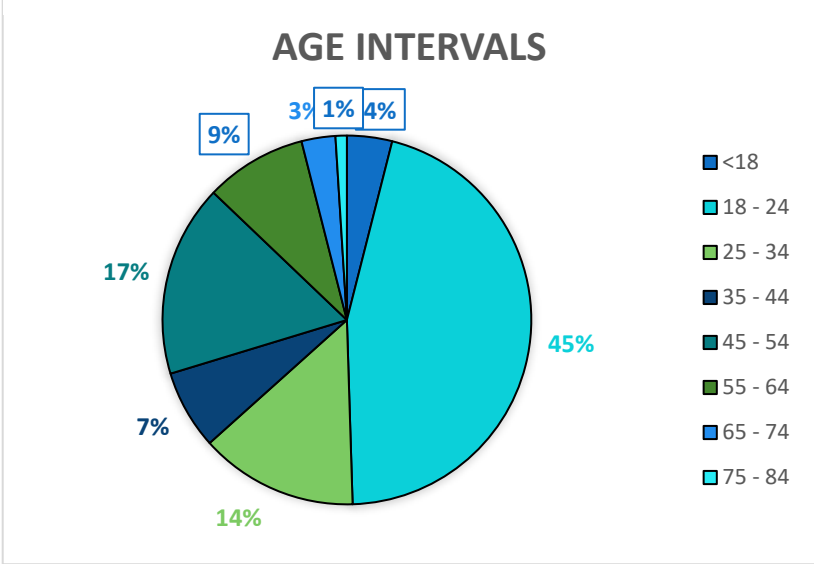


Figure 4.2 – Distribution of Age Intervals of participants

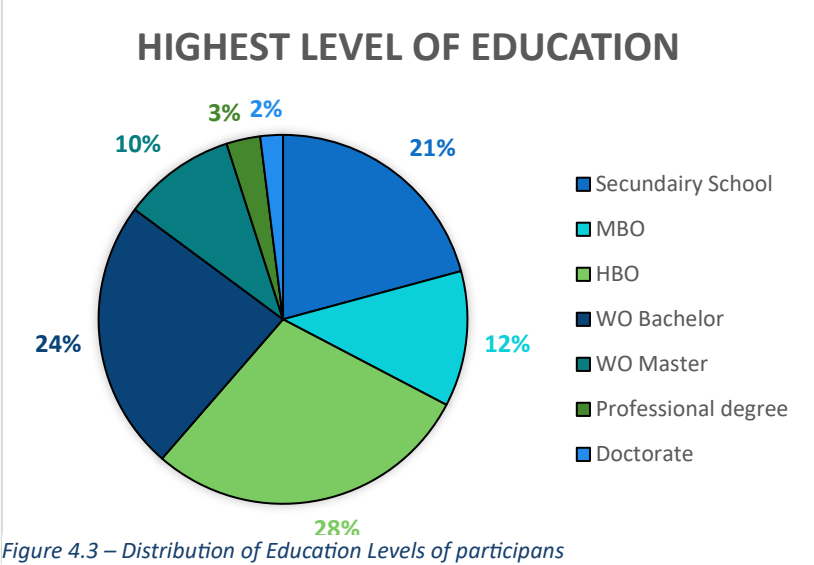


Figure 4.3 – Distribution of Education Levels of participants

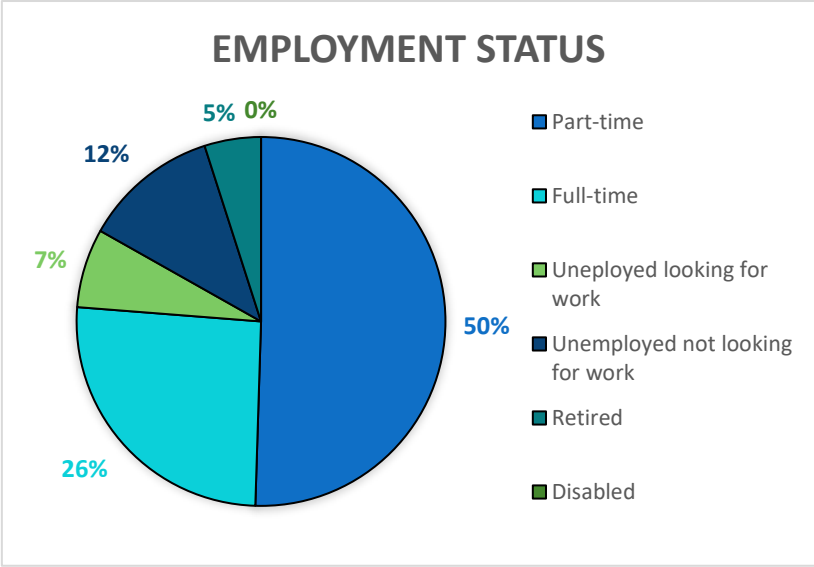


Figure 4.4 – Distribution of Employment Status of participant

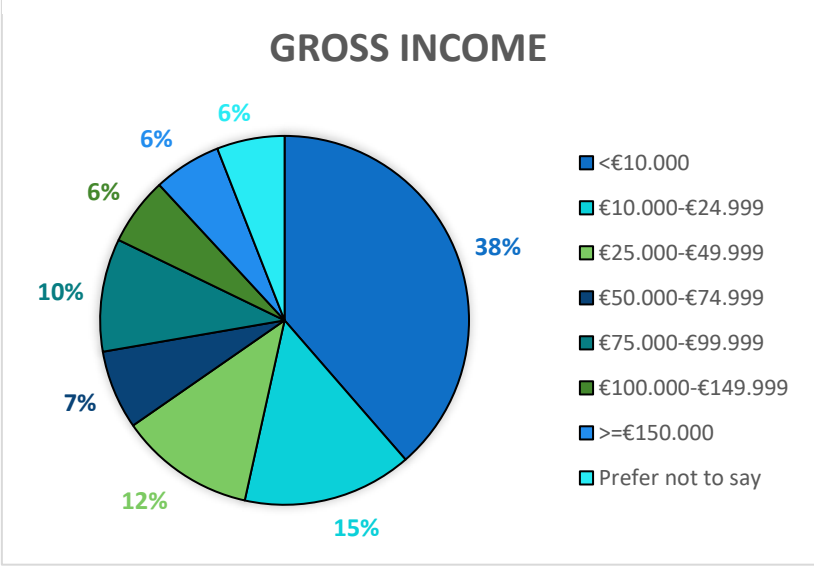


Figure 4.5 – Distribution of Gross Income of participants

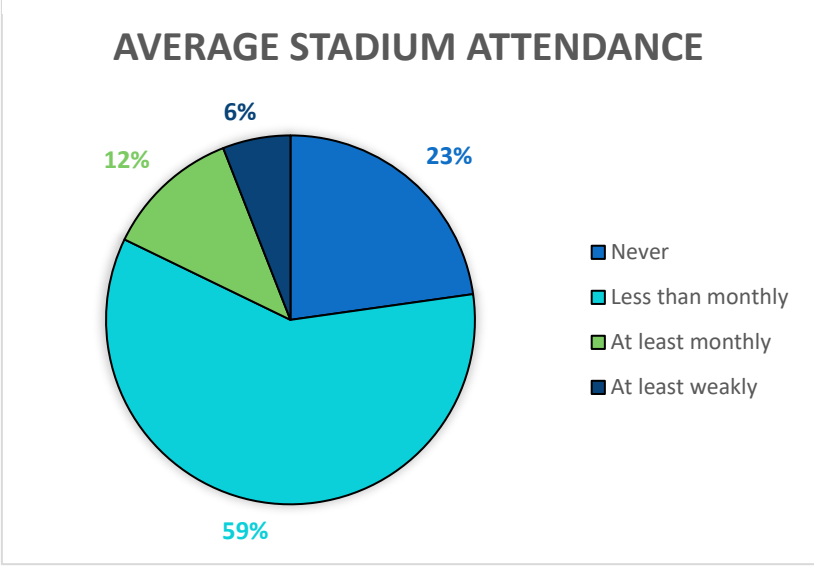


Figure 4.6 – Distribution of Average Stadium Attendance Levels of participants

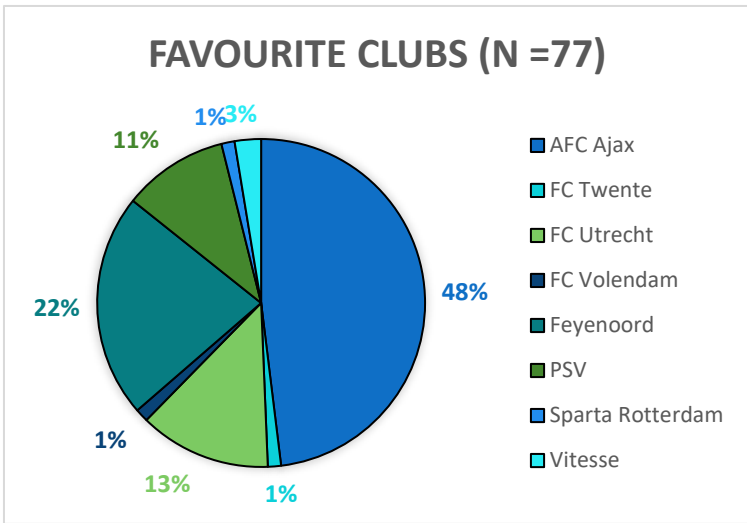


Figure 4.7 – Distribution of Favourite Clubs of participants who indicated to have a favourite team and where interested in football.

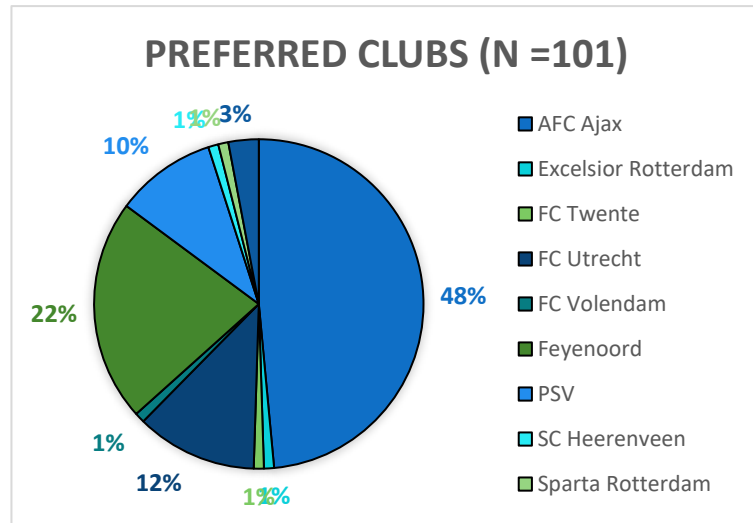


Figure 4.8 – Distribution of Preferred Clubs of participants for all participants who were interested in football.

Factors of Disinterest in Football

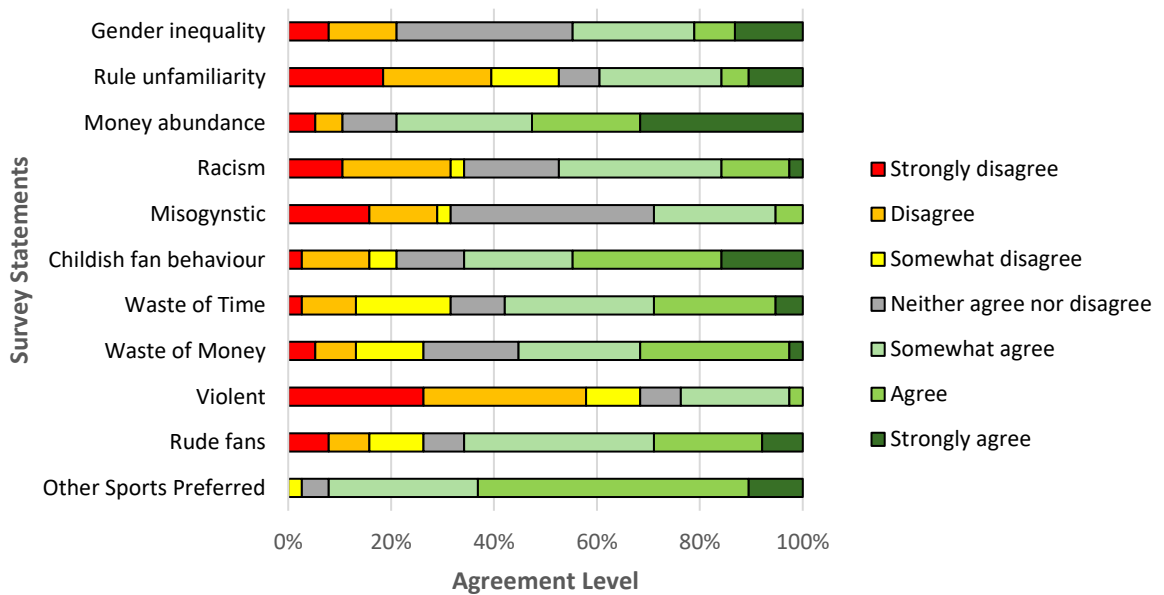


Figure 4.9 – A 100% stacked bar chart of the degree of agreement on the different survey statements regarding the eleven Factors of Disinterest in Football.

Appendix E: Inquires Follow-Up Studies

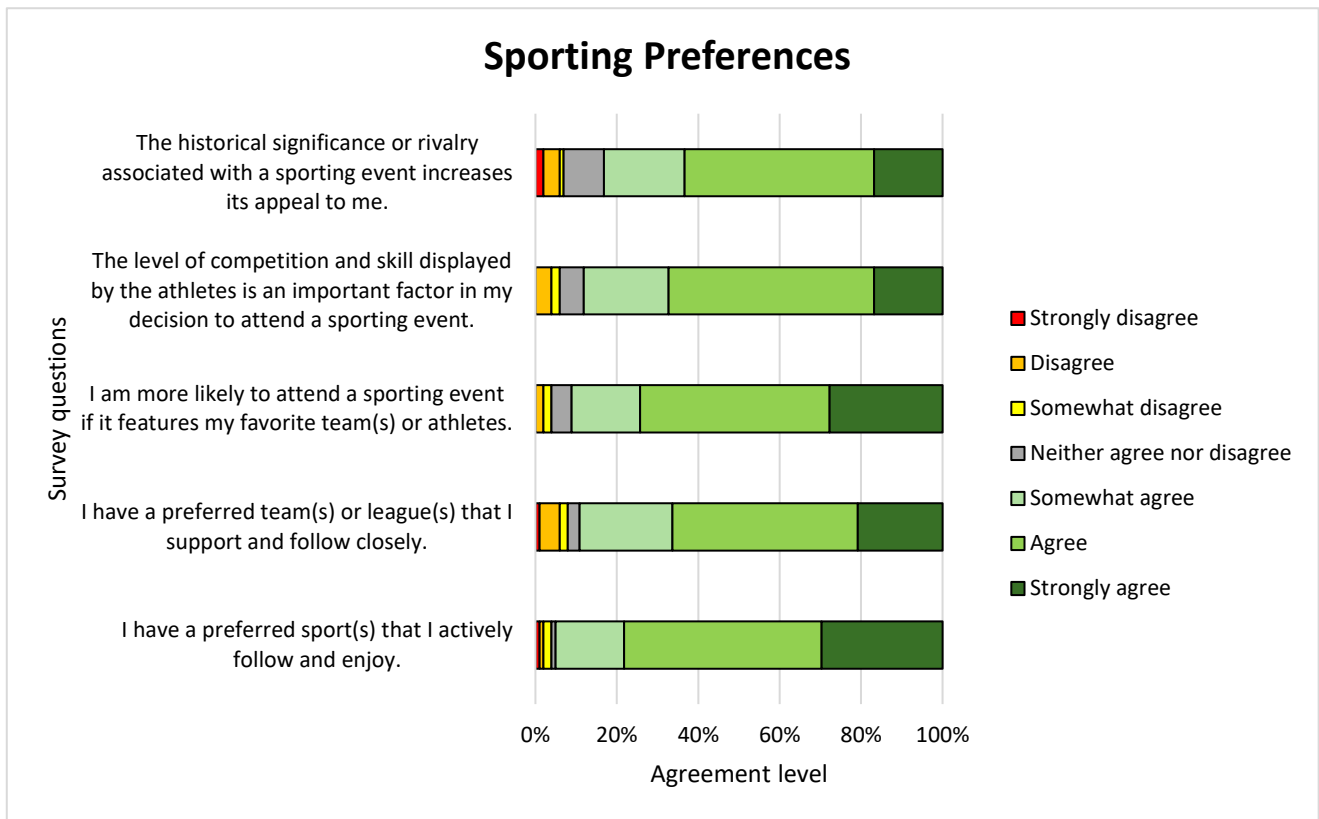


Figure 4.10 - A 100% stacked bar chart of the degree of agreement on the five survey statements regarding Sporting Preferences

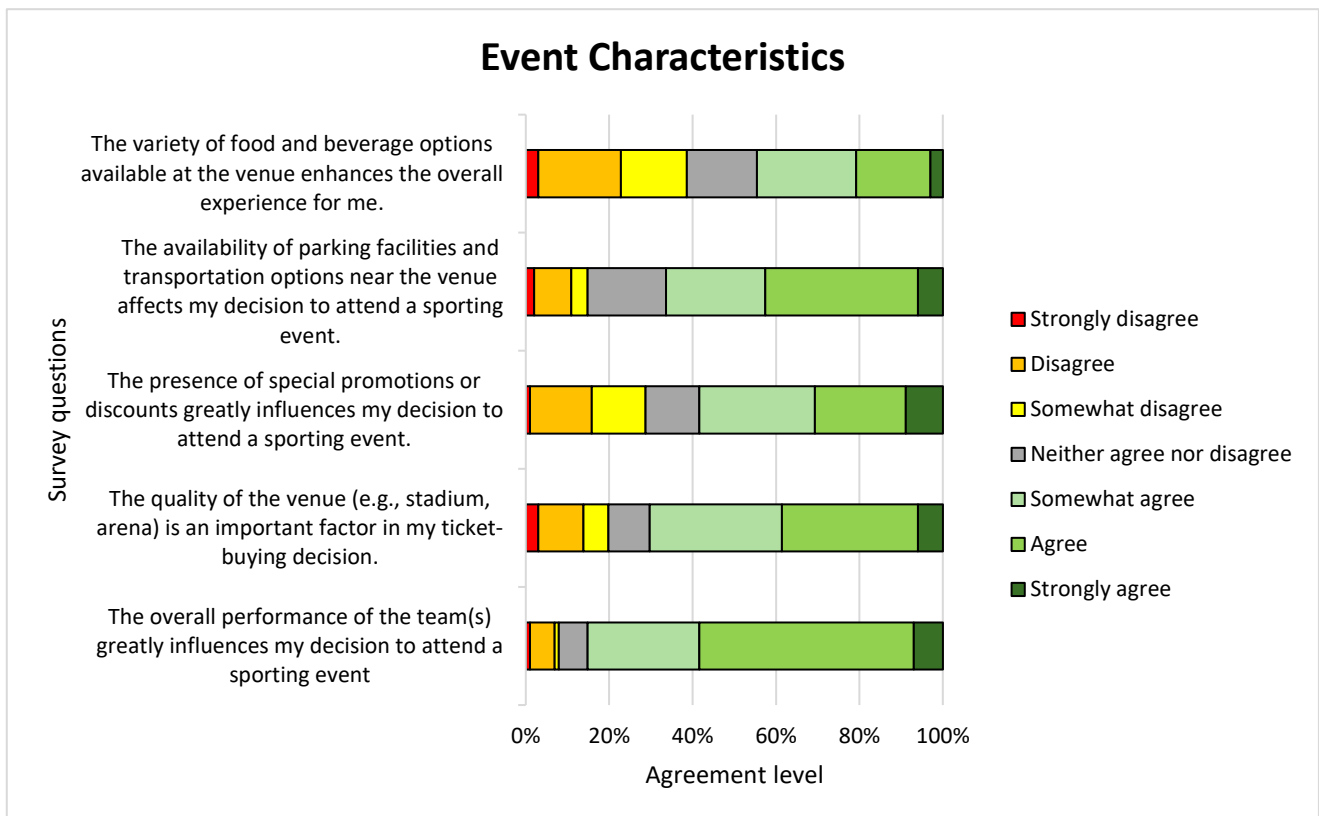


Figure 4.11 - A 100% stacked bar chart of the degree of agreement on the five survey statements regarding Event Characteristics

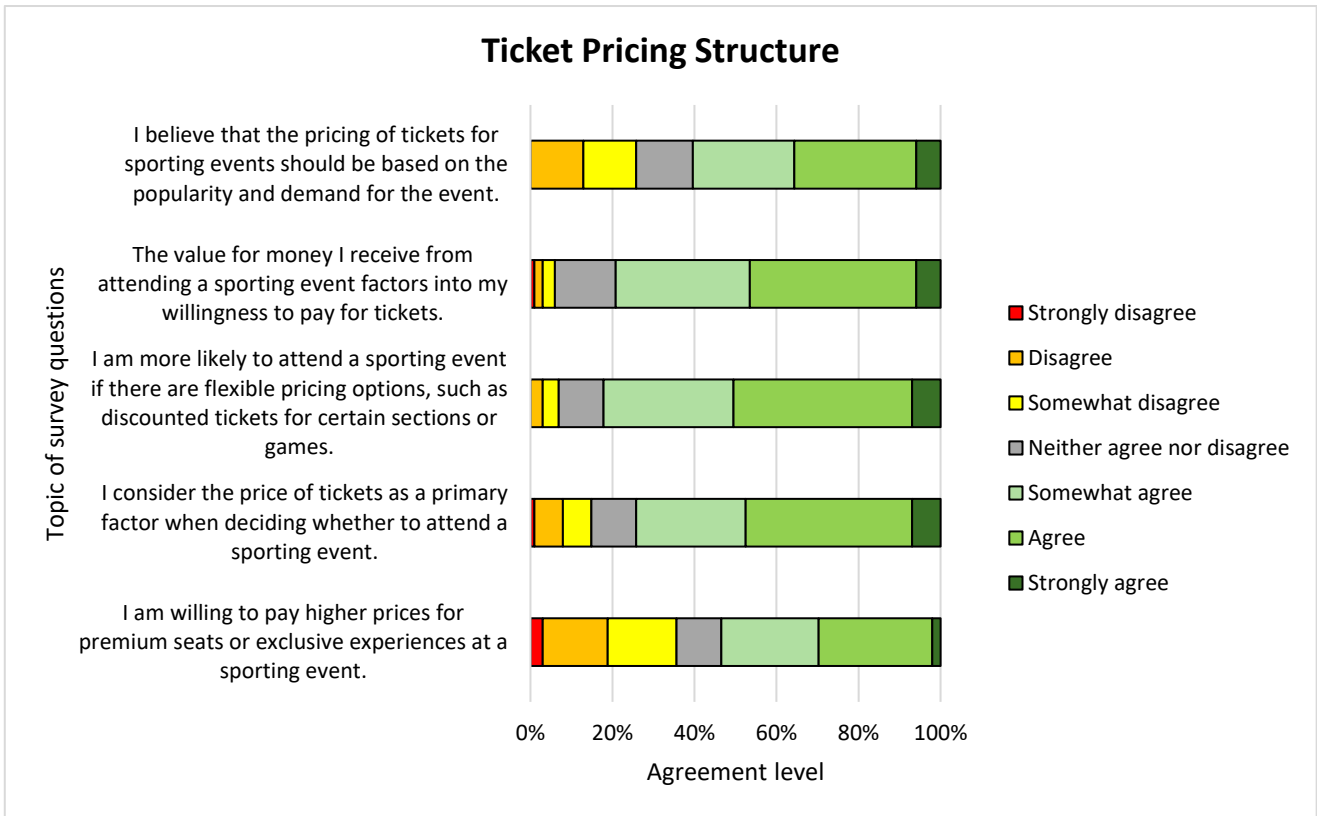


Figure 4. 12 - A 100% stacked bar chart of the degree of agreement on the five survey statements regarding Ticket Pricing Structure

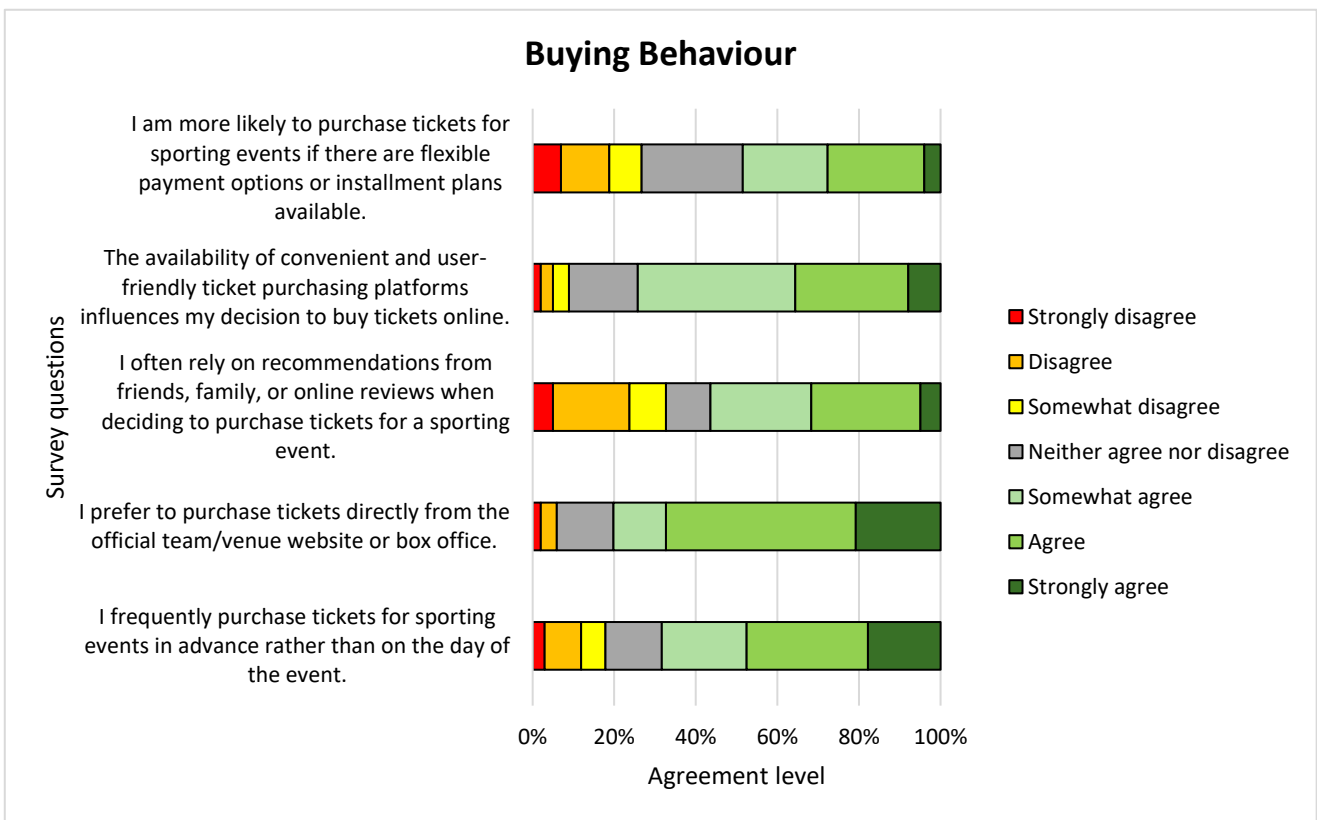


Figure 4. 13 - A 100% stacked bar chart of the degree of agreement on the five survey statements regarding Buying Behaviour

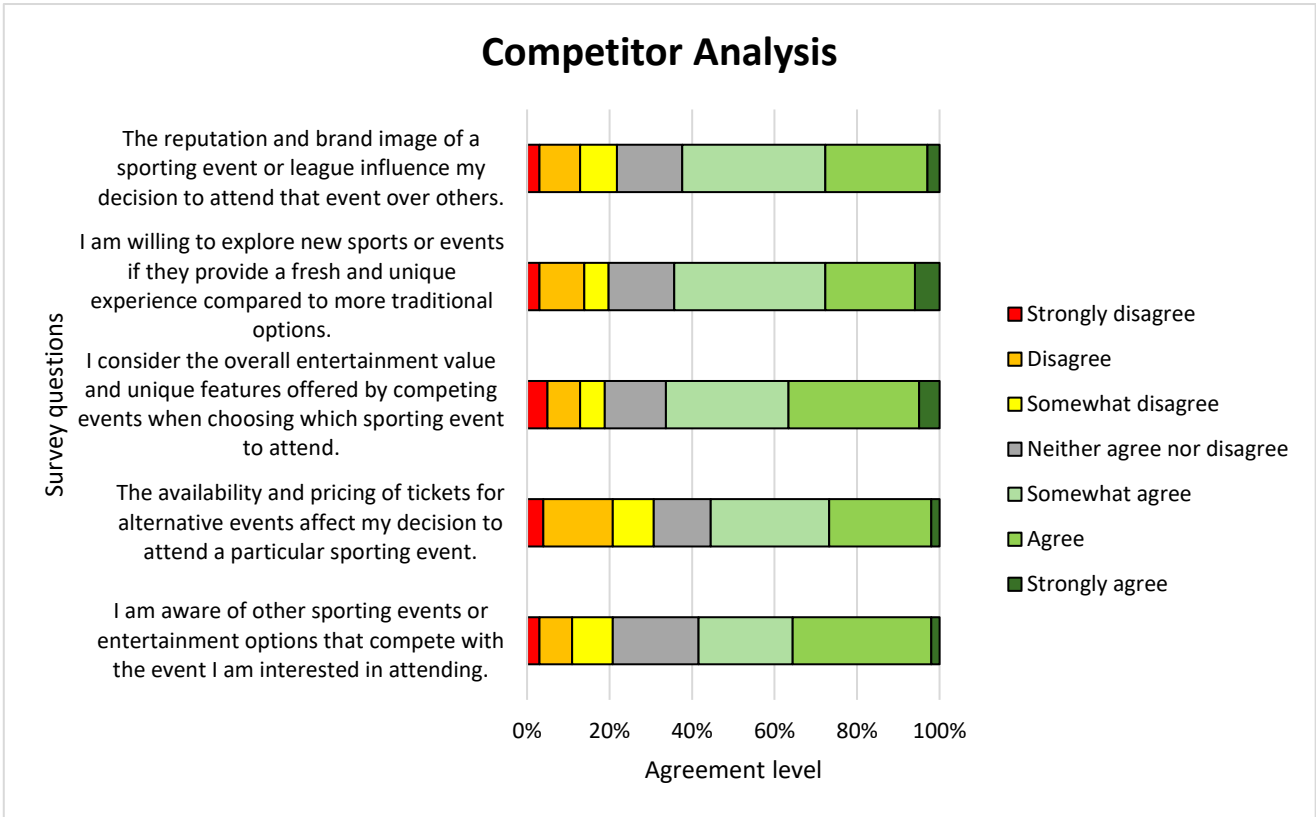


Figure 4. 14 - A 100% stacked bar chart of the degree of agreement on the five survey statements regarding Competitor Analysis

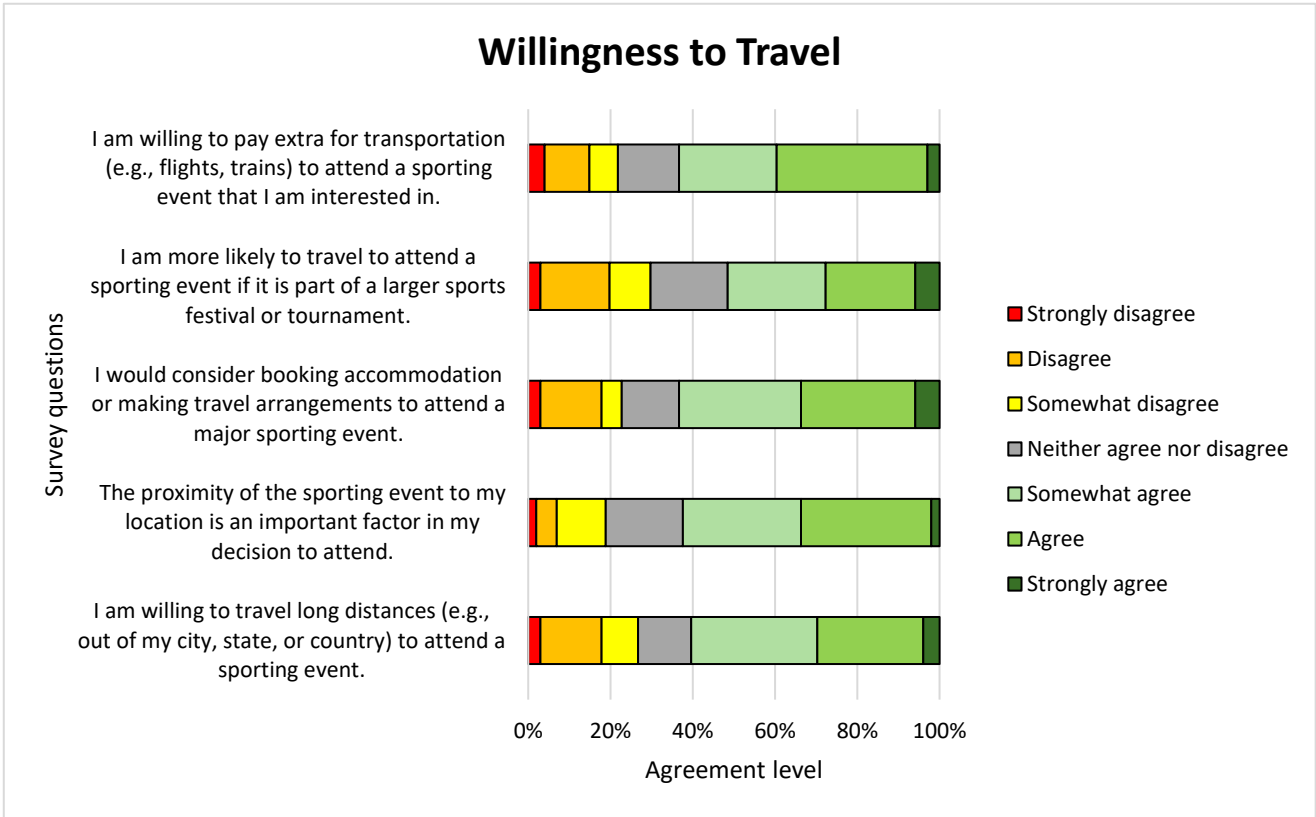


Figure 4.15- A 100% stacked bar chart of the degree of agreement on the five survey statements regarding Willingness to Travel

Secondary Market Use

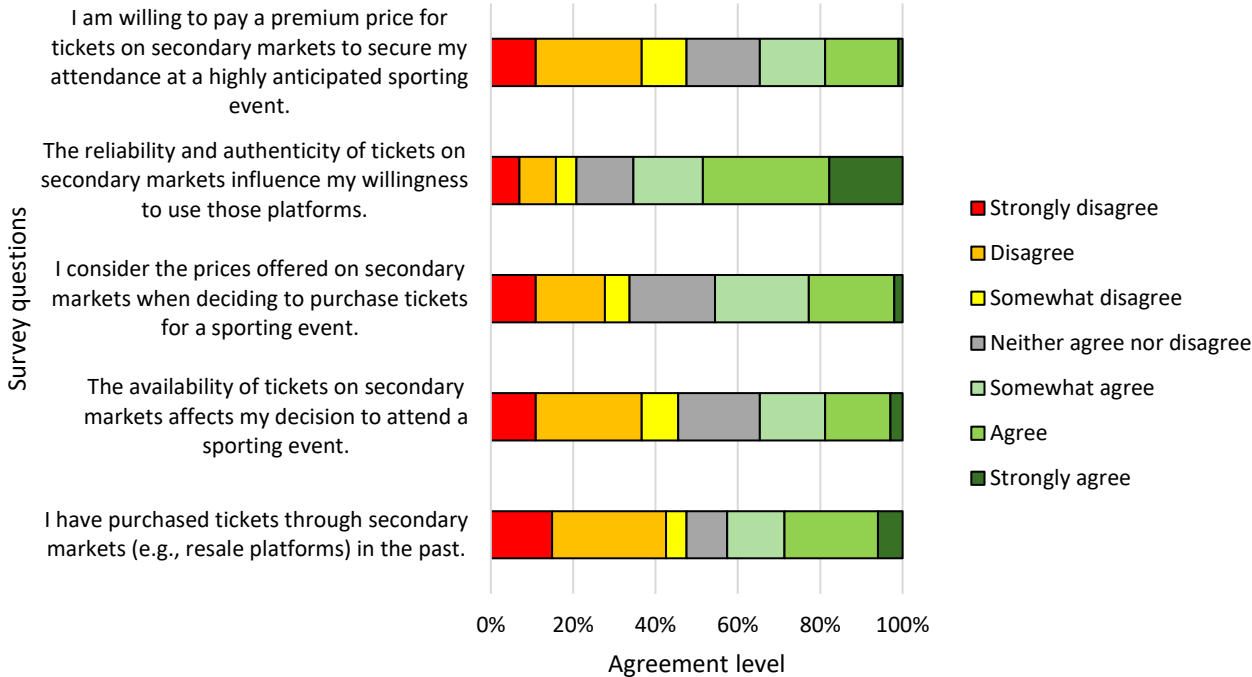


Figure 4. 16 - A 100% stacked bar chart of the degree of agreement on the five survey statements regarding Secondary Market Use

Spending Habits

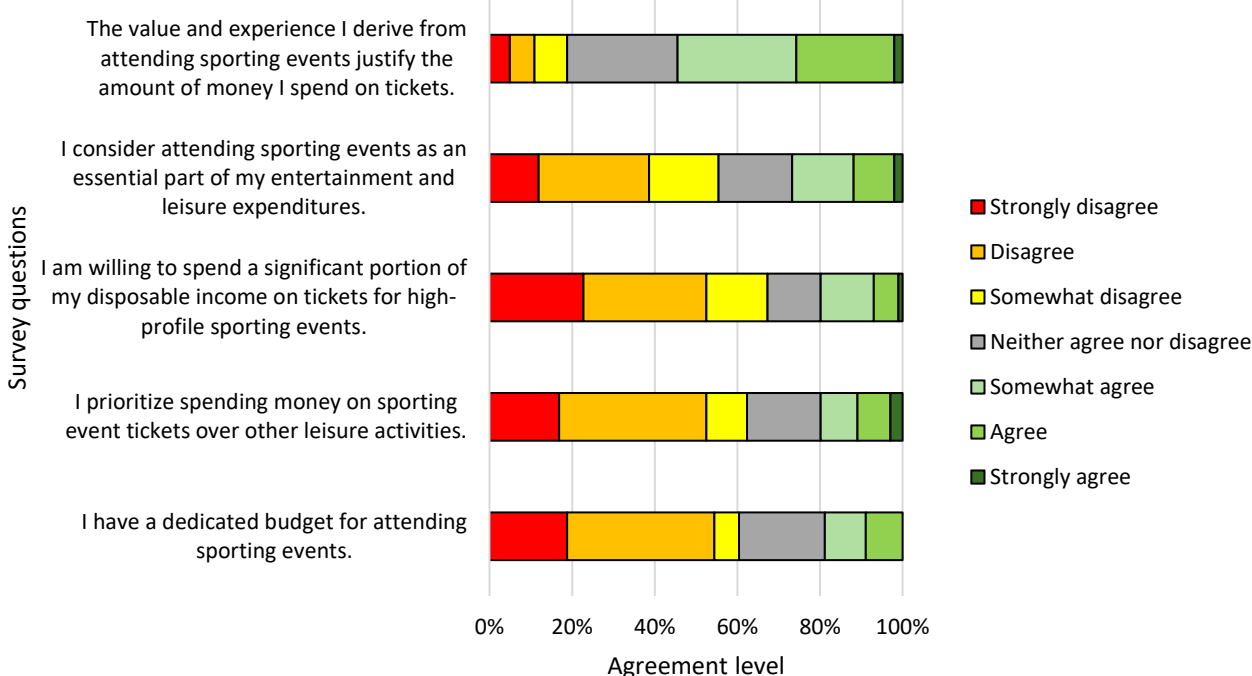


Figure 4. 17 - A 100% stacked bar chart of the degree of agreement on the five survey statements regarding Spending Habits

Appendix F: Factor Loadings

Table 4.2: Factor Analysis Results

Factor	Eigenvalue	Difference	Proportion	Cumulative
Factor1	8.730	5.715	0.570	0.570
Factor2	3.015	1.487	0.197	0.767
Factor3	1.528	0.498	0.100	0.867
Factor4	1.030	0.537	0.067	0.935
Factor5	0.493	0.164	0.032	0.967
Factor6	0.329	0.090	0.022	0.988
Factor7	0.239	0.042	0.016	1.004
Factor8	0.196	0.054	0.013	1.017
Factor9	0.143	0.031	0.010	1.023
Factor10	0.111	0.009	0.007	1.033
Factor11	0.102	0.021	0.007	1.040
Factor12	0.081	0.081	0.005	1.045
Factor13	-0.000	0.022	-0.000	1.045
Factor14	-0.022	0.042	-0.001	1.044
Factor15	-0.064	0.017	-0.004	1.040
Factor16	-0.081	0.020	-0.005	1.034
Factor17	-0.101	0.011	-0.007	1.028
Factor18	-0.112	0.026	-0.007	1.020
Factor19	-0.138	0.036	-0.009	1.011
Factor20	-0.174	.	-0.011	1.000

Note. This table illustrates the results of the factor analysis executed in STATA. The number of observations = 101, Retained factors = 12 and the number of params = 174.

Appendix G: Complete Model Difference of Team Identification

Table 4.7: OLS Regression results of the estimated effect of Perceived Value, Price Fairness, Customer Frustration, Customer Satisfaction and purchase Intension with the condition of having a favourite team.

Variables	Perceived value (1)	Price Fairness (2)	Customer Frustration (3)	Customer Satisfaction (4)	Purchase Intention (5)
PP	-1.015*** (0.291)	-0.584** (0.276)	0.463 (0.301)	-0.397 (0.256)	-0.596* (0.326)
Male	-0.368 (0.368)	0.021 (0.444)	0.053 (0.414)	0.077 (0.315)	0.174 (0.411)
Age					
< 18	2.538*** (0.727)	2.249** (0.898)	0.821 (0.960)	0.224 (0.964)	2.152** (0.937)
18 – 24	1.670** (0.668)	1.362* (0.754)	0.598 (0.600)	0.448 (0.483)	1.860*** (0.664)
25 – 34	1.370** (0.658)	1.170 (0.826)	0.267 (0.506)	0.002 (0.481)	1.573** (0.591)
45 – 54	0.256 (0.482)	0.004 (0.606)	-0.441 (0.636)	-0.475 (0.438)	1.078** (0.502)
55 – 64	0.139 (0.566)	-0.609 (0.809)	1.068 (0.732)	-0.464 (0.526)	0.540 (0.480)
65 – 74	0.154 (0.654)	-0.945 (0.885)	0.079 (1.194)	0.644 (0.825)	-0.635 (0.675)
75 – 84	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)
Education					
Secondary School	0.924** (0.396)	0.737 (0.509)	0.015 (0.703)	1.037** (0.430)	-0.192 (0.386)
HBO	0.317 (0.396)	0.020 (0.477)	0.497 (0.476)	-0.192 (0.330)	-0.054 (0.357)
WO Bachelor	0.882** (0.346)	0.946* (0.476)	-0.188 (0.504)	0.538 (0.394)	-0.348 (0.377)
WO Master	1.227*** (0.444)	1.255** (0.510)	-0.640 (0.825)	1.057** (0.471)	0.247 (0.553)
Professional Degree	0.357 (0.351)	-0.293 (0.534)	0.510 (1.097)	0.392 (0.497)	-1.121** (0.426)
Doctorate	0.481 (0.516)	-1.185* (0.674)	-0.414 (0.679)	0.027 (0.462)	0.400 (0.506)
Employment					
Parttime	0.253 (0.391)	0.337 (0.490)	0.260 (0.603)	0.429 (0.357)	0.489 (0.342)
Job Searching	0.229 (0.475)	0.182 (0.917)	0.409 (0.934)	0.869 (0.545)	0.170 (0.568)
Job Desireless	-0.167 (0.476)	0.113 (0.654)	0.830 (0.862)	0.068 (0.551)	-0.074 (0.595)
Retired	0.646 (0.542)	1.889*** (0.679)	-0.418 (0.956)	0.918* (0.536)	1.029 (0.616)
Income (€)					
< 10,000	-2.208** (0.829)	-2.130** (1.003)	-0.917 (0.991)	-0.291 (0.747)	-1.185 (0.765)
10,000 – 24,999	-1.312* (0.769)	-1.186 (0.988)	-1.046 (0.923)	0.186 (0.703)	-0.583 (0.657)

25,000 – 49,999	-1.896** (0.733)	-0.950 (0.923)	-0.950 (0.735)	1.066 (0.610)	-1.261** (0.618)
75,000 – 99,999	-0.540 (0.558)	-0.294 (0.713)	-0.110 (0.704)	0.489 (0.506)	-0.373 (0.401)
100,000 – 149,999	0.469 (0.645)	1.175 (0.858)	-1.308 (0.895)	1.846*** (0.585)	1.438*** (0.431)
≥ 150,000	-0.484 (0.639)	-0.701 (0.878)	0.572 (1.086)	0.798 (0.667)	0.135 (0.538)
Refuse	-1.391* (0.731)	-1.053 (0.937)	-0.592 (0.997)	0.363 (0.750)	-0.980 (0.825)
Constant	5.171*** (0.692)	4.453*** (0.913)	2.912*** (0.958)	3.883*** (0.614)	4.470*** (0.639)

Note. This table shows the OLS regressions with the constraint that participants have a favourite club, like football. The significance levels are represented by * $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$, with the corresponding standard deviation displayed in the parenthesis. Significant effects are additionally bolded.

Table 4.8: OLS Regression results of the estimated effect of Perceived Value, Price Fairness, Customer Frustration, Customer Satisfaction and Purchase Intension without the condition of having a favourite team.

Variables	Perceived value (1)	Price Fairness (2)	Customer Frustration (3)	Customer Satisfaction (4)	Purchase Intention (5)
PP	1.263 (1.968)	0.279 (1.808)	0.821 (1.093)	1.476 (1.613)	1.632 (2.707)
Male	-0.177 (2.191)	-0.753 (2.163)	-1.225 (1.455)	-1.733 (2.147)	-2.473 (3.038)
Age					
< 18	-2.194 (4.173)	-3.725 (2.440)	0.559 (3.052)	1.423 (3.754)	3.361 (5.946)
18 – 24	-3.710 (4.634)	-2.846 (3.241)	1.102 (3.693)	0.441 (4.164)	2.733 (6.655)
25 – 34	-0.613 (1.410)	0.283 (1.380)	-1.717 (1.425)	-0.720 (1.241)	0.902 (2.263)
45 – 54	0.667*** (0.000)	0.333 (.)	-0.800 (.)	1.500 (.)	2.250*** (0.000)
55 – 64	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)
65 – 74	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)
75 – 84	-3.403 (4.734)	-2.154 (3.465)	2.461 (3.402)	2.801 (4.172)	2.407 (6.723)
Education					
Secondary School	-1.694 (1.258)	-0.575 (1.950)	0.799 (1.111)	1.037** (0.430)	-0.192 (0.386)
HBO	-3.253 (2.574)	-2.976 (2.010)	0.284 (1.974)	-0.192 (0.330)	-0.054 (0.357)
WO Bachelor	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)
WO Master	-3.070 (4.734)	-4.154 (3.465)	1.261 (3.402)	0.551 (4.172)	0.907 (6.723)

	Professional Degree	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)
	Doctorate	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)
Employment	Parttime	1.124 (2.342)	0.204 (1.766)	1.582 (2.029)	-1.846 (2.301)	-1.029 (3.275)
	Job Searching	0.215 (1.035)	-2.235 (1.679)	5.210** (1.449)	-2.606 (1.516)	1.285 (1.800)
	Job Desireless	0.306 (2.208)	-0.608 (2.160)	1.279 (1.877)	-2.915 (2.374)	-1.001 (3.119)
Income (€)	Retired	0.414 (1.065)	-2.209 (1.480)	0.244 (1.159)	-0.730 (1.523)	-0.821 (1.568)
	< 10,000	0.995 (0.710)	-0.735 (1.466)	-2.752** (0.871)	2.527 (1.382)	-1.230 (1.062)
	10,000 – 24,999	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)
	25,000 – 49,999	-1.591 (3.847)	-3.211 (2.627)	0.332 (2.669)	1.747 (3.318)	0.098 (5.207)
	75,000 – 99,999	0.000 (.)	0.000 (.)	-0.400*** (0.000)	0.000 (.)	-0.000 (0.000)
	100,000 – 149,999	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)
	≥ 150,000	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)	0.000 (.)
	Refuse	1.043 (1.762)	1.413 (2.602)	-5.262** (1.626)	3.634 (2.559)	-2.958 (2.469)
Constant	6.833** (2.387)	9.117*** (1.967)	2.920 (1.866)	4.413* (2.010)	4.388 (3.833)	

Note. This table shows the OLS regressions with the constraint that participants do not have a favourite club but do like football. The significance levels are represented by * $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$, with the corresponding standard deviation displayed in the parenthesis. Significant effects are additionally bolded.