Drivers of Attendance in Women's Football

An Experimental Analysis of Message Framing in Ticket Communication in the Case of the HSV-Frauen

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Dissertation written under the supervision of Professor Daniel Fernandes

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Abstract

The thesis named “Drivers of Attendance in Women’s Football – An Experimental Analysis of Message Framing in Ticket Communication in the Case of the HSV-Frauen” by Emmy Lucaßen, examines the effectiveness of message framing in ticket-related communication of women’s football matches, using the case of the HSV-Frauen. Based on an initial survey of current ticket holders, three advertising posters were created, differing in the amount of provided information. A main survey, in which the posters were randomly assigned, was then conducted to test the influence without targeting specific participants. The findings indicate that increasing the amount of information does not significantly enhance the overall effectiveness of the advertisement. Moreover, price information alone is not sufficient since adding a message on supporting women’s football moderated the relationship between political ideology and respondents’ likelihood of attending. In addition, the analysis indicated that female respondents report a significantly higher willingness to pay than male respondents, and individuals who do not strongly identify as football fans exhibit a higher willingness to pay than fans of men’s football. The results overall do not provide definite insights for message framing in ticket communication. Instead, they highlight the importance of future research exploring more refined segmentation and targeting strategies, as well as more substantive and content-specific messaging.

Keywords: women’s football, ticket communication, message framing, framing effectiveness, advertising effectiveness, stadium attendance, willingness to pay, gender equality, political ideology, experimental study, HSV-Frauen

Resumo

A tese intitulada “Drivers of Attendance in Women’s Football – An Experimental Analysis of Message Framing in Ticket Communication in the Case of the HSV-Frauen”, de Emmy Lucaßen, examina a eficácia da formulação de mensagens na comunicação relacionada com bilhetes para jogos de futebol feminino, utilizando o caso do HSV-Frauen. Com base num inquérito inicial aos atuais detentores de bilhetes, foram criados três cartazes publicitários, que diferiam na quantidade de informação fornecida. Em seguida, foi realizada uma pesquisa principal, na qual os cartazes foram atribuídos aleatoriamente, para testar a influência sem visar respondentes específicos. Os resultados indicam que aumentar a quantidade de informação não melhora significativamente a eficácia geral do anúncio. Além disso, as informações sobre preços por si só não são suficientes, uma vez que a adição de uma mensagem de apoio ao futebol feminino moderou a relação entre a ideologia política e a probabilidade de os inquiridos assistirem aos jogos. Também, a análise indicou que as inquiridas manifestam uma disposição para pagar significativamente maior do que os inquiridos, e que os indivíduos que não se identificam fortemente como adeptos de futebol demonstram uma disposição para pagar maior do que os adeptos do futebol masculino. Os resultados globais não fornecem insights definitivos para a formulação de mensagens na comunicação sobre os bilhetes. Em vez disso, destacam a importância de futuras investigações que explorem estratégias de segmentação e direcionamento mais refinadas, bem como mensagens mais substantivas e específicas em termos de conteúdo.

Keywords: futebol feminino, comunicação sobre ingressos, enquadramento da mensagem, eficácia do enquadramento, eficácia da publicidade, frequência nos estádios, disposição para pagar, igualdade de género, ideologia política, estudo experimental, HSV-Frauen

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Preface

This work constitutes my master's thesis for the MSc in Management with Specialization in Strategic Marketing at Católica Lisbon School of Business & Economics. The thesis was supervised by Professor Daniel Fernandes within the Behaviour Change seminar. All contents presented herein are my own work and are grounded on all referenced literature as well as my empirical using Qualtrics and SPSS. I would also like to acknowledge the valuable support of the German football club HSV, which allowed me to integrate my pre-test survey into its official matchday newsletters for two women's matches.

Hamburg, the 2nd of January 2026

Emmy Lucaßen

1. Introduction

In 1921, the Football Association (FA) in Great Britain and Ireland imposed a ban on women's football within its professional structures, based on the belief of the sport being unsuitable for women (Skillen et al., 2022). In West Germany, the German equivalent of the FA, the DFB, banned women from the sport even later, in 1955 (Körner, 2025). These restrictions were mostly lifted in 1970, rendering professional women's football a relatively young sport, even in highly developed countries. In the more recent past, decision makers in football governance continued to refrain from actively supporting women's football as it was not seen as economically profitable. A prominent example is the withdrawal of a women's team from a successful German club from the first division in 2012 after achieving its best result to date, as the club was unwilling to pay the fees of less than one million euros for another season (Peschke, 2012). More recently, however, a renewed momentum for the sport can be observed, driven by past World Cups and the growth of domestic leagues, which attract growing numbers of spectators and fans to larger stadiums (LeFeuvre, Stephenson & Walcott, 2013; Abouna & Bourgeois, 2021; Gunn & Traugutt, 2025; DFB, 2025). Rising attendance not only positively contributes to the quality and atmosphere of matches but can also improve the structural conditions of women's football and help to challenge some of the persistent barriers and gender-based prejudices (Williams, Pope & Clealand, 2023; Enrico et al., 2024, Forsyth et al., 2025; Yiapanas, 2025). Given that external barriers are in the control of countries' football associations, cities' infrastructure, or based on exogeneous factors like the weather (Valenti, Scelles & Morrow (2025), adapting clubs' internal strategies may represent a feasible lever in driving attendance.

Against this backdrop, this thesis examines whether message framing in a club's ticket communication strategy can increase attendance for a women's football match. The empirical analysis focuses on the case of the HSV-Frauen, the women's team of a prominent German football club, as they are particularly suitable due to their promotion and the use of the largest stadium of their league. To collect information on current attendance drivers and match attendees' perceived areas of improvement, an initial online survey was conducted. Building on these insights, different participants were randomly assigned one of three newly designed advertising posters in the main survey. The three distinct advertising posters varied in the amount of information provided, including ticket prices and messaging emphasizing support for women's football. The questions mainly aimed at identifying how the messages influence the likelihood of attending a match and respondents' perceptions of the event. Additional

variables of interest for the analysis were the political orientation of respondents as well as demographic characteristics that were expected to be potential moderating factors on the effectiveness of the advertisements.

The findings indicate that increasing the amount of information has no significant influence on overall advertisement effectiveness or on individuals' likelihood of attending a match. However, perceived value-for-money of purchasing a ticket is significantly higher when the advertising poster includes both price information and a message emphasizing support for women's football. Unexpectedly, this framing condition also moderated the reported likelihood of attending a match among individuals with a more right-leaning orientation, who reported a higher willingness to pay under this condition compared to more right-leaning respondents who viewed the standard advertisement. Furthermore, female respondents are significantly willing to pay more for a ticket than male respondents, and individuals who do not strongly identify as football fans are significantly willing to pay more than those who exclusively self-identify as strong fans of men's football. Although the findings do not provide unequivocal evidence for the effectiveness of information framing alone, this work offers an initial contribution in investigating how changes in internal communication strategies can drive attendance for women's football. Future research is needed to identify strong segmentation and targeting strategies and to test the performance of alternatively framed messages.

2. Literature Review

2.1. The Evolution of Women's Football

Although still heavily shaped by national culture and institutional structures, global attendance at women's football matches has increased substantially over recent decades (Abouna & Bourgeois, 2021). Following the 2011 FIFA Women's World Cup, attendance at league matches nearly doubled, with growing familiarity with celebrity players amplifying this effect (LeFeuvre, Stephenson & Walcott, 2013). In particular, the FIFA Women's World Cup in 2023, which generated high engagement and media coverage and was again followed by increased domestic league attendances, underscores the increasingly central position of women's football within the global landscape (Gunn & Traugutt, 2025). In 2025, the first league of women's football in Germany (1. Frauen-Bundesliga) set a new record of most visitors in one day since the opening match alone attracted 57.762 visitors. Across all fixtures of the first matchday, the total attendance reached up to 90.000 people, corresponding to a mean of nearly 13.000 visitors per match (DFB, 2025). The growth in fans can, in part, be explained by the improved

competitive balance in international women's football compared to men's football. This effect is particularly visible for countries that are pioneers in gender equality policies, enjoy a comparatively favourable economic situation, and possess stronger men's football teams (Scelles, 2021). Furthermore, women's football has been shown to be highly technical and more accurate than men's football, making it seem slower but without implying lower quality (Pappalardo et al., 2021). Evidence across major women's football leagues also indicates that denser stadium attendance with active crowd support enhances the performance of the home team, highlighting the importance of stadium noise and thus increased attendance for the quality of a match (Errico et al., 2024). Regarding the determinants of stadium attendance, empirical research has identified different key factors. Valenti, Scelles & Morrow (2025) find for the FA Women's Super League that with higher stadium capacity, more people tend to attend a match. They also report that weekend fixtures and favourable weather forecasts attract more spectators, whereas a greater travel distance reduces the attendance from away fans. Complementary, Charhardovali, Watanabe & Dastrup (2024) find that in the National Women's Soccer League in the US, the greater the travel distance from a stadium to the city centre, the lower the attendance. In addition, combining women's football fixtures with themed events, such as Pride Night, is associated with higher attendances compared with standard league matches (Gunn & Traugutt, 2025). These findings indicate that so far, research on determinants influencing attendance and therefore ticket sales in women's football has mainly focused on external factors, while internal communicative advertising factors received little interest.

2.2. Barriers to Attendance in Women's Football

Despite the growing visibility and success of women's football, several structural barriers continue to limit match attendance. Nassar & Deutscher (2025) evaluated data on 10 seasons of the German Bundesliga and found that if a women's match is set on the same day as any men's Bundesliga fixture, the attendance for the women's match decreased by 15%. If the men's and women's teams of the same club play on the same day, attendance for the women's match is 16% lower than usually, and if a women's league match overlaps with a UEFA Champions League fixture of the men, the attendance is even 29% lower. If a women's team is organisationally integrated into a club with a men's team, it might negatively affect attendance, as media attention and fan focus tend to concentrate on the men's team (Hardwiger, Schmidt & Schreyer, 2025). Additionally, Williams, Pope & Cleland (2023) surveyed men's football fans and identified three groups of barriers for the attendance of a women's match in England. Practical barriers include a lack of information, smaller stadiums, and inconvenient match

fixtures, making them the most straightforward to target and overcome. Emotional barriers relate to feeling emotionally attached to the men's team, which might limit identification with the women's team, as well as not feeling welcome at a match as a man. Finally, perception barriers describe fans' views on women's football being of lower quality and matches that create a boring, more family-friendly atmosphere.

2.3. Gender Inequality in Professional Football

Moreover, gender-based prejudices continuously hinder the further development of women's football. Rosa, Freire & Lima Araújo Costa (2024) found that the primary motivation for the consumption of women's football in the US and Brazil is the desire to support women's opportunities in sports. This indicates an existing awareness of the need to support, but also underlines the persistence of relevant gender differences in professional sports that still require attention. In a study by Gomez-Gonzalez et al. (2024), the researchers further demonstrate that the perceived quality of match situations depends on whether spectators know the gender of the players. When it is clear that men are playing, the overall performance is evaluated more positively, and people report a higher willingness to pay for a match. This effect disappears once the gender of the player is not identifiable. The long-standing cultural bias of football being a more male sport, reinforced by established media narratives, continues to slow down the evolution of women's football. These biases reflect in a smaller opportunity pool for young girls to get access to a club that offers a good development program. For those who reach the professional level, the persistent pay gap makes it difficult to focus exclusively on the sport, since professional female players often have to work second jobs, and the smaller budgets of the clubs result in worse conditions on the field with less well-equipped pitches and fewer staff, which in turn contribute to lower media coverage again. (Forsyth et al., 2025; Yiapanas, 2025). This imbalance creates a self-reinforcing circle that is difficult to break and makes it harder to induce change. Archer & Prange (2019) argue that there are moral grounds for equal pay in football, including basic labour rights, a political responsibility to compensate for historical barriers in women's football, and a reflection of a player's worth in his or her wage. Yet, at the same time, the authors limit their statements by acknowledging the economic factor of football, noting that the stronger interest in men's football must be reflected in higher salaries as well. Against this backdrop, it is important to furthermore increase interest in professional women's football by raising revenues from television coverage, merchandise, and, most importantly, ticket sales.

2.4. Political Ideology and the Support for Gender Equality

The support for gender equality may stem from personal experiences or perceptions of societal norms. However, research by Sevincer et al. (2023) demonstrates that in countries with high levels of equality, political ideology constitutes an especially strong predictor for the support of gender, as the issue has become highly politicized. Jost (2017) further argues that political ideologies are not merely random preferences but serve people's underlying psychological needs instead. The author distinguishes these needs into the three categories of epistemic motivation, existential motivation, and relational motivation. Relational motivation suggests that more conservative individuals tend to place great value on conformity and a shared worldview. Consistent with this indication, people with more right-leaning views often tend to exhibit traits such as a greater resistance to challenge the status quo with a stronger preference for tradition and stability, whereas more left-leaning individuals are more open to social change (Adaval & Wyer Jr., 2022; Jung & Mittal, 2019). In this context, Liaquat, Jost & Balcetis (2023) describe the concept of system justification, in the context of equality-promoting policies, by suggesting that more right-leaning individuals are inclined to not only defend their in-group but also the broader social system, as it reflects stability, certainty, and legitimation. Moreover, the authors propose that resistance to equality-oriented change can be reduced when communication strategies emphasize clarity and familiarity resonating with existing beliefs of the induced change. Taken together, these findings indicate that support for gender equality must be rather incongruent with conservatives' views than with the liberal ones.

2.5. Information Framing in Decision-Making

Building on the previous section, individuals with more liberal views tend to prefer novelty, equality, and fairness in message framing, whereas more conservative individuals are more receptive to messages emphasizing stability and established social norms. They also show differences in the processing of information, as more left-leaning individuals typically engage in more deliberative processing, while more right-leaning individuals are more inclined to rely on familiar channels (Jung & Mittal, 2019). The effectiveness of gender equality messages may also depend on how such information is framed. Constantin & Cuadrado (2025) identify a meaningful difference in putting emphasis on factors concerning inequality versus on factors that highlight progress in equality, as well as messages which combine both. Their findings suggest that both women and men feel the least identity threat when messages focus on achievements in gender equality. Moreover, women are most likely to reconsider their views when exposed to a combined message of inequality and equality progress. Among men, such

combined messages only lead to change in their attitudes when they already exhibit low engagement in sexist beliefs. Therefore, both genders react differently to messages concerning gender equality. Beyond the context of gender equality, message framing, sometimes moderated by other characteristics, has been shown to be a helpful and cost-efficient tool for influencing people's behaviour or actions. Prior research, for example, investigated the effect on carbon offsetting behaviours, food waste prevention, or purchase intentions in sustainable transportation (Chi, Denton & Gursoy, 2021; Huang, Ma & Wang, 2021; Mulcahy et al., 2025). Accordingly, message framing represents an easy initial intervention for organisations, private persons, or even the government in promoting change in consumption-related contexts.

3. Study Design

3.1. The Case of the HSV-Frauen

The Hamburger SV (HSV) is one of two major football clubs from Hamburg, Germany. Founded in 1887, the club comprises many other popular sports departments, such as hockey, tennis, and athletics. Its men's football team remains the most prominent division, quickly rising to fame in the 20th century, managing to win several trophies. Today, the club has over 100.000 members and remains one of Germany's most widely recognised clubs. A women's football department was established in 1973, with the HSV-Frauen representing the club's professional women's football team today. At the end of the 2024/2025 season, the team achieved promotion and currently competes for the club in Germany's 1. Women's League (1. Frauen-Bundesliga) and in the DFB's women's cup (hsv-ev.de, 2025). In March 2025, the women reached the DFB cup semi-final and succeeded in selling out the Volksparkstadion, which is the same venue used by the men's team for all home fixtures. With a full capacity of approximately 57.000 spectators, this event constituted the largest women's club-level match in German history at that time (hsv.de, 2025). Since September 2025, every HSV-Frauen home match is scheduled at the Volksparkstadion. The average attendance during the first half of the 2025/2026 season for the home matches of the HSV-Frauen amounts to 6.021 visitors per match, ranking them fourth in the league (kicker.de, 2025).

Single-ticket prices for full-paying customers are 10€ for standing-room tickets and 18€ for public seats. Teenagers up to the age of 21 pay 7,50€ and 13,50€ respectively. For children aged 7 to 14 years, standing-room tickets can be purchased for 5€, and a public seat for 9€; however, under certain conditions, they may also attend for free. In the season of 2025/2026, the sponsor of the women's team AIDA started offering a possibility allowing each full-price

ticket holder to take up to 2 kids aged 7-14 years free of charge. Kids aged six or younger can always attend for free. The club also launched a special season-ticket offer for only 18,87€ instead of the standard 117€, provided the holder attends a minimum of ten of the 13 home matches. Additionally, VIP tickets are available for the home matches of the HSV-Frauen. These include early access to the VIP area with catering, special seating, and various event offers depending on the matchday. A VIP season ticket costs 1.280,44€, while a single VIP ticket costs 150€ per match. Kids up to 14 years require a ticket for 70,21€, whereas kids aged 6 or younger can again attend for free. For selected matchdays, special group offers are available (hsv.de, 2025; official-vip.com, 2025).

This thesis furthermore focuses on the HSV-Frauen as they currently constitute the only women's team in Germany that consistently plays in the largest stadium of the league. This unique position provides substantial potential for increasing ticket sales and related revenue streams in overcoming practical barriers and gender inequality prejudices. The HSV-Frauen may therefore be regarded as a prototype for the future development of professional women's football in a country with favourable conditions towards gender equality policies (World Economic Forum, 2025).

3.2. Hypotheses and Research Questions

Drawing on the already existing literature, the current momentum surrounding women in professional sports, and the specific opportunity of the HSV-Frauen to consequently use a large stadium, this thesis investigates how informational framing in the advertising communication of ticket sales influences individuals' decisions to purchase a ticket for a league match of the HSV-Frauen. To address this question, two online surveys were conducted. The first survey targeted existing ticket holders of an HSV-Frauen match, aimed to identify what currently motivates people to buy a ticket, as well as the perceived potential for improvement. Based on these insights, three distinct advertisements were designed and randomly assigned to the participants within a second survey targeting individuals who had not yet attended a match. The standard advertisement contained only information on the team, the stadium, and a QR Code linking to the online ticket shop. The second advertisement additionally included information on ticket prices, while the third advertisement combined ticket-price information with an explicit message highlighting the support for women in professional football.

This study design led to the formulation of the following hypotheses and research questions:

H1: Overall, the willingness to pay for female respondents is higher than for male respondents.

H2: Advertisements that include ticket-price information perform better than those without any price information.

H3: The inclusion of more information in an advertisement increases respondents' likelihood of attending a match.

H4: Respondents who identify as more left-leaning perceive the advertisement emphasising support for women's football as more attractive than the other two advertisements.

RQ1: Does the willingness-to-pay for more right-leaning respondents decrease when confronted with the advertisement emphasising support for women's football?

RQ2: Do political ideology, the sex of respondents' children, and the sex of their siblings moderate and amplify the reported willingness to pay?

RQ3: Do individuals who self-identify exclusively as men's football fans exhibit a lower willingness to pay compared with those who generally do not fully identify as football fans?

RQ4: Do individuals who self-identify more as men's football fans exhibit a lower willingness to pay compared with those who identify more as women's football fans?

4. Methodology

4.1. Data Collection

Both surveys were created using Qualtrics, and the resulting quantitative data were analysed in SPSS. The first survey comprised 25 multiple-choice and scale-based questions in German, organised into five thematic blocks. The English translation of the survey is provided in the appendix (App.1). The first block included screening questions designed to assess respondents' familiarity with the team and the frequency with which they attend matches. Subsequently, they were asked to indicate the type of ticket they held, their motivation for attending a match, and how they became aware of the match. The third part focused on the associations respondents make with HSV-Frauen matches held at the Volksparkstadion, as well as their perceptions of potential areas for improvement. After stating the expected costs for attendance, the final part contained demographic questions, including gender and, where applicable, the gender of their siblings and children. This questionnaire was included in the matchday newsletter of the HSV-Frauen for the league match against 1. FC Nürnberg on the 7th of November 2025, as well as

for the DFB cup match against Bayer Leverkusen on the 14th of November 2025, which is sent out to all ticket holders of the two matches. A screenshot of the newsletter inclusion and its English translation are provided in the appendix (App.2). The survey was closed on the 16th of November 2025. For the DFB cup survey, the questions about promotional ticket codes and season tickets were removed, as they do not apply for cup matches. These omitted items are marked in red in the questionnaire (App.1).

Based on the findings of the first survey, three advertisement posters were developed in German for use in the second and main survey. The content of the second survey in English is included in the Appendix (App.3). The second survey consisted of 20 multiple-choice and scale-based questions, parted into four blocks. The introduction, the first, and the final demographical part of the survey questions were largely identical to those of the first survey. In the second part, after receiving some information on the HSV and their women's team, respondents were randomly shown one of the three advertisements with equal probability. After viewing the assigned advertisement, respondents answered four questions regarding the presented information, their likelihood of attending a match, and their willingness to pay for a ticket. In the penultimate part, participants indicated their political ideology in order to examine whether ideological orientation moderates the effect of emphasising support for women's professional football. The second survey was not targeted at a specific population but addressed a heterogenous group to gather real-life data. Therefore, it was disseminated through multiple channels including WhatsApp groups, Instagram channels, and word of mouth communication. This survey was closed on the 02nd of December 2025.

4.2. Data Analysis

Data from both survey results were analysed in SPSS. For the first survey, descriptive and comparative statistics were primarily employed, as only exploratory insights were of interest in order to design the main survey. Based on the findings from this survey, three distinct advertising posters were developed to reflect the current criteria that match attendees value and to additionally incorporate the information of interest for this thesis. Subsequently, the main survey results were analysed to test all proposed hypotheses and research questions. Depending on the structure of the data, different statistical models were applied.

Given the wording of the questionnaire and the measurement levels of the resulting variables, an Independent Samples t-test was sufficient for testing the first hypothesis. In the second and third hypotheses, a comparison between groups on the same dependent variable is of interest,

which is why a One-Way ANOVA for each hypothesis was conducted, including a Post-Hoc Test where appropriate. The fourth hypothesis asks whether the experimental condition predicts respondents' evaluation of the viewed advertisement and posits a potential interaction effect between political ideology and the viewed advertisement. Accordingly, a multiple linear regression analysis including both the main effect variables as well as an interaction effect is most sufficient. As the first research question is conceptually similar to the fourth hypothesis but uses willingness to pay as the dependent variable, the same regression approach was applied, substituting the dependent variable for willingness to pay. To address the second research question, a further multiple linear regression analysis was conducted using a blockwise hierarchical model since the number of predictors increases, and multiple blocks help identify what improves model fit. Given the conceptual similarity of the last two research questions, one One-Way ANOVA and a final blockwise multiple linear regression analysis were conducted.

5. Results

5.1. Results of the Pre-Test Survey

In the pre-test survey, a total of 103 respondents (64 from the Nürnberg newsletter and 39 from the Leverkusen newsletter) took part. Of these, 95 respondents finished the survey and provided complete data, while eight respondents from the Nürnberg data were excluded. Using descriptive statistics and frequency analyses in SPSS, the main results were summarized. An overview of these statistics is presented in the Appendix (App. 4, App.5).

Among the 95 respondents, 46 identified as women (48,42%), 47 as men (49,47%), and two as diverse. Most respondents were between 25-34 or 45-55 years old. Only ten participants had never attended a women's match of the HSV-Frauen before, and 55 participants reported holding a season ticket. Furthermore, 44 respondents indicated that they would attend more than ten matches this season. The season ticket offer mentioned in the Study Design likely explains the high proportion of season ticket holders in the survey and the substantial share of respondents planning to visit the matches regularly. Still, 40 respondents also reported that they attended another women's team's match before. Respondents rated their self-perceived level of football fandom on a scale from 1 to 7, which resulted in a mean of 5.9815, suggesting that most participants already have a strong interest in football. This is additionally mirrored in the 61 participants who also stated that they currently play or have previously played football.

Regarding the motives for purchasing match tickets, nearly all respondents (N=94) among both season ticket and single ticket holders highlighted the support for women in professional sports.

Other prominent motivational factors included the opportunity to go to the Volksparkstadion (N=93), the team's recent promotion into the first league (N=92), the affordability of tickets (N=91), and the event character of matchdays (N=87). The reputation of HSV as a club also emerged as an influential factor, which is reflected in the reported communication channels through which respondents learned about the match. Most single-ticket holders found out about the match through the club's website (N=24) or the club's social media channels (N=16). When evaluating suggestions for improvement, the communication of matchdays was emphasized by respondents very frequently (N=54), highlighting that there is room for the club to improve external and internal communication of ticket and matchday information for the HSV-Frauen. Additional suggestions included improved matchday fixtures and match times (N=60), better public transportation (N=36), and the integration of events into matchdays (N=30). These recommendations are also supported by the previously analysed literature. Changes in ticket prices were rated as least important (N=14), suggesting that the current affordability of tickets is well accepted by fans. When asked which messages related to the HSV-Frauen were most appealing, the equality of women in professional sports was most compelling (N=59), followed by the atmosphere in the big stadium (N=52) and the support of the local club HSV (N=45).

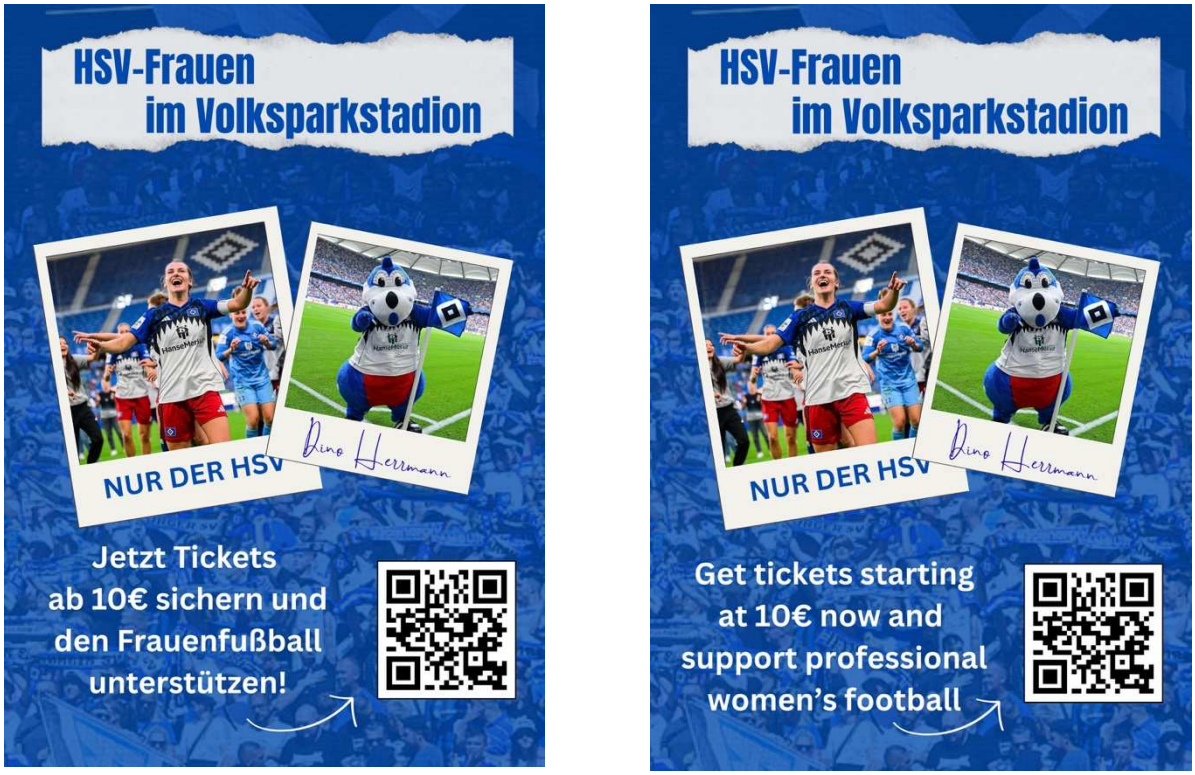
5.2. Design of the Experimental Condition

The results of the first survey informed the development of the three advertisement posters that were then used in the main survey. Based on the findings, the inclusion of the name of the team (HSV-Frauen) was indicated to ensure a clear association to the club HSV, as well as highlighting the Volksparkstadion as the venue for the match in the standard informational advertisement. In addition, each poster included a link to the ticket shop and a call-to-action prompting ticket purchase. For design aspects, all advertisements featured an image of the women's team in the 2025/2026 season kit with the club's slogan "Nur der HSV" ("Only the HSV"), as well as an image of the mascot Dino Herrmann. As ticket prices and the support of women in professional sports were relevant drivers of ticket purchases, the second advertisement incorporated the minimum price for a ticket, while the third additionally included a textual message emphasizing the support for women in professional sports through ticket purchases. The original as well as the English translation of the advertisements are represented in Figures 1 to 3.

Figure 1: Standard Information

Figure 2: Ticket-price Information

Figure 3. Ticket-price Information + Explicit Messaging



5.3. Results of the Main Survey

5.3.1. Overview and Descriptive Statistics

A total of 101 individuals opened the survey, of whom 85 answered at least the first question. In total, 77 respondents completed the whole survey. Most of the dropouts occurred after respondents read the informational text about the women's team and viewed the advertisement poster. In subsequent analyses, only the 77 completed responses were considered, and the data were analysed using SPSS. Among these participants, the three experimental conditions were distributed relatively evenly. 25 participants were assigned the advertisement with standard information, 26 viewed the advertisement including price information, and 26 viewed the advertisement combining price information with additional explicit messaging emphasising the support of women's football.

Descriptive Statistics and Frequencies indicate that 43 respondents identify as women, and 33 as men, whereas one respondent chose not to disclose their gender. The majority of respondents (63,3%, N=49) are aged between 25-34, followed by 28,6% (N=22) aged between 18 and 24. Slightly less than half of the respondents (N=38) live in Hamburg, which is noteworthy when analysing the results. Even though the survey was constructed to be for everyone, attitudes toward the HSV-Frauen may differ for locals. Of particular interest for the analysis is that three

quarters (N=58) of all participants who finished the survey have never been to a HSV women's match before, and 55 had never attended any women's match. The corresponding tables for the statistics are attached in the Appendix (App. 6).

Participants had to rate their self-perceived level of fandom on a scale of 1 to 7 for both professional men's and women's football. The mean rating for being a men's football fan was above average (mean = 4,8312) among respondents, whereas the mean score for being a women's football fan was below average (mean = 2,933). In the second case, no respondent selected the highest scale point of 7 for the women's football item (App. 7). To examine how these results differ depending on the respondents' gender, the gender variable was recoded into a dummy variable (0 = male, 1 = female), and an Independent Samples t-test was run.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a men's soccer fan?	Equal variances assumed	,875	,353	5,271	74	<,001	<,001	1,96970	,37372	1,22505	2,71435
	Equal variances not assumed			5,366	72,699	<,001	<,001	1,96970	,36710	1,23803	2,70137
On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a women's soccer fan?	Equal variances assumed	7,147	,009	-3,275	72	<,001	,002	-1,03720	,31666	-1,66845	-,40596
	Equal variances not assumed			-3,435	71,504	<,001	<,001	-1,03720	,30199	-1,63928	-,43513

Group Statistics

	Dummy variable (1= if female)	N	Mean	Std. Deviation	Std. Error Mean
On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a men's soccer fan?	,00	33	5,9697	1,48923	,25924
	1,00	43	4,0000	1,70434	,25991
On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a women's soccer fan?	,00	32	2,3438	1,06587	,18842
	1,00	42	3,3810	1,52942	,23600

Table 1: Independent Samples t-test for Q1 and Q2 and the new dummy variable for gender

The results are presented in Table 1 and Appendix 8. The Shapiro-Wilk test indicates a deviation from normality in three cases, which is why a Mann-Whitney U test was conducted as a robustness check (App. 8). The results allow the continuation with the Independent Samples t-test, showing that both men and women more strongly identify as men's football fans. Men are significantly more likely to be men's football fans with nearly a two-point difference on the seven-point scale (two-sided $p < 0,01$). Conversely, women are significantly more likely to identify as women's football fans with an approximate one-point difference (two-sided p <

0,01). These results support the phrasing of the first hypothesis as gender clearly shapes football fandom.

5.3.2. Hypothesis 1

To examine whether the willingness to pay for a ticket to an HSV-Frauen match significantly differs between women and men, another Independent Samples t-test was conducted, and the results are summarised in Tables 2 and 3. Prior to conducting the analysis, the responses for willingness-to-pay were examined for outliers. As indicated by the Boxplot in Appendix 9, the 32nd observation constituted a clear outlier and therefore was excluded. Additionally, the observation for willingness to pay is missing for one respondent, which consequently was omitted from this and each following analysis that includes willingness to pay.

Since the test indicates unequal variances, the results from the Welch correction were applied. Women report a mean willingness to pay of 24,95€, which is about 7,23€ higher than the mean willingness to pay of male respondents (mean = 17,72€). This difference is statistically significant (two-sided p = 0,04), thereby providing support for the first hypothesis.

Group Statistics

	Dummy variable (1= if female)	N	Mean	Std. Deviation	Std. Error Mean
How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.	1,00	42	24,9524	12,23141	1,88735
	,00	32	17,7188	8,56186	1,51354

Table 2: Group Statistics for Independent Samples t-test for WTP

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.	Equal variances assumed	4,317	,041	2,853	72	,003	,006	7,23363	2,53545	2,17931	12,28795
	Equal variances not assumed			2,990	71,552	,002	,004	7,23363	2,41927	2,41039	12,05688

Table 3: Independent Samples t-test with independent variable WTP and gender as the grouping variable

5.3.3. Hypothesis 2

To examine if the inclusion of more information in the advertisements influenced their effectiveness, a series of One-Way ANOVA analyses was conducted, in which the dependent variables on Likert Scales were treated as interval measures (Huh & Gim, 2025). The dependent

variables representing the performance of the advertisements included respondents' stated willingness to pay, how well-informed participants felt by the advertisement, whether the information of the advertisement was perceived as sufficient to form a decision, and whether the information increased the interest in match attendance.

Appendix 10 presents the corresponding tables and results of One-Way ANOVAs and effect sizes. The analysis was performed four times, each time using the experimental condition as the independent variable and one of the variables from survey questions 7 to 10 as the dependent variable (App. 3). Across all models, no significant evidence can be found to suggest that advertisements with price information performed better than the standard advertisement. The consistently small ETA-squared values in each case indicate that only a very small proportion of variance can be explained by the advertisement condition. Consequently, this analysis cannot support the second hypothesis.

Further, the feeling respondents have about the value-for-money can be seen as a performance indicator for the advertisement conditions as well. To assess whether this was influenced by adding price information, an additional One-Way ANOVA was run using the corresponding dependent variable. The results are summarised in Tables 4 to 6.

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Please rate the extent to which you agree with the following statements. – Going to the game seems to be worth the price.	Based on Mean	,291	2	73	,749
	Based on Median	,454	2	73	,637
	Based on Median and with adjusted df	,454	2	70,766	,637
	Based on trimmed mean	,272	2	73	,763

Table 4: Test of Homogeneity of Variances for DV: PriceWorth and IV: experimental condition

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,236	2	3,618	4,102	,021
Within Groups	64,395	73	,882		
Total	71,632	75			

			95% Confidence Interval	
		Point Estimate	Lower	Upper
Please rate the extent to which you agree with the following statements. - Going to the game seems to be worth the price.	Eta-squared	,101	,002	,228
	Epsilon-squared	,076	-,026	,207
	Omega-squared Fixed-effect	,075	-,025	,204
	Omega-squared Random-effect	,039	-,013	,114

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Table 5: Corresponding One-Way ANOVA and ANOVA Effect Sizes

(I) assignment of conditions	(J) assignment of conditions	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	-,411	,263	,269	-1,04	,22
	3,00	-,760*	,266	,015	-1,40	-,12
2,00	1,00	,411	,263	,269	-,22	1,04
	3,00	-,349	,263	,385	-,98	,28
3,00	1,00	,760*	,266	,015	,12	1,40
	2,00	,349	,263	,385	-,28	,98

*. The mean difference is significant at the 0.05 level.

Table 6: Corresponding Multiple Comparisons in Tukey Post-Hoc Test

The Levene's test confirms homogeneity of variances across conditions, allowing the use of One-Way ANOVA and the Tukey Post-Hoc Test. With a p = 0,021, the results show a significant difference in respondents' perceived value-for-money depending on the advertisement viewed. The Post-Hoc comparison indicates that this effect is only present when comparing Condition 3 to Condition 1. Respondents who were exposed to the advertisement combining price information and additional explicit messaging rated the perceived value-for-money significantly higher than those who viewed the standard advertisement. We also find a positive difference when comparing Condition 2 to Condition 1, but with a non-significant effect. Thus, it can be concluded that the inclusion of price information alone does not significantly affect how people evaluate the price for a match. However, adding explicit messaging emphasizing the support of the women's team does show a significant influence.

5.3.4. Hypothesis 3

In addition to the previous analyses and to test the third hypothesis, a further One-Way ANOVA was conducted using participants' stated likelihood of purchasing a ticket for the HSV-Frauen as the dependent variable and the experimental condition of which advertisement they saw as the independent variable. The results are summarised in Table 7 and provide no statistically significant evidence that an increased amount of information increases respondents' likelihood of attending a match.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,183	2	1,092	,364	,696
Within Groups	216,137	72	3,002		
Total	218,320	74			

			95% Confidence Interval	
		Point Estimate	Lower	Upper
On a scale of 1-7 (1 = not at all, 7 = very likely), how likely are you to buy a ticket for an HSV women's game?	Eta-squared	,010	,000	,074
	Epsilon-squared	-,017	-,028	,048
	Omega-squared Fixed-effect	-,017	-,027	,047
	Omega-squared Random-effect	-,009	-,014	,024

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Table 7: One-Way ANOVA with likelihood to buy a ticket as the dependent variable and experimental condition as the independent variable

5.3.5. Hypothesis 4

To examine whether respondents' stated political ideology influences their evaluation of the different advertisement posters, a multiple linear regression was conducted. As no direct measure of advertisement attractiveness was included, the likelihood of purchasing a ticket depending on the viewed advertising poster represents attractiveness and was used as the dependent variable. This variable was measured on a Likert Scale and was once again treated as an interval-level measure for the purpose of the analysis.

For the independent variables, the experimental condition of the assigned advertisement was recoded into two dummy variables, whereas the standard advertisement served as the reference group. For the remaining conditions including price information and price plus the information on the support of women's football, two dummy variables were created, coded as 1 if the respective condition was assigned and coded as zero if not. To improve interpretability and to

reduce potential multicollinearity, the political ideology variable was mean-centred such that the zero-point meaningfully represents the political centre. Negative values then describe respondents who consider themselves as more left-leaning, whereas positive values indicate a more right-leaning ideology. Based on these new variables, two interaction terms were constructed between the new ideology variable and each of the advertisement condition dummies. The final regression model then included the two condition dummies, the mean-centred political ideology variable, and both interaction terms as independent variables. The results of this analysis are presented in Table 8 and Appendices 11 and 12.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,684	,345		10,685	<,001
	condition_2	-,647	,481	-,180	-1,346	,183
	condition_3	-,287	,484	-,080	-,592	,556
	ideology_centred	-,517	,294	-,334	-1,760	,083
	interaction_2	-,215	,427	-,080	-,504	,616
	interaction_3	,885	,439	,314	2,017	,048

a. Dependent Variable: On a scale of 1-7 (1 = not at all, 7 = very likely), how likely are you to buy a ticket for an HSV women's game?

Table 8: Multiple Linear Regression Analysis Coefficients with Likelihood to Purchase a Ticket as the dependent variable

As seen in Appendix 11, the regression model approximately explains 15% of the variance in the dependent variable ($R^2 = 0{,}149$) but does not reach a conventional level of statistical significance at the 95% confidence interval (p = 0,58). Still, the individual predictors were examined to assess the proposed hypothesis. Residual Statistics and the Scatterplot show no severe outliers as well as no clear heteroscedasticity (App. 12).

The coefficient for the centred ideology variable is negative, indicating that under the standard advertisement condition, the likelihood of purchasing a ticket decreases as individuals' orientation becomes more right-leaning and correspondingly increases for more left-leaning respondents. This finding is consistent with prior research and provides initial support for the theory underlying the fourth hypothesis. However, it should be cautiously treated since it represents a marginal main effect and does not reach significance at the 5% level (p = 0,083). The slope in condition two, which represents the price information advertisement, is reduced compared to the first condition, but remains negative. This suggests that more left-leaning

individuals report a higher willingness to attend when viewing the second advertisement, although no statistical significance was reached.

The only coefficient that is statistically significant at the 5% level (p = 0,048) is the interaction between the variables of centred ideology and the third condition, which combines price information and messaging highlighting the support for women's football in the advertisement. This interaction indicates that the effect of stated political ideology on the likelihood of purchasing a ticket is moderated by the third condition. Contrary to expectations, the sign of this coefficient is positive changing the direction of the adjusted slope, which can be calculated by adding the coefficient of *ideology_centred* and *interaction_3*, which yields a value of 0,368 (-0,517 + 0,885 = 0,368), suggesting that right-leaning people are more likely to purchase a ticket after viewing the third advertisement poster relative to their likelihood under the standard condition. This is the opposite result of the anticipated direction formulated in the fourth hypothesis.

5.3.6. Research Question 1

To address the first research question, the same multiple linear regression approach used to test the fourth hypothesis was conducted again, but with willingness-to-pay as the dependent variable. Based on the remaining observations, the results of the multiple linear regression analysis are summarised in Table 9 and Appendix 13.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,424[a]	,180	,117	10,64906	,180	2,853	5	65	,022

a. Predictors: (Constant), interaction_3, interaction_2, condition_2, condition_3, ideology_centred

b. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	24,177	2,206		10,961	<,001
	ideology_centred	-1,704	1,855	-,168	-,919	,362
	condition_2	-,260	3,097	-,011	-,084	,933
	condition_3	-5,748	3,148	-,239	-1,826	,072
	interaction_2	-4,457	2,737	-,249	-1,628	,108
	interaction_3	1,394	2,817	,074	,495	,622

a. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.

Table 9: Model Summary and Coefficients of Multiple Linear Regression Analysis with Willingness to Pay as the Dependent Variable

The regression model demonstrates a moderate fit since it explains about 18% of the variance in willingness to pay ($R^2 = 0{,}18$) and is statistically significant (p = 0,022). However, none of the individual coefficients are statistically significant at the 5% level. Therefore, no evidence was found to suggest that the interaction effect between political ideology and the third experimental condition significantly influences stated willingness to pay.

5.3.7. Research Question 2

To examine whether political ideology, the sex of respondents' children, and the sex of their siblings moderate and amplify reported willingness to pay, another multiple linear regression analysis was conducted using a blockwise hierarchical procedure this time. As a preliminary step, descriptive statistics were reviewed to assess whether each variable is needed. As no respondent reported having a son or a non-binary child, these variables were excluded from the analysis. Furthermore, since only one person reported having a non-binary sibling, this observation was also omitted. Consequently, three dummy variables for daughters, sisters, and brothers were created, each coded as 1 if applicable and 0 otherwise. For the Multiple Linear Regression analysis, the variables were parted into two blocks. The first block contained the main effect variables, which are the three newly created dummy variables as well as mean-centred political ideology. The second block then added the interaction terms of centred political ideology with each dummy variable. The results of this analysis are summarised in Table 10 and further detailed in Appendices 14 and 15.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	18,055	2,981		6,057	<,001
	Dummy_Sisters	-1,039	2,740	-,046	-,379	,706
	Dummy_Brothers	6,871	2,794	,298	2,460	,017
	Dummy_Daughters	9,702	5,568	,199	1,742	,086
	ideology_centred	-2,573	1,150	-,254	-2,238	,029
2	(Constant)	18,517	2,987		6,199	<,001
	Dummy_Sisters	-,922	2,765	-,041	-,333	,740
	Dummy_Brothers	6,754	2,751	,293	2,456	,017
	Dummy_Daughters	5,742	6,666	,118	,861	,392
	ideology_centred	-5,459	3,010	-,539	-1,813	,075
	ideology_daugthers	-5,323	7,988	-,097	-,666	,508
	ideology_sisters	5,040	2,533	,359	1,990	,051
	ideology_brothers	,505	2,721	,041	,186	,853

a. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.

Table 10: Blockwise Multiple Linear Regression Analysis Coefficients with DV: WTP

The results presented in Appendices 14 and 15 show that the first block model is significant (p=0,011) and explains approximately 17,6% of the variance in willingness to pay ($R^2 = 0{,}176$). Residual Statistics and the Scatterplot once again show no severe outliers as well as no clear indications of heteroscedasticity. Within this first model, political ideology has a significant effect on reported willingness to pay (p=0.029). The negative slope indicates that respondents who identify as more right-leaning report a lower willingness to pay for a ticket. It is important to note that this result is independent of the experimental conditions and therefore unrelated to the findings concerning Hypothesis 4 and the first Research Question. Additionally, if a respondent has one or more brothers, their willingness to pay significantly increases by 6,87€ compared to if they do not have any brothers (p=0,017).

The second block does not significantly improve the first model since the extended model is not statistically significant at the 5% level (p=0,150) and the dummy variable for having one or more brothers stays the only significant coefficient. Nevertheless, there is a tendency that the interaction effect of having sisters moderates the way in which political ideology affects stated willingness to pay. However, this result is not statistically significant at the 5% level (p = 0,051) which is why it cannot be elaborated.

5.3.8. Research Question 3

To address the question of whether respondents who self-identify exclusively as men's football fans report a lower willingness to pay compared to individuals who do not self-identify as fans overall, a categorical new variable was created capturing different types of fans. Respondents are classified into four groups based on their self-reported levels of men's or women's football fandom, measured on a Likert scale ranging from 1 to 7, with 1 representing no interest in football and 7 representing a very high interest. The coding scheme of this variable is summarised in Table 11.

Value of New Variable Fan_Type	Old Value of Variable Fan_Men	Old Value of Variable Fan_Women	Label of New Variable Fan_Type
1	if Fan_Men >= 5	if Fan_Women <= 2	Exclusive men's football fan
2	if Fan_Men >= 3	if Fan_Women >= 3	Broad football fan
3	if Fan_Men <= 2	if Fan_Women >= 5	Exclusive women's football fan
4	if Fan_Men <= 4	if Fan_Women <= 4	no strong fan

Table 11: Coding of newly created Variable Fan_Type

Fan_Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	16	20,8	20,8	20,8
	2,00	31	40,3	40,3	61,0
	4,00	30	39,0	39,0	100,0
	Total	77	100,0	100,0	

Table 12: Frequencies for new variable Fan_Type

Prior to conducting the main analysis, frequencies for the new variable describing the type of fan were checked (Table 12). As no respondents self-identified exclusively as women's football fans, the category was not included in the further analysis. A One-Way ANOVA was then conducted with willingness to pay as the dependent variable and fan type as the independent factor. The results are summarised in Tables 13 and 14 as well as Appendix 16.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	955,568	2	477,784	3,852	,026
Within Groups	8931,099	72	124,043		
Total	9886,667	74			

Table 13: ANOVA results with dependent variable willingness to pay and factor fan_type

(I) Fan_Type	(J) Fan_Type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	-6,13548	3,50299	,193	-14,5186	2,2476
	4,00	-9,82069*	3,54216	,019	-18,2975	-1,3439
2,00	1,00	6,13548	3,50299	,193	-2,2476	14,5186
	4,00	-3,68521	2,87728	,411	-10,5709	3,2005
4,00	1,00	9,82069*	3,54216	,019	1,3439	18,2975
	2,00	3,68521	2,87728	,411	-3,2005	10,5709

*. The mean difference is significant at the 0.05 level.

Table 14: Results of One-Way ANOVA with dependent variable willingness to pay and factor fan_type

The results in the ANOVA table show a statistically significant difference in the stated willingness to pay across fan types (p = 0,026). Post Hoc Comparisons using Tukey's test indicate that this contrast is driven by a significant difference between exclusive men's football fans and respondents who do not strongly identify as fans overall. Specifically, people who self-identify exclusively as fans of men's football are willing to pay significantly less, with a difference of 9,82€ on average compared to non-fans. These findings are consistent with the formulation of the third research question.

5.3.9. Research Question 4

To furthermore examine whether individuals who self-identify more as men's football fans exhibit a lower willingness to pay compared to those who identify more as women's football fans, mean-centred variables for both men's football fandom and women's football fandom were created. An interaction term between these two centred variables was then computed, and a blockwise multiple linear regression was conducted. Willingness to pay served as the dependent variable in this analysis, with previously identified outliers excluded again. In the first block, the independent variables included both mean-centred variables for football fandom. Additionally, in the second block, the interaction term was added to test whether the effect of being a men's football fan on the stated willingness to pay is moderated by the intensity of

being a women's football fan. The results are presented in Tables 15 and 16 as well as Appendix 17.

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,326[a]	,106	,080	11,12068	,106	4,151	2	70	,020
2	,331[b]	,110	,071	11,17813	,004	,282	1	69	,597

a. Predictors: (Constant), centred_FanWomen, centred_FanMen

b. Predictors: (Constant), centred_FanWomen, centred_FanMen, interaction_fandom

c. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.

Table 15: Model Summary for both blocks in the multiple linear regression with willingness to pay as the dependent variable

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22,347	1,302		17,162	<,001
	centred_FanMen	-1,809	,747	-,286	-2,421	,018
	centred_FanWomen	2,103	,961	,258	2,189	,032
2	(Constant)	22,553	1,365		16,518	<,001
	centred_FanMen	-1,915	,777	-,302	-2,464	,016
	centred_FanWomen	2,208	,986	,271	2,240	,028
	interaction_fandom	-,284	,534	-,063	-,531	,597

a. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.

Table 16: Corresponding Coefficients Table for the analysis from Table 10

The first model is statistically significant (p = 0,02) but explains only a small proportion of variance in the dependent variable ($R^2 = 0{,}08$). The second model does not reach statistical significance at the 5% level, and the included interaction term does not improve the model fit. Residual Statistics and the Scatterplot indicate no severe outliers or homoscedasticity (App. 17).

In the first model, both the mean-centred variable for men's football fandom (p = 0.018) and the mean-centred variable for women's football fandom (p = 0,032) are statistically significant at the 5% level. The negative coefficient of men's football fandom indicates that people who identify more strongly as fans of men's football report a significantly lower willingness to pay for an HSV-Frauen ticket, when their level of being a women's football fan is held constant. Conversely, the positive coefficient of women's football fandom indicates that people who

consider themselves to be fans of women's football report a higher willingness to pay when holding their level of being a men's football fan constant. As the interaction effect is not statistically significant, there is no evidence that the relationship between stronger men's football fans and their stated willingness to pay is moderated by their level of being a fan of women's football. Overall, these results support the conclusion that stronger identification with men's football is associated with a lower willingness to pay than for fans of women's football.

5.3.10. Additional Analyses

Given the relatively small number of observations, a comprehensive blockwise multiple linear regression analysis including additional covariates was conducted as a final robustness analysis. In this model, participants' gender, prior attendance of respondents at an (HSV-)women's match, place of residence, age, and income were included as control variables in the first block. The subsequent two blocks included the same independent variables as in the previous regression analyses, with likelihood of purchasing a ticket and the willingness to pay serving as the respective dependent variables. In addition to the already coded dummy variable for gender, the variables indicating residency in Hamburg, prior match attendance were also recoded into dummy variables coded as 1 if the respondent's answer was "Yes" and 0 if it was "No". The results of the analyses are reported in Tables 17, 18, and 19.

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,411[a]	,169	,090	10,79848	,169	2,134	6	63	,062
2	,499[b]	,249	,136	10,51745	,080	2,137	3	60	,105
3	,527[c]	,278	,141	10,49063	,029	1,154	2	58	,323

a. Predictors: (Constant), income, Dummy_Gender, Hamburg_Dummy, VisitW_Dummy, age, VisitHSVF_Dummy

b. Predictors: (Constant), income, Dummy_Gender, Hamburg_Dummy, VisitW_Dummy, age, VisitHSVF_Dummy, condition_2, ideology_centred, condition_3

c. Predictors: (Constant), income, Dummy_Gender, Hamburg_Dummy, VisitW_Dummy, age, VisitHSVF_Dummy, condition_2, ideology_centred, condition_3, interaction_3, interaction_2

d. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.

Table 17: Model Summary of the adjusted Multiple Linear Regression Analysis from Table 8 including the new control variables income, gender, residency, previous visits, and age

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,569[a]	,323	,259	1,48556	,323	5,015	6	63	<,001
2	,590[b]	,348	,250	1,49400	,025	,763	3	60	,519
3	,658[c]	,433	,325	1,41762	,085	4,320	2	58	,018

a. Predictors: (Constant), income, Dummy_Gender, Hamburg_Dummy, VisitW_Dummy, age, VisitHSVF_Dummy

b. Predictors: (Constant), income, Dummy_Gender, Hamburg_Dummy, VisitW_Dummy, age, VisitHSVF_Dummy, condition_2, ideology_centred, condition_3

c. Predictors: (Constant), income, Dummy_Gender, Hamburg_Dummy, VisitW_Dummy, age, VisitHSVF_Dummy, condition_2, ideology_centred, condition_3, interaction_3, interaction_2

d. Dependent Variable: On a scale of 1-7 (1 = not at all, 7 = very likely), how likely are you to buy a ticket for an HSV women's game?

Table 18: Model Summary of the adjusted Multiple Linear Regression Analysis from Table 7 including the new control variables income, gender, residency, previous visits, and age

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,909	,729		3,992	<,001
	income	-,245	,115	-,263	-2,132	,037
	Hamburg_Dummy	1,060	,430	,308	2,469	,016
	Dummy_Gender	,699	,363	,202	1,928	,058
	VisitW_Dummy	,293	,406	,078	,723	,472
	VisitHSVF_Dummy	,866	,520	,212	1,667	,101
	age	,141	,254	,068	,557	,579
2	(Constant)	3,320	,791		4,195	<,001
	income	-,212	,118	-,228	-1,802	,077
	Hamburg_Dummy	1,070	,438	,311	2,443	,018
	Dummy_Gender	,558	,384	,161	1,452	,152
	VisitW_Dummy	,210	,425	,056	,495	,623
	VisitHSVF_Dummy	,889	,541	,218	1,643	,106
	age	,066	,261	,032	,253	,801
	condition_2	-,420	,445	-,116	-,944	,349
	condition_3	-,350	,463	-,096	-,755	,453
	ideology_centred	-,219	,181	-,141	-1,213	,230
3	(Constant)	3,625	,758		4,781	<,001
	income	-,203	,116	-,218	-1,753	,085
	Hamburg_Dummy	1,257	,420	,365	2,989	,004
	Dummy_Gender	,237	,380	,068	,622	,536
	VisitW_Dummy	,041	,418	,011	,099	,922
	VisitHSVF_Dummy	,859	,520	,211	1,652	,104
	age	,017	,256	,008	,067	,947
	condition_2	-,459	,422	-,127	-1,086	,282
	condition_3	-,289	,442	-,079	-,654	,516
	ideology_centred	-,657	,287	-,424	-2,291	,026
	interaction_2	,102	,399	,038	,257	,798
	interaction_3	1,108	,409	,390	2,712	,009

a. Dependent Variable: On a scale of 1-7 (1 = not at all, 7 = very likely), how likely are you to buy a ticket for an HSV women's game?

Table 19: Coefficients Table of the adjusted Multiple Linear Regression Analysis from Table 7 including the new control variables income, gender, residency, previous visits, and age

As none of the three models using willingness to pay as the dependent variable reached statistical significance, the results are not further discussed.

For the analysis of likelihood of purchasing a ticket, the model including only the first block of control variables is a significant representation ($p < 0,01$) and explains approximately 32,3% ($R^2 = 0,323$) of the variance in the dependent variable. Adding the experimental condition dummies and the mean-centred political ideology variable in the second block does not significantly improve the fit of the model. However, the inclusion of the interaction effects in the third block does significantly improve the model ($p = 0,018$), and the explained variance in the dependent variable increases to approximately 43,3% ($R^2 = 0,433$) making it the model of main interest.

Within Model 3, three coefficients reach statistical significance. The residence of a respondent in Hamburg is a statistically significant predictor ($p = 0,004$), indicating that respondents are more likely to purchase a ticket when they reside in Hamburg. Second, the findings from the previous regression analysis (Table 7) are again supported in this extended analysis. The mean-centred ideology variable ($p = 0,026$) and the interaction between ideology and the third experimental condition ($p = 0,09$) are again statistically significant. The results indicate that, in general, a more right-leaning person is associated with a decreased stated likelihood of purchasing a ticket by approximately -0,657 points on the Likert Scale. However, this negative effect is attenuated and reverses direction from negative to positive when respondents are exposed to the third experimental condition. The adjusted slope yields a value of 0,451 (-0,657 + 1,108 = 0,451). Therefore, the third experimental condition of combining price information with messaging highlighting the support of women's football, moderates the relationship between political ideology and the likelihood of purchasing a ticket.

6. Discussion

The overarching objective of this thesis concerns potential drivers of attendance in women's football as increased revenues from ticket sales have previously been identified as a means of addressing current barriers and persistent gender-related prejudices within the sport. In contrast to existing literature, which primarily focuses on external factors such as location, weather conditions, or matchday scheduling, the focus deliberately lies on internal, communication-based determinants such as the framing of information in advertising. This method represents a low-cost and rather easily implementable intervention, making it suitable for an initial

investigation. Consequently, the analysis examines how informational framing influences individuals' stated likelihood of attending a women's football match as well as their willingness to pay for a ticket. The empirical investigation was conducted using the case of the HSV-Frauen.

The central finding of the analyses is that increasing the amount of information in the advertising posters does not significantly affect the examined indicators describing the effectiveness of the advertisement. Moreover, the inclusion of price information alone does not significantly influence the willingness to pay or the likelihood of respondents attending a match. However, respondents exposed to an advertisement poster including price information and highlighting the support for women's football reported a more favourable perception of the value-for-money associated with attending an HSV-Frauen match. One possible explanation is that perceived value-for-money may operate as a moral factor rendering the ticket purchase to subjectively seem worth the price for respondents as long as respondents are not required to state an explicit willingness to pay or make an actual purchase decision. Therefore, these findings suggest that price information alone is insufficient to serve as a strong driver of attendance in women's football. This is supported by the results in the pre-test survey, in which respondents did not express a strong desire to change the current ticket prices, indicating that individuals already expect low prices. Additionally, support for gender equality already emerged as a strong motivator for attending an HSV-Frauen match, which is why respondents might consider it as a given or do not evaluate it as information. By contrast, external factors such as improved matchday fixtures and times, enhanced access to public transportation, or the integration of an event into matchdays were identified as potential areas for improvement. This suggests that external structural factors may exert a stronger influence on attendance than internal communication-based interventions alone.

Despite the limited results, the analysis in this thesis did yield other additional findings that merit attention, as they offer valuable insights for future implementations of message framing. Consistent with expectations, women reported a significantly higher willingness to pay than men for a ticket to attend an HSV-Frauen match, even though both men and women, on average, identified more strongly as fans of men's football than of women's football. When categorising respondents into groups by fan types, individuals who self-identified exclusively as fans of men's football are willing to pay significantly less than people who did not strongly identify as football fans overall. Moreover, people who identify more as fans of men's football exhibit a lower willingness to pay when holding their level of women's football fandom constant,

whereas women's football fans exhibit a higher willingness to pay when holding their level of men's football fandom constant. No statistically significant evidence was found that an interaction of the levels of fandom influences the stated willingness to pay. These findings are particularly interesting in internal ticket communication strategies as they suggest that fans of men's football may be difficult to persuade, whereas individuals who are less engaged in the sport may represent a more promising target audience. This also implies that communication strategies do not need to rely heavily on information with a clear sports focus.

The literature review identified political ideology as an important explanatory factor in attitudes towards gender equality policies, expecting more left-leaning people to be more supportive of women's football. The blockwise regression analysis revealed that, independent of the viewed advertisement poster, respondents with a more right-leaning orientation report a significantly lower willingness to pay for a ticket than more left-leaning individuals. However, when examining their stated likelihood of attending a match, a significant interaction effect of political ideology and the third condition emerges. Specifically, more right-leaning individuals, who viewed the advertisement poster including price information and equality-promoting messages, reported a higher likelihood of attending a match of the HSV-Frauen than right-leaning people exposed to the standard advertisement. Therefore, the relationship between political ideology and the stated likelihood of purchasing a ticket is moderated by the third advertisement condition, albeit in the opposite direction to that initially hypothesised. Notably, this result could not be found when interchanging the likelihood of attending a match with the stated willingness to pay. A possible explanation is that more right-leaning respondents may express higher intention to attend a match when exposed to gender-equality messages as it does not require them to make an actual decision or financial investment. In an experimental context, they might assume that supporting gender equality is more desirable, because gender equality policies carry a strong salience.

The final noteworthy finding of the analysis is that respondents who reported having one or more brothers exhibit a significantly higher willingness to pay than those without brothers. Given that men in this research identified strongly as football fans, this effect might be explained by the idea that respondents who grew up with brothers are more familiar with football in general since they may have been surrounded by fans. Moreover, responses from the pre-test survey indicate that many attend a match with friends or family while enjoying the event character, suggesting that respondents with brothers might report a higher willingness to pay.

Although this thesis does not provide definite evidence that information framing in ticket communication can substantially increase attendance, communication-based interventions remain particularly relevant from a managerial perspective for football clubs as they are comparatively flexible and cost-efficient. External factors such as matchday scheduling are not decided by the clubs but by the overseeing organisations, public transportation is organised by municipal authorities, and changing the venue is often time-consuming and costly. However, clubs should ensure that practical external information on matchdays, for example, if the match is scheduled on the weekend, is communicated by the club to potential attendees. Furthermore, the findings of this thesis suggest that rather than targeting the general public, clubs may benefit from identifying segments and then aligning the information to the interests of such. Notably, respondents who do not strongly identify as fans exhibited a higher willingness to pay. Combined with the information from the pre-test survey and prior research, in which the combination of events and matchdays was highlighted, clubs could emphasize the event character and communicate it through channels where they reach non-fans. Conversely, individuals who already identify as fans of women's football may be regarded as a more premium segment given their high willingness to attend and to pay for tickets. For integrated clubs such as the HSV, targeting fans of the men's team may also be advantageous since they are already accustomed to some of the external factors, such as the location of the venue. In light of the finding that people who live in Hamburg are more willing to attend a match, it might be particularly effective to focus on messages highlighting city pride, identity, and club affiliation without directly foregrounding gender equality. Presenting the men's and women's teams jointly in advertising materials could further reinforce perceptions of a unified club rather than two separate teams. Finally, the results underscore that it potentially makes sense for clubs to implement A/B Testing in order to systematically evaluate the effectiveness of messaging strategies for each segment. Although political ideology does seem to influence individuals' openness to professional women's football, the results presented here are not sufficient to reflect precise managerial suggestions. Nonetheless, they do suggest that more right-leaning people can be nudged towards an increased likelihood of attending a match when messages are framed. Even though this result must be treated cautiously, given it only emerged within an anonymous experimental setting and its lack of a clear causal explanation, clubs could investigate if a further segmentation based on ideology could enhance targeted communication strategies and ultimately contribute to increased attendance.

7. Limitations

The findings of this thesis must be treated with caution since they are subject to several important limitations. First, the data collection process resulted in a relatively small final sample size for both surveys, limiting statistical power. Additionally, a number of observations had to be omitted afterwards due to participants dropping out mid-survey, contributing to attrition bias. This issue was particularly visible in the main survey, in which a more severe sampling bias is present. The channels through which participants were recruited, primarily social media platforms and personal networks, might have been too similar and likely insufficiently heterogeneous. Survey dropouts further suggest a potential respondent bias, which may be traced back to the wording of parts of the survey. In the main survey, most participants who discontinued did so immediately after reading the introductory text about the HSV-Frauen or after viewing the assigned advertisement poster. This may indicate difficulties in understanding the purpose of the questionnaire or a limited interest in the topic. Additionally, some observations contained missing values that cannot be plausibly explained and were therefore excluded, again reducing the sample size. A geographical composition may also have limited interpretation, suggesting a contextual bias. Slightly more than half of the respondents in the main survey do not reside in Hamburg. Although the survey was designed to be a hypothetical experiment to be accessible for a broader audience, the results indicate that people who do live in Hamburg have more favourable attitudes towards the HSV-Frauen. A survey restricted to Hamburg residents might therefore yield better results with greater validity in a real-life context.

The phrasing and structure of the main survey may have also introduced forms of respondent bias. No direct measure of directly asking participants to rate their perceived attractiveness of the assigned advertising poster was included. Instead, attractiveness was inferred from related constructs such as the likelihood of attending a match, willingness to pay, the perceived value-for-money, or perceived sufficiency of information. The absence of a direct attractiveness measure may explain the lack of statistically significant results. Furthermore, the measurement of political ideology relied on respondents' self-identification on the political spectrum. Despite ensuring the anonymity of survey participants, individuals may have been reluctant to state their true orientation, especially extreme ideological positions, relating to a social desirability bias. In addition, individuals might show a self-perception bias as they do not always have a precise understanding of their own orientation.

The design of the advertising posters was deliberately kept general and not tailored to a specific matchday. As a result, the included information may not have been perceived as new information by participants. Alternative designs, for example including the matchday opponent or background information on the HSV-Frauen, may have produced stronger effects.

These limitations are also reflected in the statistical results, as many models yielded low coefficients of determination, such as the R-squared. While some significant results were reached, they often only explained a small proportion of variance in the dependent variables, underscoring a need for cautious treatment. The relatively small number of observations constrained the range of feasible approaches. For example, more complex, reliable models, such as adding a three-way interaction term (e.g., *gender*ideology*sisters*) or a comprehensive stepwise regression, could not be estimated. Consequently, this thesis should be seen as a starting point for potential low-cost and easy-to-implement communication strategies for women's football clubs. Still, the findings do not provide definite evidence, marking a way for future research to employ larger, refined experimental designs.

8. Implications for Future Research

In light of the limitations outlined above, several areas for future research emerge that can help in refining or extending the understanding of attendance drivers in women's football in order to increase ticket sales to support the professionalisation of clubs and to address persistent gender-based inequalities and perceptual biases. One key finding indicated that individuals who do not strongly identify as football fans exhibit a higher willingness to pay for a ticket than exclusive fans of men's football. Therefore, future research should examine what type of information and matchday formats can drive this group to attend, as well as through which communication channels these individuals can be most effectively reached. Additional research is needed to better understand how exclusive men's football fans may become more receptive to women's football. It can be interesting to examine communication strategies that emphasize club identity, local pride, or educational messaging aimed at increasing awareness about the quality and competitiveness of women's football.

This thesis uncovered the unexpected result that individuals with a more right-leaning orientation reported a higher likelihood of attending a match when they were exposed to the advertising poster combining price information and a message emphasizing the support for women's football compared to when they viewed the standard advertisement. In the future, it

should be investigated whether this result reflects underlying biases or whether it persists when respondents have to make an actual purchase decision or face potential financial consequences. If replicated by future research, it should further explore the mechanisms driving this result, for example, if football fandom generally resonates more with right-leaning individuals or whether societal norms influence their attitudinal responses.

As mentioned before, the focus on communication strategies implemented by clubs is justified due to relatively low costs and ease of implementation. However, the findings and prior research also suggest that external structural factors, which are not decided on by the club, exert a stronger influence on attendance. Consequently, future research should investigate the role of authorities and league organisers in shaping general attendance in order to increase revenues and fuel the popularity of women's football.

Finally, according to prior research included in the literature review, clubs were shown to experience lower support for the women's team if they also have a successful men's team. This dynamic may limit the suitability of the HSV-Frauen for this study design since the men's team of the HSV has been particularly popular and successful. Future research should therefore examine the effectiveness of communication strategies in clubs without a men's team. Moreover, the findings of this thesis are not readily transferable across clubs, leagues, or countries. Given that Germany already exhibits relatively strong gender-equality policies, comparative studies across leagues and countries are necessary to identify broadly effective strategies in promoting women's football.

9. Conclusion

The primary objective of this thesis was to examine whether differently framed messages in ticket communication of clubs can influence attendance at women's football matches. The empirical analysis focused on the case of the HSV-Frauen as the team was promoted to Germany's first league of women's football in the 2025/2026 season, is affiliated with a popular football club, and uses the largest stadium of the league, creating substantial potential for increasing ticket sales. To address the research objective, two online surveys were conducted. The pre-test survey targeted individuals who had already bought a ticket to an HSV-Frauen match and aimed to identify what motivates them to attend, currently valued aspects and perceived areas of improvement. The findings suggest that the strongest drivers in attendance include the support for professional women's football, the size of the stadium, and the team's

recent promotion. Suggestions for improvement mainly concerned matchday scheduling, accessibility of public transportation, and the integration of events into matchdays. Based on these results, three distinct advertising posters were developed. The first poster included standard information, whereas the second additionally included price information, and the third included a combination of price information and a message emphasizing the support for women's football. These posters were incorporated into the main survey and randomly assigned to the participants. Subsequently, individuals were asked to evaluate the attractiveness of the poster, their likeliness of attending a match and their willingness to pay for a ticket. Additional measures included levels of their football fandom, political ideology, and demographic characteristics.

The central finding of the main survey is that increasing the amount of information has no significant influence on the effectiveness of the advertising posters. Similarly, no evidence was found suggesting that providing more information positively affects the likelihood of individuals attending a match. Nonetheless, the framing of information in clubs' internal communication strategies represents a low-cost and easily implementable approach from a managerial perspective to induce change. Future research should therefore investigate whether incorporating information about external factors into the internal communication strategies produces stronger effects, if new information is needed, and which communication channels prove to be most effective.

Beyond the main results, additional findings merit consideration. Independent of the assigned advertising poster, respondents who stated to have a more right-leaning orientation reported a lower willingness to pay than more left-leaning individuals. Unexpectedly, when exposed to the poster combining price information with a message emphasizing support for the women's team, more right-leaning respondents reported a higher likelihood of attending a match compared to when they were assigned the standard advertisement. A possible explanation for this counterintuitive result may reflect individuals' social desirability, meaning they provide the answer which seems normatively desirable. Moreover, female respondents are significantly willing to pay more for a ticket to the HSV-Frauen than male respondents. Individuals who self-identified exclusively as fans of men's football exhibited a significantly lower willingness to pay than individuals who generally did not strongly identify as football fans. Taken together, these findings highlight that a well-considered segmentation process can help improve the design of clubs' internal communication strategies. Clubs may benefit from tailored and

targeted messages based on preferences and motivation. Accordingly, future research should explore how different segments may be targeted effectively.

Although the findings of this thesis are subject to several limitations and therefore do not provide definite predictions, the work does represent an initial step toward the examination of drivers of attendance in women's football from a club-level perspective. This line of inquiry is particularly relevant as increased attendance leads to higher ticket sales and therefore increased revenues, which in turn may improve the professionalism and quality of women's football to contribute to the reduction of gender-based prejudices and inequalities.

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11. Appendix

11.1. Study Design and Data Collection

App.1: English Translation of the Pre-Test Survey

A. Introduction

As part of my master's thesis, I am investigating which factors in ticket communication can help in making an HSV-Frauen match more attractive. In order to find out how new visitors can be attracted; I am initially interested in what convinces current visitors to purchase tickets for a game.

By participating, you will help me obtain relevant results for my master's thesis. Participation is voluntary, and your answers are anonymous and will not be used for any purpose other than the aforementioned thesis. The survey will approximately take 5 minutes.

If you have any questions or comments, please feel free to contact me (Emmy Lucassen, s-elucassen@ucp.pt)!

If you agree, you can now begin the survey.

B. Screening Questions

1. Is this your first time attending an HSV-Frauen match at the Volksparkstadion (stadium of the Hamburg team)?

- **a.** Yes
- **b.** No

2. How often do you attend HSV-Frauen matches at Volksparkstadion per season? (only if the answer was 1.b.)

- **a.** 1-2 times
- **b.** 3-5 times
- **c.** 6-10 times
- **d.** >10 times

3. Have you visited a game of another women's team in the past?

- **a.** Yes
- **b.** No

4. In which of the following competitions have you already attended a women's team game? (only if 3a. was answered)

- **a.** 1. Frauen-Bundesliga
- **b.** 2. Frauen-Bundesliga
- **c.** DFB-Cup of the women
- **d.** International match of the women
- **e.** Other, _____
- **f.** None

5. With whom are you visiting the match for which you bought tickets? (multiple answers possible)

- **a.** I go alone
- **b.** With my Partner
- **c.** With my Family (without children)
- **d.** With my Family (including children)
- **e.** With Friends
- **f.** With a club or group
- **g.** Other: _____

C. Questions about Ticketing

6. Did you purchase a season ticket for the league home matches of the HSV-Frauen?

- **a.** Yes
- **b.** No

7. On a scale of 1-7 (1 = not at all, 7 = very much), how much did the following points influence your decision to buy a season ticket for the 2025/26 season? (only if answer was 5.a.)

- **a.** The season ticket price
- **b.** The recent promotion of the HSV-Frauen to the 1st Frauen-Bundesliga
- **c.** The opportunity to watch all games at the Volksparkstadion (men's stadium)
- **d.** Support for women's football

e. Identification with the HSV as a football club

f. A match as a family-friendly event

g. A match as a social event/experience

h. To try something new

i. Positive media coverage

j. Recommendation from family or friends

8. On a scale of 1-7 (1 = not at all, 7 = very much), how much did the following points influence your decision to buy a ticket for the game? (only if answer was 5.b.)

a. The ticket price

b. The recent promotion of the HSV-Frauen to the 1st Bundesliga

c. The opportunity to watch all games at the Volksparkstadion (men's stadium)

d. Support for women's football

e. Identification with the HSV as a football club

f. Family-friendly event

g. Social event/experience

h. To try something new

i. Positive media coverage

j. Recommendation from family or friends

k. Special offers or promotions (ex. AIDA children's tickets, etc.)

l. The day of the week and kick-off time

m. Today's opponent

9. Are there any other reasons why you purchased a ticket?

a. Yes, _____

b. No

10. Did you pay for the tickets for the game yourself?

a. Yes

b. No

11. Did you use a discount code or take advantage of promotions (e.g., AIDA children's tickets) when purchasing? (only answer if 6.b. and 10.a.)

a. Yes, _____

b. No

12. How did you find out about the game and ticket sales? (multiple answers possible) (only if answer was 6.b.)

a. The club's website

b. The club's social media

c. Social media ads

d. Friends or acquaintances

e. Third-party advertising (radio, TV, newspapers, posters, …)

f. Other: _____

D. Questions about Visit

13. Which of the following messages appeal most to you in relation to matches of the HSV-Frauen in the Volksparkstadion? Please select the three messages that are most appealing to you.

a. The atmosphere of a women's game in the Volksparkstadion

b. The proximity to the players on the field

c. The quality of women's football

d. Equality for women in a top-level sport

e. The role model function of female players for children

f. Support of the local club HSV

g. The entertainment surrounding the game (halftime show, promotions, etc.)

h. The community spirit and family friendliness

i. The price advantages compared to men's games

14. What changes would encourage you to attend HSV-Frauen matches more often? Please select the three changes that reflect your opinion most.

a. Better match weekdays and kick-off times

b. Better parking options or public transport services

c. Cheaper ticket prices

d. Family or group discounts

e. The connection with events and other activities in the stadium

f. Improved program for children

g. More attention for matches through communication and advertising

15. Are there any other changes you would like to see?

a. Yes, _____

b. No

E. Expenditures

16. What costs in € do you expect when attending an HSV women's game at the Volksparkstadion (excluding travel costs)? Please indicate your expected costs.

a. Tickets: ??€ (Please enter 0 for season ticket holders)

b. Food and drink: ??€

c. Merchandise: ??€

d. Do not want to answer

F. Demographics

17. How old are you?

a. <18

b. 18-24

c. 25-34

d. 35-44

e. 45-54

f. 55-65

g. >65

18. Please select your gender.

a. Male

b. Female

c. Diverse

d. Do not want to answer

19. Do you have any siblings? (multiple answers possible)

a. One or more sisters

b. One or more brothers

c. One or more non-binary siblings

d. None

20. Do you have children? (multiple answers possible)

a. One or more daughters

b. One or more sons

c. One or more non-binary children

d. None

21. How old are your children? (multiple answers possible) (answer only if 21.a.)

a. <5

b. 6-10

c. 11-15

d. 16-20

e. >20

22. Are you a member of any football club?

a. Member of the HSV

b. Member of another club

c. Not a member

23. Do you play football yourself or have you played football yourself?

a. Yes

b. No

24. On a scale of 1-7 (1 = Not at all, 7 = Very much), how much would you describe yourself as a football fan?

25. Have you visited a match of a men's team in a stadium before?

a. Yes

b. No

Thank you for participating in this survey!

App. 2.: Integration in Matchday Newsletter

Translation

HL: Your voice counts!

Subtext: As part of a thesis project, we are currently conducting a survey among ticket holders for an HSV women's home game.

Participation only takes a few minutes, but it is an important step for us in evaluating and continuously improving communication on match days.

Take part in the survey now and support us:

CTA: Participate now!

App.3: English Translation of the Main Survey

A. Introduction

As part of my master's thesis, I am investigating how the ticket communication for a women's soccer game of the HSV-Frauen in the 1st Women's Bundesliga can be improved to motivate new visitors to attend a game at the Volksparkstadion. You can also participate in the survey if you do not live in Hamburg.

By participating, you will help me obtain relevant results for my master's thesis. Participation is voluntary, and your answers are anonymous and will not be used for any purpose other than the aforementioned master's thesis. There are no right or wrong answers. The survey will take about 5 minutes.

If you agree, you can now begin the survey.

B. Screening Questions

1. On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a men's soccer fan?

2. On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a women's soccer fan?

3. Have you ever been to an HSV-Frauen match at the Volksparkstadion before?
   a. Yes
   b. No

4. Have you ever been to a game of another women's football team before?
   a. Yes
   b. No

5. Do you live in Hamburg?
   a. Yes
   b. No

6. Where have you seen advertisement for the games of the HSV-Frauen before?

a. Nowhere
b. Through the club HSV (website, stadium, etc.)
c. On Social Media
d. Advertising of third parties (radio, tv, newspaper, ads, etc.)
e. Advertising space belonging to the men's team of the HSV
f. Other, _____

C. Information about the Team

Before answering the remaining questions, you will find brief information about the HSV women's team. Please read it carefully before clicking to the next question.

The HSV-Frauen are the professional women's soccer team of Hamburger SV. They play for the club in the 1st Women's Bundesliga and in the DFB Women's Cup. The squad consists of young players from the club's own youth academy and more experienced players. Since the 2025/2026 season, all home games are played at the Volksparkstadion, which is where the HSV men's team also plays. This stadium can accommodate approximately 57,000 spectators when sold out.

D. Testing of ads

⇨ Randomized assignment of one of the three different advertising posters with equal probabilities
⇨ Please look closely at the following advertising poster and answer the three questions below.

7. On a scale of 1-7 (1 = not at all, 7 = very strongly), how informed do you feel about ticket sales based on this advertising?

8. On a scale of 1-7 (1 = not at all, 7 = very likely), how likely are you to buy a ticket for an HSV women's game?

9. How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.

10. Please rate the extent to which you agree with the following statements. (1-5)

a. The information is clear and understandable.
b. The information is sufficient to make a decision on purchasing a ticket.
c. I have learned something new about the HSV women's team.
d. The advertising poster is relevant to me.
e. The advertising poster makes it interesting to go to a game of the HSV-Frauen.
f. Going to the game seems to be worth the price.

E. Question about Political Ideology

11. Please indicate how you consider yourself politically on a scale from 1 to 7? (1= extremely left wing, 7= extremely right wing). All your answers are anonymous.

F. Closing Question

12. How old are you?
    a. <18
    b. 18-24
    c. 25-34
    d. 35-44
    e. 45-54
    f. 55-65
    g. >65

13. What is your gender?
    a. Male
    b. Female
    c. Diverse
    d. No answer

14. Do you have siblings? (multiple answers possible)
    a. One ore more sisters
    b. One or more brothers
    c. One or more non-binary siblings
    d. No

15. Do you have children? (multiple answers possible)
    a. One or more daughters
    b. One or more sons
    c. One or more non-binary children
    d. No

16. If 15.a. How old are your children? (multiple answers possible)
    a. <5
    b. 5-10
    c. 11-15
    d. 16-20
    e. >20

17. What is your profession?
    a. Student (without a job)
    b. Student (with a job)
    c. Fulltime worker
    d. Parttime-worker
    e. Self-employed
    f. Unemployed
    g. No Answer

18. What is your monthly income?
    a. No Answer
    b. <500€
    c. 500€-1.000€
    d. 1.000-€1.500€
    e. 1.500€-2.000€
    f. 2.000€-2.500€
    g. > 2.500€

19. Are you a member of a football club?
    a. Member at the HSV
    b. Member of another club

c. No member

20. Do you play or have you played football yourself?

a. Yes

b. No

Thank you for your participation!

11.2. Data Analysis of Pre-Test Survey

App.4: Table Overview Frequencies

	Nürnberg Match	Leverkusen Match	Total
Demographics			
Age (Q17)	<18 years: 1 18-24 years: 8 25-34 years: 18 35-44 years: 5 45-54 years: 13 55-64 years: 7 >65 years: 4	<18 years: 0 18-24 years: 6 25-34 years: 10 35-44 years: 4 45-54 years: 10 55-64 years: 7 >65 years: 2	<18 years: 1 18-24 years: 14 25-34 years: 28 35-44 years: 9 45-54 years: 23 55-64 years: 14 >65 years: 6
Gender (Q18)	Women: 25 Men: 29 Diverse: 2	Women: 21 Men: 18	Women: 46 Men: 47 Diverse: 2
Played Football (Q23)	Yes: 35 No: 21	Yes: 26 No: 13	Yes: 61 No: 34
Attendance			
1st time attendees (Q1)	6 1st time attendees	4 1st time attendees	10 1st time attendees
Regularity (Q2)	1-2x: 2 3-5x: 5 6-10x: 14 >10x: 29	1-2x: 6 3-5x: 7 6-10x: 7 >10x: 15	1-2x: 8 3-5x: 12 6-10x: 21 >10x: 44
Former Visits (Q3)	24 visited before	16 visited before	40 visited before
Season Ticket Holder (Q6)	38 season tickets	17 season tickets	55 season tickets
Accompaniment (Q5)	Alone: 14 Partner: 10 Family w Kids: 7 Family wo Kids: 15 Friends: 19 Club/Group: 5 Other:	Alone: 7 Partner: 7 Family w Kids: 17 Family wo Kids: 8 Friends: 13 Club/Group: 4 Other:	Alone: 21 Partner: 17 Family w Kids: 24 Family wo Kids: 23 Friends: 32 Club/Group: 9 Other:

Reasons and Awareness for Matches			
Reasons for Visit Season Ticket (Q7)	Price: 38 Promotion: 37 Stadium: 38 Support: 38 Club: 37 Family Event: 32 Social Event: 35 Try New: 32 Media: 30 Recs: 28	Price: 15 Promotion: 17 Stadium: 17 Support: 17 Club: 16 Family Event: 15 Social Event: 15 Try New: 13 Media: 14 Recs: 11	Price: 53 Promotion: 54 Stadium: 55 Support: 55 Club: 53 Family Event: 47 Social Event: 50 Try New: 45 Media: 44 Recs: 39
Reasons for Visit Single Ticket (Q8)	Price: 17 Promotion: 16 Stadium: 17 Support: 18 Club: 16 Family Event: 18 Social Event: 17 Try New: 15 Media: 15 Recs: 14 Promo Codes: 13 Weekday: 13 Opponent: 12	Price: 21 Promotion: 22 Stadium: 21 Support: 22 Club: 22 Family Event: 20 Social Event: 20 Try New: 18 Media: 19 Recs: 16 Promo Codes: / Weekday: 20 Opponent: 20	Price: 38 Promotion: 38 Stadium: 38 Support: 40 Club: 38 Family Event: 38 Social Event: 37 Try New: 33 Media: 34 Recs: 30 Promo Codes: 13 Weekday: 33 Opponent: 32
Awareness for Match (Q12)	Website Club: 11 Socials Club: 5 Social Media: 0 Friends/Family: 3 Third Party: 1	Website Club: 13 Socials Club: 11 Social Media: 0 Friends/Family: 3 Third Party: 1	Website Club: 24 Socials Club: 16 Social Media: 0 Friends/Family: 6 Third Party: 2
Motivations and Wishes for Change			
Motivation (Q13)	Atmosphere: 30 Closeness: 14 Quality: 17 Equality: 38 Rolemodels: 10 Club: 19 Entertainment: 1 Friendliness: 15 Price: 21	Atmosphere: 22 Closeness: 8 Quality: 7 Equality: 21 Rolemodels: 11 Club: 26 Entertainment: 1 Friendliness: 8 Price: 13	Atmosphere: 52 Closeness: 22 Quality: 24 Equality: 59 Rolemodels: 21 Club: 45 Entertainment: 2 Friendliness: 23 Price: 24
Change (Q14)	Day and Time: 36 Transportation: 24 Prices: 8 Group Sales: 10 Events: 20 Kids Program: 8 Communication: 32	Day and Time: 24 Transportation: 12 Prices: 6 Group Sales: 14 Events: 10 Kids Program: 8 Communication: 22	Day and Time: 60 Transportation: 36 Prices: 14 Group Sales: 24 Events: 30 Kids Program: 16 Communication: 54

App. 5: Descriptives for football fandom (Q24) in Pre-Test Survey

⇨ Overall Mean: 5,9815

Nürnberg

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
On a scale of 1–7 (1 = Not at all, 7 = Very much), how much would you describe yourself as a football fan?	56	1,00	7,00	5,7321	1,35501
Valid N (listwise)	56				

Leverkusen

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
On a scale of 1–7 (1 = Not at all, 7 = Very much), how much would you describe yourself as a football fan?	39	4,00	7,00	6,2308	,80986
Valid N (listwise)	39				

11.3. Data Analysis of Main Survey

App. 6: Frequencies for condition, gender, age, residency, and previous visits from the Main Survey

assignment of conditions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	25	32,5	32,5	32,5
	2,00	26	33,8	33,8	66,2
	3,00	26	33,8	33,8	100,0
	Total	77	100,0	100,0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	33	42,9	42,9	42,9
	Female	43	55,8	55,8	98,7
	No Answer	1	1,3	1,3	100,0
	Total	77	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 18	2	2,6	2,6	2,6
	18-24	22	28,6	28,6	31,2
	25-34	49	63,6	63,6	94,8
	35-44	1	1,3	1,3	96,1
	45-54	1	1,3	1,3	97,4
	55-64	2	2,6	2,6	100,0
	Total	77	100,0	100,0	

Residency in Hamburg

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	46,8	46,8	46,8
	No	41	53,2	53,2	100,0
	Total	77	100,0	100,0	

Have you ever been to an HSV-Frauen match at the Volksparkstadion before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	24,7	24,7	24,7
	No	58	75,3	75,3	100,0
	Total	77	100,0	100,0	

Have you ever been to a game of another women's football team before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	28,6	28,6	28,6
	No	55	71,4	71,4	100,0
	Total	77	100,0	100,0	

App. 7: Descriptives for football fandom variable

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a men's soccer fan?	77	1,00	7,00	4,8312	1,88067
On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a women's soccer fan?	75	1,00	6,00	2,9333	1,42690
Valid N (listwise)	75				

App. 8: Test of Normality for Independent Samples t-test for football fandom variable

Tests of Normality

	Dummy variable (1= if female)	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a men's soccer fan?	,00	,292	32	<,001	,738	32	<,001
	1,00	,122	42	,123	,951	42	,072
On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a women's soccer fan?	,00	,220	32	<,001	,866	32	<,001
	1,00	,174	42	,003	,920	42	,006

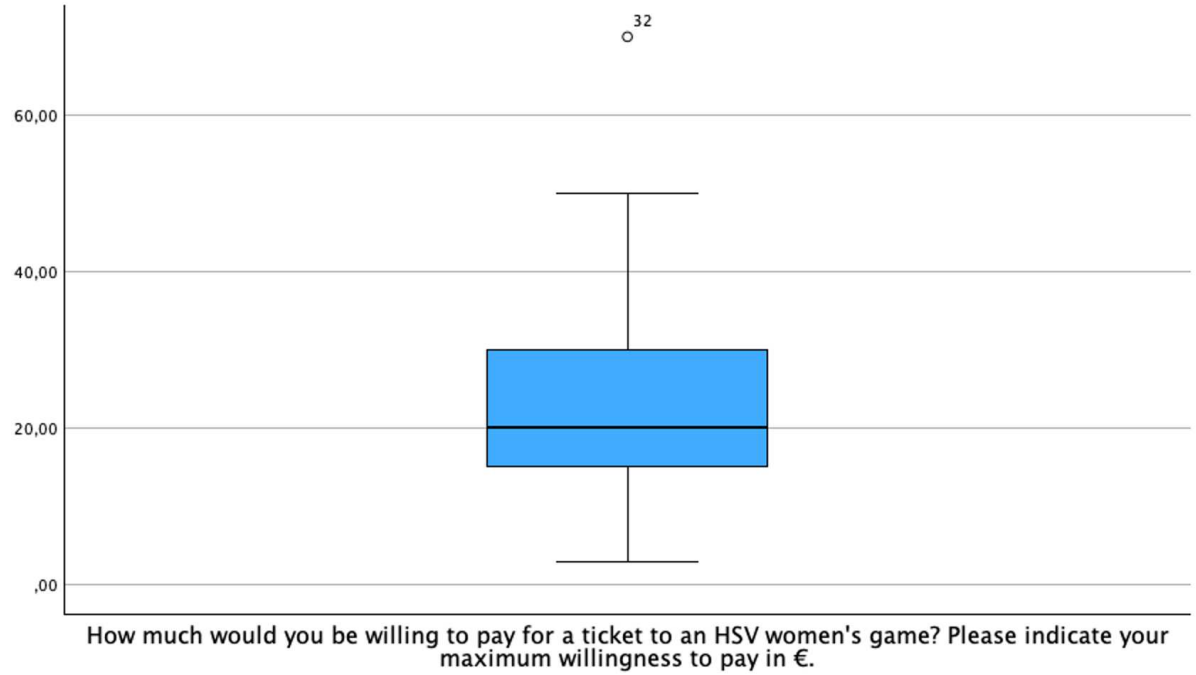
a. Lilliefors Significance Correction

Test Statistics[a]

	On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a men's soccer fan?	On a scale of 1-7 (1 = not at all, 7 = very much), how much would you describe yourself as a women's soccer fan?
Mann-Whitney U	269,500	412,500
Wilcoxon W	1215,500	940,500
Z	-4,700	-2,898
Asymp. Sig. (2-tailed)	<,001	,004

a. Grouping Variable: Dummy variable (1= if female)

App. 9: Boxplot for variable Willingness-to-Pay



App. 10: One-Way ANOVAs with condition as the independent variable and different dependent variables

Dependent Variable: Willingness to pay for a ticket (Q9)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	675,387	2	337,693	2,640	,078
Within Groups	9211,280	72	127,934		
Total	9886,667	74			

			95% Confidence Interval	
		Point Estimate	Lower	Upper
How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.	Eta-squared	,068	,000	,185
	Epsilon-squared	,042	-,028	,162
	Omega-squared Fixed-effect	,042	-,027	,160
	Omega-squared Random-effect	,021	-,014	,087

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Dependent Variable: Enough Information to make a decision (Q10 b.)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,969	2	,484	,301	,741
Within Groups	119,109	74	1,610		
Total	120,078	76			

		Point Estimate	95% Confidence Interval Lower	Upper
Please rate the extent to which you agree with the following statements - The information is sufficient to make a decision on purchasing a ticket.	Eta-squared	,008	,000	,066
	Epsilon-squared	-,019	-,027	,041
	Omega-squared Fixed-effect	-,018	-,027	,040
	Omega-squared Random-effect	-,009	-,013	,020

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Dependent Variable: Interest in going to the match (Q10 e.)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,448	2	,724	,523	,595
Within Groups	102,500	74	1,385		
Total	103,948	76			

		Point Estimate	95% Confidence Interval Lower	Upper
The advertising poster makes it interesting to go to a game of the HSV-Frauen.	Eta-squared	,014	,000	,085
	Epsilon-squared	-,013	-,027	,060
	Omega-squared Fixed-effect	-,013	-,027	,059
	Omega-squared Random-effect	-,006	-,013	,031

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Dependent Variable: Feeling of being informed by the Ad (Q7)

		Point Estimate	95% Confidence Interval Lower	Upper
On a scale of 1-7 (1 = not at all, 7 = very strongly), how informed do you feel about ticket sales based on this advertising?	Eta-squared	,052	,000	,158
	Epsilon-squared	,026	-,027	,136
	Omega-squared Fixed-effect	,026	-,027	,134
	Omega-squared Random-effect	,013	-,013	,072

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10,182	2	5,091	2,014	,141
Within Groups	187,091	74	2,528		
Total	197,273	76			

App. 11: Multiple Linear Regression with Likelihood of Buying a Ticket as dependent variable and dummies for condition 2 and 3, centred political ideology, and interaction variables of condition_2 * centred ideology, condition_3 * centred ideology as independent variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,386[a]	,149	,083	1,64077	,149	2,270	5	65	,058

a. Predictors: (Constant), interaction_3, interaction_2, condition_2, condition_3, ideology_centred

b. Dependent Variable: On a scale of 1-7 (1 = not at all, 7 = very likely), how likely are you to buy a ticket for an HSV women's game?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,562	5	6,112	2,270	,058[b]
	Residual	174,988	65	2,692		
	Total	205,549	70			

a. Dependent Variable: On a scale of 1-7 (1 = not at all, 7 = very likely), how likely are you to buy a ticket for an HSV women's game?

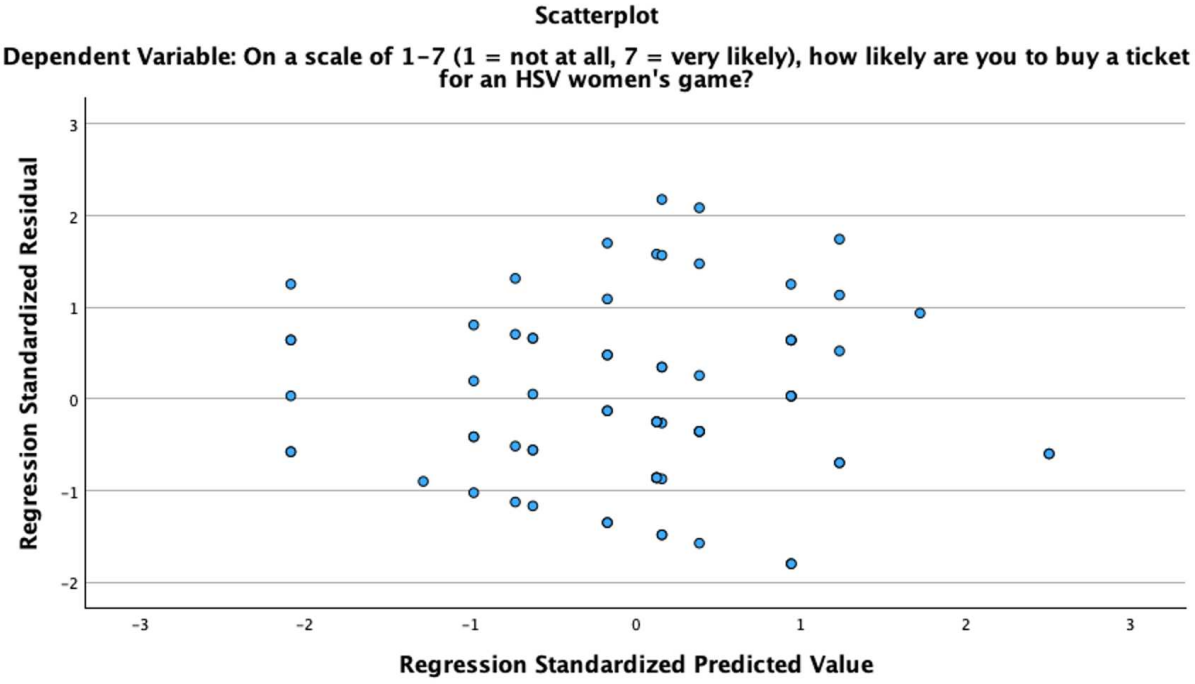
b. Predictors: (Constant), interaction_3, interaction_2, condition_2, condition_3, ideology_centred

App. 12: Residuals Statistics and Scatterplot for Regression Analysis from App. 11

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,9435	4,9791	3,3239	,66075	71
Residual	-2,94737	3,57103	,00000	1,58108	71
Std. Predicted Value	-2,089	2,505	,000	1,000	71
Std. Residual	-1,796	2,176	,000	,964	71

a. Dependent Variable: On a scale of 1-7 (1 = not at all, 7 = very likely), how likely are you to buy a ticket for an HSV women's game?

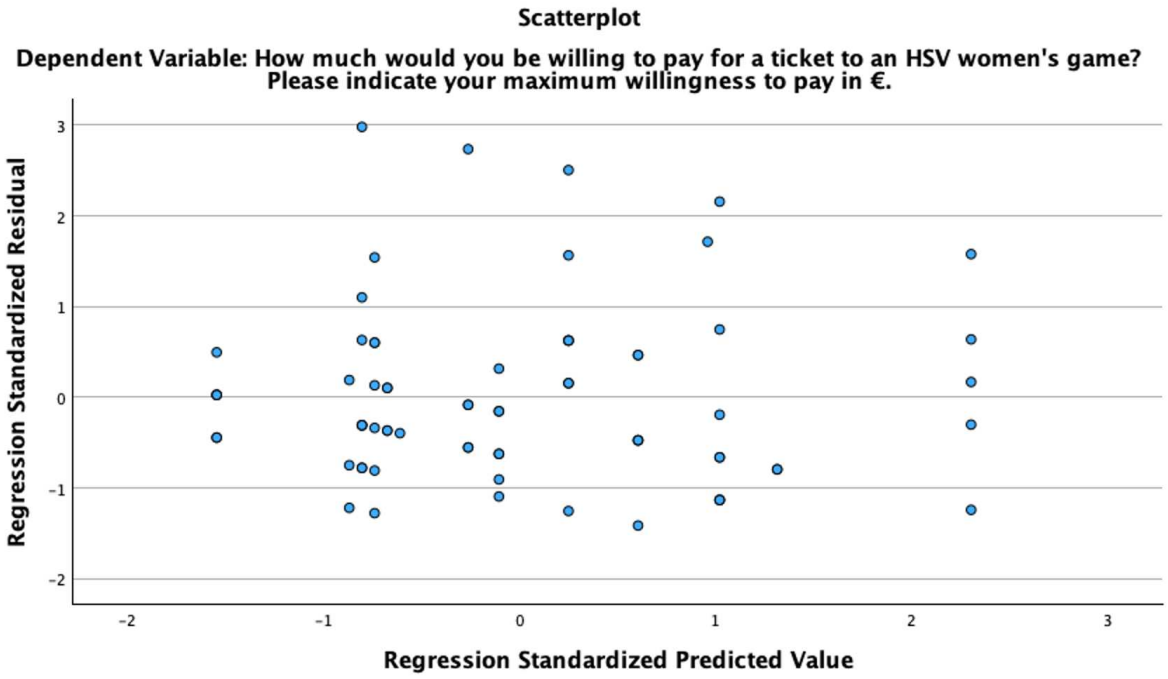


App. 13: Residual Statistics and Scatterplot for the Multiple Linear Regression Analysis with dependent variable willingness to pay and independent variables condition dummies, mean-centred ideology, interaction effects

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14,7173	33,1994	22,1408	4,80689	71
Residual	-15,04045	31,72414	,00000	10,26169	71
Std. Predicted Value	-1,544	2,301	,000	1,000	71
Std. Residual	-1,412	2,979	,000	,964	71

a. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.


Scatterplot
Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.
Regression Standardized Residual
Regression Standardized Predicted Value
3
2
1
0
-1
-2
-2
-1
0
1
2
3

App. 14: Blockwise Multiple Linear Regression with WTP as dependent variable and IVs Block 1: dummies for Sisters/Brothers/Daughters, centred political ideology, and IVs Block 2: interaction variables of Sisters * centred ideology, Brothers * centred ideology, Daughters * centred ideology

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,420[a]	,176	,126	10,59079	,176	3,534	4	66	,011
2	,492[b]	,243	,158	10,39574	,066	1,833	3	63	,150

a. Predictors: (Constant), ideology_centred, Dummy_Brothers, Dummy_Daughters, Dummy_Sisters

b. Predictors: (Constant), ideology_centred, Dummy_Brothers, Dummy_Daughters, Dummy_Sisters, ideology_daugthers, ideology_sisters, ideology_brothers

c. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1585,707	4	396,427	3,534	,011[b]
	Residual	7402,884	66	112,165		
	Total	8988,592	70			
2	Regression	2180,095	7	311,442	2,882	,011[c]
	Residual	6808,496	63	108,071		
	Total	8988,592	70			

a. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.

b. Predictors: (Constant), ideology_centred, Dummy_Brothers, Dummy_Daughters, Dummy_Sisters

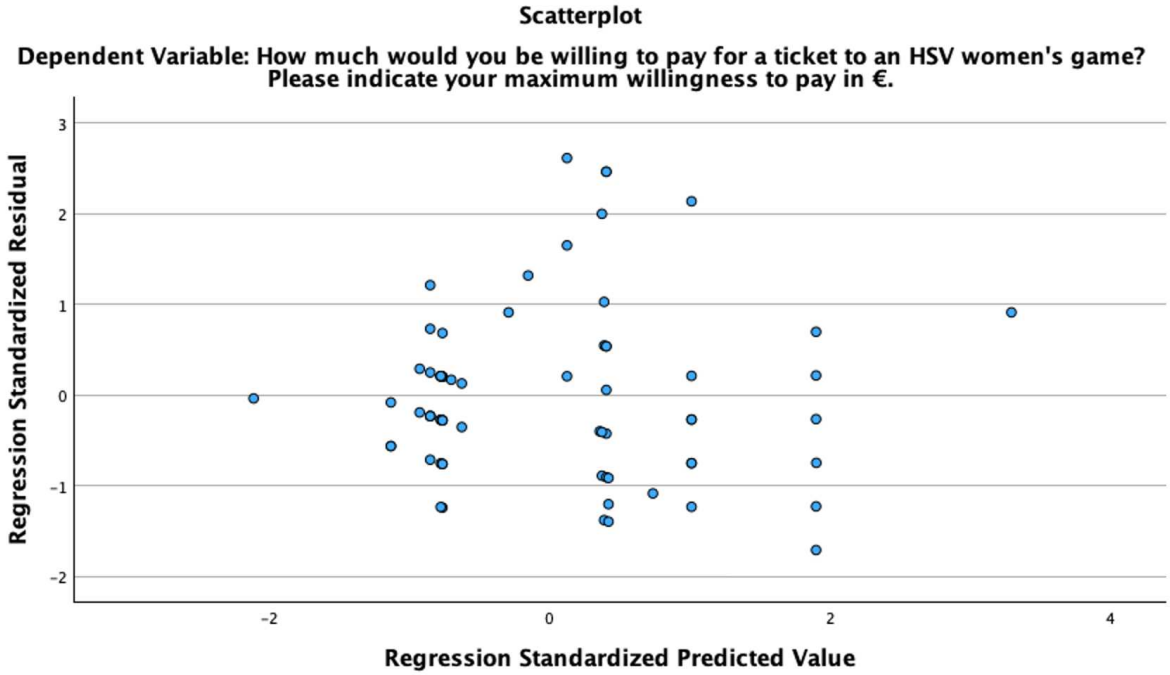
c. Predictors: (Constant), ideology_centred, Dummy_Brothers, Dummy_Daughters, Dummy_Sisters, ideology_daugthers, ideology_sisters, ideology_brothers

App. 15: Residuals Statistics and Scatterplot for Regression Analysis from App. 14

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10,3655	40,5046	22,1408	5,58070	71
Residual	-17,73488	27,17200	,00000	9,86226	71
Std. Predicted Value	-2,110	3,291	,000	1,000	71
Std. Residual	-1,706	2,614	,000	,949	71

a. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.



App. 16: Levene Statistic for the One-Way ANOVA with willingness to pay as the dependent variable and the factor fan type

Tests of Homogeneity of Variances

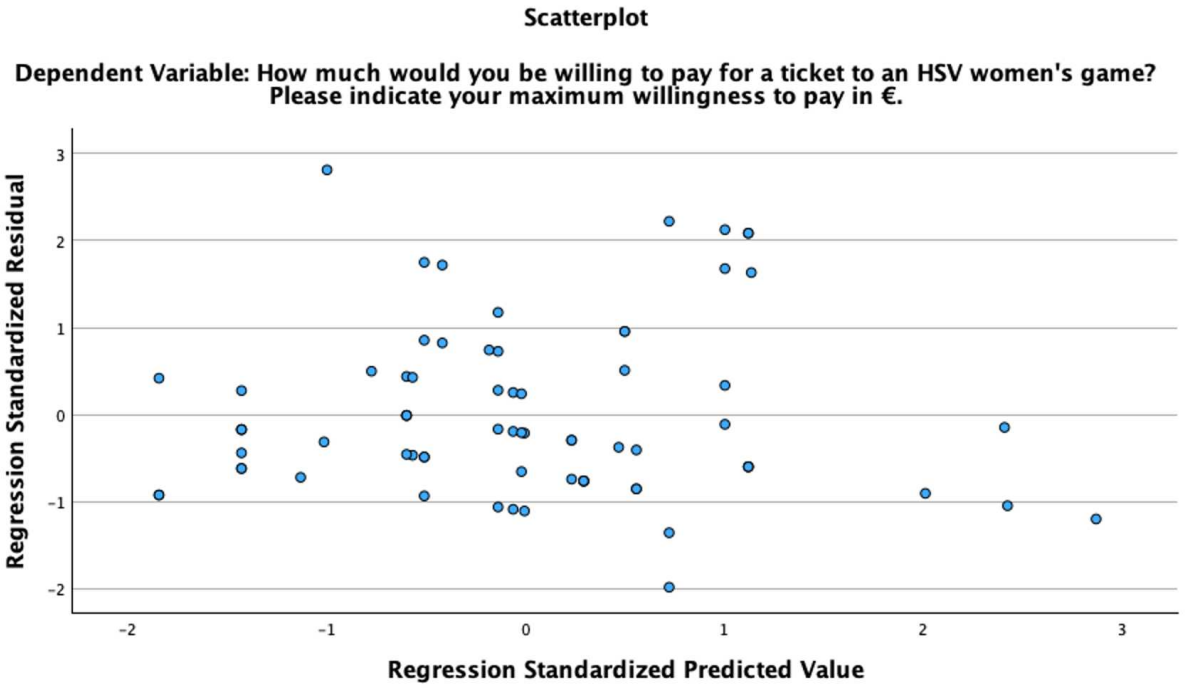
		Levene Statistic	df1	df2	Sig.
How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.	Based on Mean	1,926	2	72	,153
	Based on Median	2,379	2	72	,100
	Based on Median and with adjusted df	2,379	2	70,873	,100
	Based on trimmed mean	2,185	2	72	,120

App. 17: Residual Statistics and Scatterplot for multiple linear regression with willingness to pay as the dependent variable and independent variables mean-centred men's football fandom and mean-centred women's football fandom and the interaction term of both

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15,3212	33,4054	22,3973	3,84037	73
Residual	-22,16669	31,43559	,00000	10,94277	73
Std. Predicted Value	-1,843	2,866	,000	1,000	73
Std. Residual	-1,983	2,812	,000	,979	73

a. Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.


Scatterplot
Dependent Variable: How much would you be willing to pay for a ticket to an HSV women's game? Please indicate your maximum willingness to pay in €.
Regression Standardized Residual
Regression Standardized Predicted Value
3
2
1
0
-1
-2
-2
-1
0
1
2
3