Web Appendix

Accurately measuring willingness to pay for consumer goods:
A meta-analysis of the hypothetical bias

Web Appendix A: Related meta-analyses

Three related meta-analyses focus on measuring WTP for public goods (Carson et al. 1996; List and Gallet 2001; Murphy et al. 2005). As this evidence shows, measuring WTP is of interest for not just marketing researchers and managers but also for economists and policy makers. Public goods are those for which "each individual's consumption of such a good leads to no subtraction from any other individual's consumption of that good" (Samuelson 1954, p. 387), such as public roads and national defense. The government provides most public goods, such that they generally are not accessed through markets. Instead, a command mechanism (i.e., one person or a small group determines the price and amount) or voting system defines the status of public goods (Varian 2010, p. 708). In this sense, the price-setting mechanisms and consumer perceptions of prices are vastly different between public and private goods.

The extant meta-analyses offer some interesting insights about public goods specifically. Carson et al.'s (1996) analysis of studies that measure WTP for public goods indicates an average underestimation of RWTP by 11%. In contrast, List and Gallet (2001) indicate a 300% overestimation of RWTP. They additionally include studies that measure WTP for private goods, such that they identify a 47% lower overestimation for private goods, compared with that for public goods. Murphy et al. (2005) also include both public and private goods and report an RWTP overestimation of 35% on average. In detailing influential variables, Murphy et al. (2005) use RWTP as a dependent variable in the regression model, instead of an effect size based on the difference between HWTP and RWTP. In this sense, their analysis does not provide insights into the potential moderators of the hypothetical bias.

Our meta-analysis differs from these previous contributions in four important points. First, we purposefully focus on private goods only, to ensure an alignment with the very meaning of "marketing," for which market mechanisms are central. Marketing literature and theory includes public goods only in limited domains, such as in nonprofit marketing (Hunt 1976) or the

sharing economy (Lamberton and Rose 2012). The unique channels for distributing public goods and the resulting implications for pricing mechanisms and consumer responses mean that evidence of a hypothetical bias for public goods cannot be applied to private goods (List and Gallet 2001). In turn, marketing researchers have largely ignored the results from the existing meta-analyses,[1] despite the relevance of WTP for them. Second, we prioritize the comparison of direct and indirect methods for measuring WTP in our meta-analysis. Although both direct and indirect methods are popular for studies of private goods, direct methods typically are the only source of WTP measures for public goods (e.g., referendum, Smith auction). Third, we examine several novel factors that might affect the hypothetical bias for private goods (Hofstetter et al. 2013; Sichtmann et al. 2011). No existing studies have considered such private good-specific moderators. Fourth, our meta-analysis includes many recent empirical studies, published after the previous meta-analyses (which appeared in 1996, 2001, and 2005).

[1]Each of these studies has been cited more than 800 times (Google Scholar as of November 8, 2018: Carson et al. 829; List and Gallet 855; Murphy et al. 830), yet together, they have been cited only 5 times in top marketing journals (*Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, and *Journal of the Academy of Marketing Science*), highlighting their limited implications for marketing.

Web Appendix B: Meta-analytic calculations of the covariances between ESs

For independent ESs from different studies, the covariances in V_i have values of zero. An ES's variance in a study using a between-subject design is given by

$$\hat{\sigma}^2_{between}(ES) = \frac{(SD_{RWTP})^2}{N_{RWTP}\mu^2_{RWTP}} + \frac{(SD_{HWTP})^2}{N_{HWTP}\mu^2_{HWTP}},$$

where SD and N are the standard deviation and sample size, respectively, of the treatment and control groups (Lajeunesse 2011). If HWTP and RWTP are measured with the same sample, the sampling variance is given by

$$\hat{\sigma}^2_{within}(ES) = \frac{(SD_{RWTP})^2}{N_{RWTP}\mu^2_{RWTP}} + \frac{(SD_{HWTP})^2}{N_{HWTP}\mu^2_{HWTP}} - \frac{2rSD_{RWTP}SD_{HWTP}}{\mu_{RWTP}\mu_{HWTP}\sqrt{N_{RWTP}N_{HWTP}}},$$

where r is the correlation of μ_{RWTP} and μ_{HWTP} (Lajeunesse 2011). To control for multiple-treatment studies (Gleser and Olkin 2009), we compute their covariances in V by

$$cov^{MT}(ES^A, ES^B) = \frac{(SD_{RWTP})^2}{N_{RWTP}{\mu_{RWTP}}^2}.$$

However, if the different treatments themselves are of special interest and explicitly modeled as moderators in the meta-analysis, their ESs should be treated independently (Lajeunesse 2011). Consequently, we do not model correlations between direct and indirect measures of HWTP that share a common RWTP, for example. To account for multiple-endpoint studies (Gleser and Olkin 2009), we compute their covariances in V_i by

$$cov^{ME}(ES^A, ES^B) = \frac{r_{RWTP}SD^A_{RWTP}SD^B_{RWTP}}{\mu^A_{RWTP}\mu^B_{RWTP}\sqrt{N^A_{RWTP}N^B_{RWTP}}} + \frac{r_{HWTP}SD^A_{HWTP}SD^B_{HWTP}}{\mu^A_{HWTP}\mu^B_{HWTP}\sqrt{N^A_{HWTP}N^B_{HWTP}}},$$

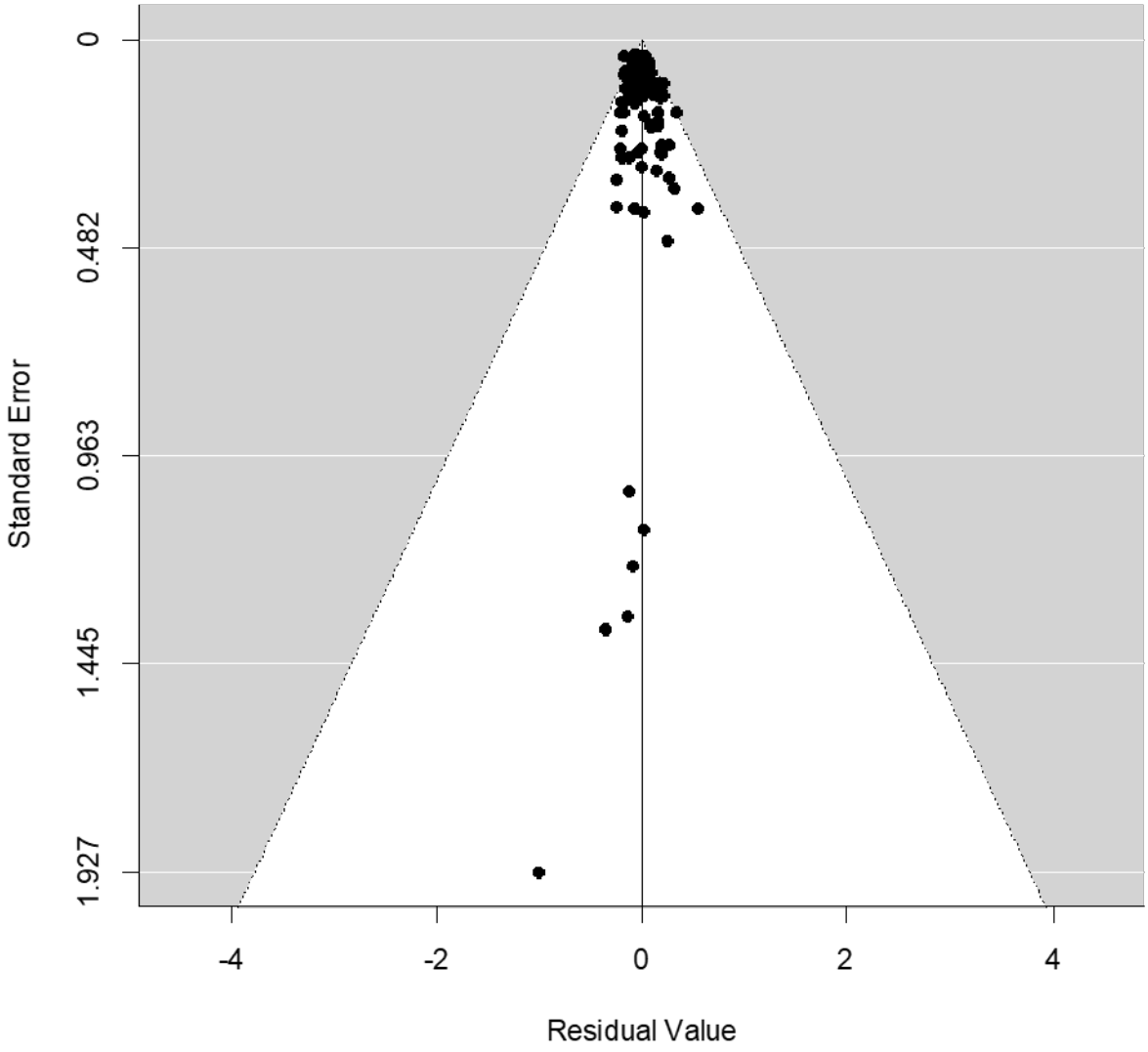
where $r_{RWTP/HWTP}$ is the correlation between the mean WTP for product A and product B (Lajeunesse 2011). Thus, V could have the following exemplary form for five ESs from three studies

$$V = \begin{bmatrix} \hat{\sigma}^2(ES^A) & cov^{MT}(ES^A, ES^B) & 0 & 0 & 0 \\ cov^{MT}(ES^A, ES^B) & \hat{\sigma}^2(ES^B) & 0 & 0 & 0 \\ 0 & 0 & \hat{\sigma}^2(ES^C) & 0 & 0 \\ 0 & 0 & 0 & \hat{\sigma}^2(ES^D) & cov^{ME}(ES^D, ES^E) \\ 0 & 0 & 0 & cov^{ME}(ES^D, ES^E) & \hat{\sigma}^2(ES^E) \end{bmatrix},$$

where ESs A and B are from a multiple-treatment study, ES C is from a study reporting only one ES, and ESs D and E are from a multiple-endpoint study.

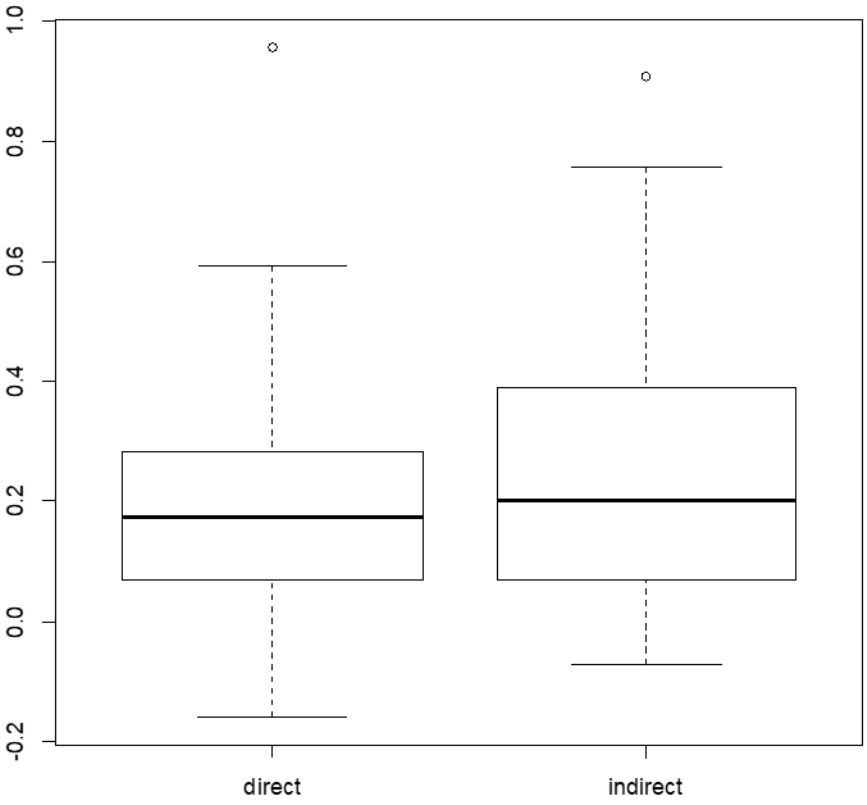
Web Appendix C: Funnel plot

Figure WA1: Funnel plot including all ESs



Web Appendix D: Boxplot of ESs

Figure WA2: Boxplot



Web Appendix E: Table of correlations

Table WA1: Table of correlations

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
B	0.34																								
C	-0.32	0.15																							
D	0.32	-0.10	-0.50																						
E	0.29	-0.11	-0.52	0.29																					
F	-0.31	-0.17	0.20	-0.09	-0.49																				
G	-0.07	0.33	0.28	-0.16	-0.12	0.07																			
H	0.20	-0.05	-0.45	0.22	0.67	-0.26	-0.23																		
I	-0.11	-0.04	0.11	-0.05	-0.18	0.32	-0.14	-0.13																	
J	-0.08	-0.12	0.15	-0.10	-0.20	0.15	0.06	-0.27	-0.08																
K	-0.24	0.06	0.28	-0.18	-0.50	0.43	-0.04	-0.40	0.26	0.10															
L	0.10	0.22	0.11	-0.07	-0.19	0.00	0.33	-0.50	-0.14	-0.19	-0.05														
M	0.23	0.37	-0.07	-0.10	-0.19	-0.04	0.17	-0.13	-0.04	0.13	0.16	0.19													
N	-0.10	-0.25	-0.17	0.04	0.17	-0.04	0.06	0.27	-0.26	-0.39	-0.29	0.26	-0.15												
O	-0.14	-0.27	-0.14	0.03	0.16	-0.07	0.14	0.23	-0.27	-0.32	-0.26	0.19	-0.17	0.91											
P	0.25	0.21	0.04	0.08	-0.06	-0.01	0.36	-0.10	-0.10	0.05	-0.29	0.24	-0.10	-0.15	-0.14										
Q	0.27	0.25	0.00	0.11	0.01	-0.01	0.35	-0.05	-0.09	0.09	-0.37	0.23	-0.08	-0.14	-0.17	0.91									
R	-0.14	-0.29	-0.25	0.11	0.31	0.07	-0.01	0.42	-0.21	-0.12	-0.13	-0.20	-0.12	0.59	0.55	-0.29	-0.22								
S	-0.13	0.00	0.14	-0.26	-0.06	0.09	-0.08	0.17	0.16	0.03	0.26	-0.42	-0.22	-0.04	-0.03	0.02	0.03	-0.03							
T	-0.03	-0.10	0.11	-0.12	-0.18	0.17	0.09	-0.17	-0.05	0.16	-0.03	0.15	0.28	0.04	0.14	-0.07	-0.11	-0.03	-0.40						
U	0.01	-0.14	-0.03	0.06	0.13	-0.18	-0.07	-0.27	-0.09	-0.20	-0.22	0.50	-0.15	0.09	0.07	0.04	0.08	-0.05	-0.54	-0.17					
V	-0.29	-0.18	0.18	-0.17	-0.25	0.24	-0.17	-0.16	0.32	0.06	0.26	0.03	0.08	-0.11	-0.07	-0.22	-0.22	-0.29	-0.09	0.26	0.09				
W	-0.11	0.14	0.03	-0.08	0.05	-0.02	-0.07	0.17	0.09	-0.48	0.03	0.08	-0.01	0.36	0.39	-0.40	-0.46	0.09	0.01	0.03	-0.05	0.30			
X	0.19	-0.06	-0.33	0.24	0.50	-0.38	0.10	0.36	-0.24	-0.02	-0.50	-0.21	-0.34	0.17	0.15	0.34	0.33	0.28	0.20	-0.40	-0.05	-0.62	-0.25		
Y	-0.20	-0.06	0.16	-0.13	0.12	-0.05	0.27	-0.14	0.10	-0.14	-0.08	0.13	-0.09	0.09	0.16	-0.20	-0.23	0.05	-0.03	-0.03	0.20	0.02	0.38	0.16	
Z	0.21	0.33	0.15	0.02	0.01	-0.28	0.24	-0.02	-0.13	-0.03	-0.19	0.11	0.00	-0.16	-0.21	0.56	0.53	-0.38	0.03	-0.16	-0.02	-0.26	-0.41	0.30	-0.34

A = Type of measurement HWTP; B = Type of measurement RWTP; C = Incentive compatible; D = Value; E = Product type (shopping); F = Product type (specialty); G = Innovation; H = Product/service; I = Variance ES; J = Type of subject design; K = Opportunity to test; L = Participation fee; M = Initial balance; N = Type of experiment HWTP; O = Type of experiment RWTP; P = Offline/online HWTP; Q = Offline/online RWTP; R = Student sample; S = Introduction of method for RWTP (explanation); T = Introduction of method for RWTP (training); U = Introduction of method for RWTP (not mentioned); V = Region; W = Peer reviewed; X = Discipline; Y = Citations; Z = Year

Web Appendix F: Results from robustness checks

Table WA2: Results of robustness checks

		Main models		Robustness checks							
		Full model	**Reduced model**	**Model 1**	**Model 2**	**Model 3**	**Model 4**	**Model 5**	**Model 6**	**Model 7**	**Model 8**
ESs	Excl. outliers	✓	✓	✓			✓	✓	✓		
Moderators	Excl. moderators exceeding GVIF cutoff	✓	✓			✓	✓	✓			✓
Methodology	Dependent ESs are modeled explicitly	✓	✓	✓	✓	✓					
Type of measurement HWTP	β	0.1027	0.0905	0.0991	0.1039	0.1080	0.0811	0.0910	0.0731	0.0784	0.0861
	p-value	**0.0110**	**0.0177**	**0.0108**	**0.0081**	**0.0078**	**0.0350**	**0.0173**	**0.0399**	**0.0304**	**0.0264**
Value	β	0.0002		0.0002	0.0002	0.0002	0.0003		0.0003	0.0003	0.0003
	p-value	**0.0656**		**0.0602**	**0.0641**	**0.0688**	**0.0141**		**0.0079**	**0.0100**	**0.0157**
Product type (specialty)	β	0.1615	0.1624	0.1195	0.1225	0.1603	0.1527	0.1563	0.1104	0.1126	0.1514
	p-value	**0.0007**	**<.0001**	**0.0254**	**0.0228**	**0.0008**	**0.0012**	**0.0001**	**0.0347**	**0.0326**	**0.0014**
Innovation	B	-0.0004		0.0199	0.0267	0.0037	0.0041		0.0199	0.0268	0.0077
	p-value	0.9944		0.7072	0.6164	0.9414	0.9360		0.7052	0.6143	0.8809
Type of subject design	B	0.0878		0.1797	0.1656	0.0854	0.0968		0.1782	0.1658	0.0936
	p-value	**0.0455**		**0.0022**	**0.0050**	**0.0527**	**0.0300**		**0.0014**	**0.0032**	**0.0367**

		Main models		Robustness checks							
		Full model	**Reduced model**	**Model 1**	**Model 2**	**Model 3**	**Model 4**	**Model 5**	**Model 6**	**Model 7**	**Model 8**
Opportunity to test	B	0.0139		-0.0064	0.0202	0.0268	0.0155		-0.0090	0.0138	0.0261
	p-value	0.7658		0.9194	0.7458	0.5638	0.7307		0.8799	0.8161	0.5605
Participation fee	B	0.0522		0.0138	0.0195	0.0593	0.0612		0.0135	0.0174	0.0667
	p-value	0.2858		0.8354	0.7716	0.2266	0.2027		0.8338	0.7882	0.1664
Initial balance	B	0.0978		0.1138	0.0899	0.0826	0.1071		0.1256	0.1014	0.0918
	p-value	0.1896		0.1420	0.2409	0.2618	0.1450		0.0913	0.1695	0.2063

Table WA3: Full model including all moderators (Model 1 in Table WA5)

	Estimate	EXP (Estimate)	Std. Err.	p Value	Significance
Intercept	-8.5095		11.3266	0.4525	
Type of measurement HWTP (indirect)	0.0991	1.1042	0.0389	0.0108	**
Type of measurement RWTP (indirect)	-0.0492	0.9520	0.0685	0.4727	
Incentive compatible (yes)	-0.0047	0.9953	0.0617	0.9387	
Value	0.0002	1.0002	0.0001	0.0602	*
Product type (shopping)	0.0656	1.0678	0.0562	0.2433	
Product type (specialty)	0.1195	1.1269	0.0535	0.0254	**
Innovation (yes)	0.0199	1.0201	0.0529	0.7072	
Product/service (service)	-0.1097	0.8961	0.0853	0.1986	
Variance ES	0.1675	1.1823	0.2528	0.5076	
Type of subject design (within)	0.1797	1.1969	0.0588	0.0022	***
Opportunity to test (yes)	-0.0064	0.9936	0.0629	0.9194	
Participation fee (yes)	0.0138	1.0139	0.0667	0.8354	
Initial balance (yes)	0.1138	1.1205	0.0775	0.1420	
Type of experiment HWTP (lab)	0.1157	1.1227	0.1431	0.4186	
Type of experiment RWTP (lab)	-0.1598	0.8523	0.1338	0.2324	
Offline/online HWTP (online)	0.0531	1.0545	0.1405	0.7055	
Offline/online RWTP (online)	-0.1312	0.8770	0.1515	0.3868	
Student sample (yes)	-0.0791	0.9239	0.0527	0.1331	
Introduction of method for RWTP (explanation)	0.0728	1.0755	0.0588	0.2162	
Introduction of method for RWTP (training)	0.1748	1.1910	0.0822	0.0334	**
Introduction of method for RWTP (not mentioned)	0.1538	1.1663	0.0777	0.0479	**
Region (North America)	-0.1379	0.8712	0.0543	0.0111	**
Peer reviewed (yes)	0.1821	1.1997	0.0766	0.0174	**
Discipline (marketing)	-0.0558	0.9457	0.0672	0.4061	
Citations	0.0000	1.0000	0.0001	0.8703	
Year	0.0042	1.0042	0.0056	0.4521	
τ^2	0.0024				
AICc	47.4233				

Significance codes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$

Table WA4: Full model including all ESs and all moderators (Model 2 in TableWA5)

	Estimate	EXP (Estimate)	Std. Err.	p Value	Significance
Intercept	-5.8889	0.0026	11.3541	0.6040	
Type of measurement HWTP (indirect)	0.1039	1.1095	0.0393	0.0081	***
Type of measurement RWTP (indirect)	-0.0474	0.9537	0.0692	0.4927	
Incentive compatible (yes)	0.0022	1.0022	0.0623	0.9717	
Value	0.0002	1.0002	0.0001	0.0641	*
Product type (shopping)	0.0671	1.0694	0.0566	0.2360	
Product type (specialty)	0.1225	1.1303	0.0538	0.0228	**
Innovation (yes)	0.0267	1.0271	0.0533	0.6164	
Product/service (service)	-0.0917	0.9124	0.0855	0.2836	
Variance ES	0.2050	1.2275	0.2511	0.4143	
Type of subject design (within)	0.1656	1.1801	0.0590	0.0050	***
Opportunity to test (yes)	0.0202	1.0204	0.0623	0.7458	
Participation fee (yes)	0.0195	1.0197	0.0671	0.7716	
Initial balance (yes)	0.0899	1.0941	0.0767	0.2409	
Type of experiment HWTP (lab)	0.1354	1.1450	0.1435	0.3454	
Type of experiment RWTP (lab)	-0.1772	0.8376	0.1342	0.1866	
Offline/online HWTP (online)	0.0490	1.0502	0.1410	0.7280	
Offline/online RWTP (online)	-0.1195	0.8874	0.1521	0.4321	
Student sample (yes)	-0.0844	0.9191	0.0532	0.1127	
Introduction of method for RWTP (explanation)	0.0628	1.0648	0.0593	0.2892	
Introduction of method for RWTP (training)	0.2105	1.2343	0.0816	0.0099	***
Introduction of method for RWTP (not mentioned)	0.1443	1.1552	0.0787	0.0666	*
Region (North America)	-0.1256	0.8820	0.0542	0.0206	**
Peer reviewed (yes)	0.1587	1.1720	0.0767	0.0385	**
Discipline (marketing)	-0.0417	0.9592	0.0676	0.5370	
Citations	0.0001	1.0001	0.0001	0.6775	
Year	0.0029	1.0029	0.0057	0.6047	
τ^2	0.0025				
AICc	52.0891				

Significance codes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$

Table WA5: Full model including all ESs and moderators with a GVIF < 2 (Model 3 in Table WA5)

	Estimate	EXP (Estimate)	Std. Err.	p Value	Significance
Intercept	-2.0149	0.1333	9.5023	0.8321	
Type of measurement HWTP (indirect)	0.1080	1.1140	0.0406	0.0078	***
Type of measurement RWTP (indirect)	-0.0135	0.9866	0.0591	0.8188	
Incentive compatible (yes)	0.0470	1.0481	0.0577	0.4150	
Value	0.0002	1.0002	0.0001	0.0688	*
Product type (shopping)	0.0393	1.0401	0.0447	0.3789	
Product type (specialty)	0.1603	1.1739	0.0479	0.0008	***
Innovation (yes)	0.0037	1.0037	0.0507	0.9414	
Variance ES	0.2098	1.2334	0.2509	0.4032	
Type of subject design (within)	0.0854	1.0892	0.0441	0.0527	*
Opportunity to test (yes)	0.0268	1.0272	0.0464	0.5638	
Participation fee (yes)	0.0593	1.0611	0.0490	0.2266	
Initial balance (yes)	0.0826	1.0861	0.0736	0.2618	
Type of experiment RWTP (lab)	-0.0135	0.9866	0.0471	0.7751	
Offline/online HWTP (online)	-0.0862	0.9174	0.0554	0.1202	
Student sample (yes)	-0.1063	0.8992	0.0447	0.0173	**
Introduction of method for RWTP (explanation)	0.0462	1.0473	0.0582	0.4272	
Introduction of method for RWTP (training)	0.2063	1.2291	0.0759	0.0065	***
Introduction of method for RWTP (not mentioned)	0.1203	1.1278	0.0787	0.1266	
Region (North America)	-0.0713	0.9312	0.0466	0.1258	
Citations	0.0001	1.0001	0.0001	0.2427	
Year	0.0010	1.0010	0.0047	0.8313	
τ^2	0.0032				
AICc	27.8365				

Significance codes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$

Table WA6: Interaction model with type of measurement HWTP

	Estimate	EXP (Estimate)	Std. Err.	p Value	Significance
Intercept	-0.4878	0.6140	9.5328	0.9592	
Type of measurement HWTP (indirect)	0.0542	1.0557	0.0519	0.2961	
Type of measurement RWTP (indirect)	0.0122	1.0123	0.0586	0.8354	
Incentive compatible (yes)	0.0239	1.0242	0.0587	0.6841	
Value	0.0002	1.0002	0.0001	0.0525	*
Product type (shopping)	0.0243	1.0246	0.0449	0.5880	
Product type (specialty)	0.1593	1.1727	0.0479	0.0009	***
Innovation (yes)	0.0184	1.0186	0.0528	0.7274	
Variance ES	0.1284	1.1370	0.2567	0.6169	
Type of subject design (within)	0.0520	1.0534	0.0470	0.2686	
Opportunity to test (yes)	0.0177	1.0179	0.0482	0.7133	
Participation fee (yes)	0.0352	1.0358	0.0521	0.4989	
Initial balance (yes)	0.0402	1.0410	0.0794	0.6132	
Type of experiment RWTP (lab)	-0.0221	0.9781	0.0487	0.6500	
Offline/online HWTP (online)	-0.0968	0.9077	0.0596	0.1042	
Student sample (yes)	-0.0964	0.9081	0.0446	0.0306	**
Introduction of method for RWTP (explanation)	0.0522	1.0536	0.0574	0.3629	
Introduction of method for RWTP (training)	0.1786	1.1955	0.0758	0.0185	**
Introduction of method for RWTP (not mentioned)	0.1297	1.1385	0.0772	0.0929	*
Region (North America)	-0.0561	0.9454	0.0484	0.2464	
Citations	0.0001	1.0001	0.0001	0.3624	
Year	0.0003	1.0003	0.0047	0.9551	
Type of measurement HWTP * Type of subject design	0.2128	1.2371	0.1081	0.0491	**
Type of measurement HWTP * Participation fee	0.0374	1.0381	0.0727	0.6071	
Type of measurement HWTP * *Region*	-0.0600	0.9418	0.2206	0.7856	
Type of measurement HWTP * *Variance ES*	0.9617	2.6161	0.6575	0.5109	
τ^2	0.0027				
AICc	42.3276				

Significance codes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$

Table WA7: Interaction model with product type

	Estimate	EXP (Estimate)	Std. Err.	p Value	Significance
Intercept	-1.6217	0.1976	9.5724	0.8655	
Type of measurement HWTP (indirect)	0.0806	1.0839	0.0417	0.0534	*
Type of measurement RWTP (indirect)	-0.0292	0.9712	0.0596	0.6236	
Incentive compatible (yes)	-0.0216	0.9786	0.0668	0.7467	
Value	0.0002	1.0002	0.0001	0.0537	*
Product type (shopping)	0.0316	1.0321	0.0451	0.4838	
Product type (specialty)	0.1844	1.2025	0.0489	0.0002	***
Innovation (yes)	0.0481	1.0493	0.0649	0.4590	
Variance ES	0.1380	1.1480	0.2534	0.5861	
Type of subject design (within)	0.0808	1.0842	0.0437	0.0642	*
Opportunity to test (yes)	0.0108	1.0109	0.0467	0.8170	
Participation fee (yes)	0.0505	1.0518	0.0487	0.2997	
Initial balance (yes)	0.3087	1.3617	0.1237	0.0125	**
Type of experiment RWTP (lab)	-0.0110	0.9891	0.0469	0.8150	
Offline/online HWTP (online)	-0.0993	0.9055	0.0628	0.1137	
Student sample (yes)	-0.1118	0.8942	0.0465	0.0163	**
Introduction of method for RWTP (explanation)	0.1026	1.1080	0.0630	0.1033	
Introduction of method for RWTP (training)	0.1746	1.1908	0.0861	0.0424	**
Introduction of method for RWTP (not mentioned)	0.1693	1.1845	0.0797	0.0337	**
Region (North America)	-0.0406	0.9602	0.0494	0.4113	
Citations	0.0001	1.0001	0.0001	0.4271	
Year	0.0008	1.0008	0.0048	0.8631	
Product type (shopping) * Initial balance	-0.2918	0.7469	0.1709	0.0878	*
Product type (specialty) * Initial balance	-0.4108	0.6631	0.2110	0.0515	*
τ^2	0.0029				
AICc	31.7854				

Significance codes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$

Table WA8: Interaction model with type of subject design

	Estimate	EXP (Estimate)	Std. Err.	p Value	Significance
Intercept	-4.2216	0.0147	9.7491	0.6650	
Type of measurement HWTP (indirect)	0.0641	1.0662	0.0423	0.1300	
Type of measurement RWTP (indirect)	-0.0076	0.9924	0.0592	0.8973	
Incentive compatible (yes)	0.0240	1.0243	0.0577	0.6779	
Value	0.0002	1.0002	0.0001	0.0549	*
Product type (shopping)	0.0446	1.0456	0.0507	0.3788	
Product type (specialty)	0.1661	1.1807	0.0516	0.0013	***
Innovation (yes)	0.0071	1.0071	0.0508	0.8886	
Variance ES	0.1364	1.1461	0.2552	0.5931	
Type of subject design (within)	0.0558	1.0574	0.0605	0.3564	
Opportunity to test (yes)	0.0192	1.0194	0.0461	0.6766	
Participation fee (yes)	0.0708	1.0734	0.0521	0.1741	
Initial balance (yes)	0.0428	1.0437	0.0803	0.5942	
Type of experiment RWTP (lab)	-0.0247	0.9756	0.0508	0.6260	
Offline/online HWTP (online)	-0.0754	0.9274	0.0553	0.1732	
Student sample (yes)	-0.0926	0.9116	0.0450	0.0397	**
Introduction of method for RWTP (explanation)	0.0496	1.0509	0.0569	0.3837	
Introduction of method for RWTP (training)	0.1525	1.1647	0.0780	0.0506	*
Introduction of method for RWTP (not mentioned)	0.1121	1.1186	0.0770	0.1454	
Region (North America)	-0.0524	0.9489	0.0521	0.3141	
Citations	0.0001	1.0001	0.0001	0.2891	
Year	0.0021	1.0021	0.0048	0.6621	
Type of subject design * Type of measurement HWTP	0.2570	1.2930	0.1133	0.0233	**
Type of subject design * Value	-0.0004	0.9996	0.0017	0.8008	
Type of subject design * *Variance ES*	2.8473	17.2412	2.3232	0.2204	
Type of measurement HWTP * Participation fee	-0.1139	0.8923	0.1229	0.3542	
τ^2	0.0026				
AICc	41.9816				

Significance codes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$

Table WA9: Interaction model with introduction of method for RWTP

	Estimate	EXP (Estimate)	Std. Err.	p Value	Significance
Intercept	-0.8092	0.4452	9.2527	0.9303	
Type of measurement HWTP (indirect)	0.0984	1.1034	0.0386	0.0107	**
Type of measurement RWTP (indirect)	0.0013	1.0013	0.0564	0.9812	
Incentive compatible (yes)	0.0543	1.0558	0.0560	0.3321	
Value	0.0001	1.0001	0.0001	0.2203	
Product type (shopping)	0.0427	1.0436	0.0430	0.3205	
Product type (specialty)	0.1161	1.1231	0.0485	0.0167	**
Innovation (yes)	-0.0128	0.9873	0.0502	0.7990	
Variance ES	0.1579	1.1710	0.2525	0.5318	
Type of subject design (within)	0.1019	1.1073	0.0430	0.0177	**
Opportunity to test (yes)	0.0157	1.0158	0.0458	0.7321	
Participation fee (yes)	0.0607	1.0626	0.0479	0.2052	
Initial balance (yes)	0.1211	1.1287	0.0735	0.0992	*
Type of experiment RWTP (lab)	-0.0111	0.9890	0.0496	0.8225	
Offline/online HWTP (online)	-0.0923	0.9118	0.0559	0.0990	*
Student sample (yes)	-0.1164	0.8901	0.0434	0.0074	***
Introduction of method for RWTP (explanation)	-0.0064	0.9936	0.0597	0.9149	
Introduction of method for RWTP (training)	0.0880	1.0920	0.0918	0.3376	
Introduction of method for RWTP (not mentioned)	0.1083	1.1144	0.0774	0.1616	
Region (North America)	-0.0883	0.9155	0.0457	0.0531	*
Citations	0.0001	1.0001	0.0001	0.3347	
Year	0.0004	1.0004	0.0046	0.9258	
Introduction of method for RWTP (explanation) * **Value**	0.0020	1.0020	0.0007	0.0067	***
Introduction of method for RWTP (training) * **Value**	0.0195	1.0197	0.0114	0.0874	*
Introduction of method for RWTP (not mentioned) * **Value**	-0.0000	1.0000	0.0002	0.9998	
τ^2	0.0023				
AICc	32.5096				

Significance codes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$

Table WA10: Interaction model including all significant interactions from the other interaction models

	Full model					Reduced model				
	Estimate	**EXP (Estimate)**	**Std. Err.**	**p Value**	**Significance**	**Estimate**	**EXP (Estimate)**	**Std. Err.**	**p Value**	**Significance**
Intercept	1.3478	3.8489	9.2093	0.8836		0.1148	1.1216	0.0585	0.0496	**
Type of measurement HWTP (indirect)	0.0704	1.0729	0.0400	0.0783	*	0.0750	1.0779	0.0374	0.0449	**
Type of measurement RWTP (indirect)	0.0229	1.0232	0.0562	0.6832						
Incentive compatible (yes)	0.0254	1.0257	0.0565	0.6832						
Value	0.0001	1.0001	0.0001	0.1950		0.0001	1.0001	0.0001	0.2165	
Product type (shopping)	0.0291	1.0295	0.0428	0.4967		-0.0067	0.9933	0.0331	0.8382	
Product type (specialty)	0.1087	1.1148	0.0481	0.0237	**	0.1253	1.1335	0.0357	0.0004	***
Innovation (yes)	0.0020	1.0020	0.0501	0.9681						
Variance ES	0.1404	1.1507	0.2525	0.5782						
Type of subject design (within)	0.0652	1.0674	0.0456	0.1534		0.0483	1.0495	0.0332	0.1458	
Opportunity to test (yes)	0.0230	1.0233	0.0454	0.6129						
Participation fee (yes)	0.0572	1.0589	0.0472	0.2247						
Initial balance (yes)	0.0625	1.0645	0.0771	0.4172						
Type of experiment RWTP (lab)	-0.0360	0.9646	0.0502	0.4726						
Offline/online HWTP (online)	-0.0875	0.9162	0.0554	0.1143		-0.0706	0.9318	0.0322	0.0283	**
Student sample (yes)	-0.0990	0.9057	0.0434	0.0226	**	-0.1127	0.8934	0.0319	0.0004	***
Introduction of method for RWTP (explanation)	-0.0050	0.9950	0.0588	0.9325		0.0290	1.0294	0.0456	0.5246	

	Full model					Reduced model				
	Estimate	**EXP (Estimate)**	**Std. Err.**	**p Value**	**Significance**	**Estimate**	**EXP (Estimate)**	**Std. Err.**	**p Value**	**Significance**
Introduction of method for RWTP (training)	0.0811	1.0845	0.0908	0.3714		0.0685	1.0709	0.0764	0.3701	
Introduction of method for RWTP (not mentioned)	0.1062	1.1120	0.0758	0.1613		0.1569	1.1699	0.0540	0.0036	***
Region (North America)	-0.0666	0.9357	0.0462	0.1496						
Citations	0.0001	1.0001	0.0001	0.3255						
Year	-0.0006	0.9994	0.0046	0.8908						
Type of measurement HWTP * Type of subject design	0.2250	1.2523	0.1029	0.0288	**	0.2634	1.3013	0.0910	0.0038	***
Value * *Introduction of method for RWTP * (explanation)*	0.0020	1.0020	0.0007	0.0061	***	0.0016	1.0016	0.0007	0.0183	**
Value * *Introduction of method for RWTP * (training)*	0.0200	1.0202	0.0113	0.0782	*	0.0227	1.0230	0.0107	0.0336	**
Value * *Introduction of method for RWTP * (not mentioned)*	0.0000	1.0000	0.0002	0.9775		0.0000	1.0000	0.0002	0.9456	
τ^2	0.0021					0.0021				
AICc	34.7720					-15.5697				

Significance codes: *** $p < 0.01$; ** $p < 0.05$; * $p < 0.1$

Web Appendix G: Publications included in meta-analysis

Table WA11: Publications included in meta-analysis - Part I

Authors	ES	Study	HWTP			RWTP			Type of measurement		Incentive compatible	Value	Product type	Innovation
			N	Mean	SD	N	Mean	SD	HWTP	RWTP				
Alfnes et al. (2010)	1	1	27	2.46	1.43	66	1.92	1.22	direct	direct	yes	1.92	convenience	no
Alfnes et al. (2010)	2	1	24	1.85	1.07	22	1.02	0.80	direct	direct	yes	1.02	convenience	no
Alfnes et al. (2010)	3	1	27	1.30	1.16	22	0.92	0.87	direct	direct	yes	0.92	convenience	no
Alfnes et al. (2010)	4	1	27	0.51	0.81	22	0.58	0.67	direct	direct	yes	0.58	convenience	no
Alfnes et al. (2010)	5	2	26	3.41	1.59	77	1.94	1.29	direct	direct	yes	1.94	convenience	no
Alfnes et al. (2010)	6	2	27	2.64	1.48	55	1.69	1.11	direct	direct	yes	1.69	convenience	no
Backhaus et al. (2005)	7	3	365	212.15	64.56	63	193.05	60.85	direct	direct	no	239.38	shopping	no
Backhaus et al. (2005)	8	3	365	172.71	59.31	63	158.06	62.99	direct	direct	no	195.99	shopping	no
Backhaus et al. (2005)	9	3	365	200.50	66.91	63	181.48	58.48	direct	direct	no	225.04	shopping	no
Backhaus et al. (2005)	10	3	365	124.96	55.18	63	114.57	60.39	direct	direct	no	142.07	shopping	no
Backhaus et al. (2005)	11	4	313	287.84	125.90	63	193.05	60.85	indirect	direct	no	432.43	shopping	no
Backhaus et al. (2005)	12	4	313	229.06	120.29	63	158.06	62.99	indirect	direct	no	512.11	shopping	no
Backhaus et al. (2005)	13	4	313	275.79	140.45	63	181.48	58.48	indirect	direct	no	769.48	shopping	no
Backhaus et al. (2005)	14	4	313	153.68	127.45	63	114.57	60.39	indirect	direct	no	600.35	shopping	no
Balistreri et al. (2001)	15	5	345	4.58	5.38	52	3.66	1.15	direct	direct	no	3.66	shopping	no
Blumenschein et al. (2008)	16	6	91	36.74	36.63	90	21.85	35.39	direct	direct	yes	21.85	shopping	yes
Blumenschein et al. (1997)	17	7	37	11.97	19.27	24	3.24	4.77	direct	direct	yes	3.24	shopping	no
Botelho et al. (2013)	18	8	46	1.02	0.23	53	0.92	0.27	direct	direct	yes	1.217	convenience	no

Authors	ES	Study	HWTP			RWTP			Type of measurement		Incentive compatible	Value	Product type	Innovation
			N	Mean	SD	N	Mean	SD	HWTP	RWTP				
Botelho et al. (2013)	19	8	37	0.99	0.38	53	1.09	0.32	direct	direct	yes	1.43	convenience	no
Brzozowicz et al. (2017)	20	9	76	33.99	11.28	66	27.28	20.56	direct	direct	yes	7.37	shopping	yes
Chowdhury et al. (2009/2011)	21	10	118	333.00	865.00	115	259.00	676.83	indirect	indirect	yes	0.16	convenience	yes
Chowdhury et al. (2009/2011)	22	10	118	552.00	673.13	115	117.00	429.77	indirect	indirect	yes	0.07	convenience	yes
Chowdhury et al. (2009/2011)	23	10	118	581.00	720.92	115	212.00	445.85	indirect	indirect	yes	0.13	convenience	yes
Chowdhury et al. (2009/2011)	24	10	118	640.00	932.15	115	346.00	431.18	indirect	indirect	yes	0.21	convenience	yes
Danneberg et al. (2009)	25	11	26	1.19	1.25	39	0.64	0.64	direct	direct	yes	0.76	specialty	no
Dost and Wilken (2012)	26	12	58	3.13	8.61	39	2.62	3.18	direct	direct	yes	3.35	convenience	no
Doyon et al. (2015)	27	13	44	3.16	0.77	44	2.20	1.05	direct	direct	yes	2.20	convenience	yes
Fox et al. (1998)	28	14	58	0.58	0.58	58	0.39	0.35	direct	direct	yes	0.39	shopping	yes
Fox et al. (1998)	29	15	19	0.44	0.64	19	0.26	0.33	direct	direct	yes	0.26	convenience	no
Franke and Piller (2004)	30	16	248	15.70	22.40	202	9.70	5.50	direct	direct	yes	12.03	shopping	yes
Franke and Piller (2004)	31	16	248	17.70	23.10	202	10.20	5.90	direct	direct	yes	12.65	shopping	yes
Franke and Piller (2004)	32	16	248	13.40	18.50	202	7.80	4.30	direct	direct	yes	9.67	shopping	yes
Franke and Piller (2004)	33	16	248	16.30	20.00	202	8.50	5.10	direct	direct	yes	10.54	shopping	yes
Franke and Piller (2004)	34	16	248	20.80	25.80	202	11.30	7.00	direct	direct	yes	14.01	shopping	yes
Franke and Piller (2004)	35	16	248	19.10	32.70	202	15.50	14.90	direct	direct	yes	19.22	shopping	yes
Fryblom (1997)	36	17	74	161.27	19.80	48	94.33	11.63	direct	direct	yes	12.26	specialty	no
Fryblom (1997)	37	17	47	141.48	21.50	48	94.33	11.63	direct	direct	yes	12.26	specialty	no
Fryblom (2000)	38	18	55	94.40	11.70	60	71.00	9.60	direct	direct	yes	7.81	specialty	no
Fryblom (2000)	39	18	74	151.30	10.70	60	71.00	9.60	direct	direct	yes	7.81	specialty	no

Authors	ES	Study	HWTP			RWTP			Type of measurement		Incentive compatible	Value	Product type	Innovation
			N	Mean	SD	N	Mean	SD	HWTP	RWTP				
Fuchs et al. (2010)	40	19	65	20.74	8.93	76	15.41	12.72	direct	direct	yes	20.50	convenience	yes
Fuchs et al. (2010)	41	20	63	17.24	8.91	55	9.56	9.18	direct	direct	yes	12.71	convenience	yes
Gneezy et al. (2006)	42	21	46	65.02	81.50	50	38.59	23.85	direct	direct	yes	38.59	shopping	no
Gneezy et al. (2006)	43	22	44	34.09	56.30	50	18.03	22.76	direct	direct	yes	18.03	shopping	no
Hofstetter and Miller (2009)	44	23	506	39.50	26.35	802	28.51	22.79	direct	direct	yes	26.51	specialty	yes
Hofstetter and Miller (2009)	45	24	535	37.16	23.21	802	28.51	22.79	direct	direct	yes	26.51	specialty	yes
Hofstetter and Miller (2009)	46	25	1007	29.86	31.80	802	28.51	22.79	direct	direct	yes	26.51	specialty	yes
Johannesson (1997)	47	26	12	133.33	78.78	13	81.62	62.99	direct	direct	yes	9.45	convenience	yes
Johannesson et al. (1997)	48	27	10	89.50	75.37	10	87.40	39.47	direct	direct	yes	13.11	convenience	yes
Johannesson et al. (1998)	49	28	123	35.26	27.50	119	29.95	18.54	direct	direct	yes	4.19	convenience	no
Kealy et al. (1988)	50	29	80	0.80	0.98	82	0.56	0.68	direct	direct	yes	0.56	convenience	no
Kesternich et al. (2013)	51	30	1525	29.86	169.87	470	12.86	63.52	indirect	direct	yes	12.86	shopping	no
Kimenju et al. (2005)	52	31	50	72.36	13.65	50	12.66	11.40	indirect	direct	yes	0.16	convenience	no
Kimenju et al. (2005)	53	32	50	94.48	304.37	50	11.68	12.00	indirect	direct	yes	0.15	convenience	no
Kunter (2016)	54	33	95	0.80	0.68	68	0.41	0.23	direct	direct	yes	0.46	shopping	no
List (2001)	55	34	41	116.09	777.98	40	59.56	387.06	direct	direct	yes	59.56	specialty	no
List (2001)	56	35	89	49.03	754.34	86	25.60	428.72	direct	direct	yes	25.60	specialty	no
List (2003)	57	36	30	6.67	27.82	30	2.28	11.34	direct	direct	yes	2.28	specialty	no
List (2003)	58	37	30	7.40	35.77	30	2.78	17.03	direct	direct	yes	2.78	specialty	no
List (2003)	59	38	30	7.18	34.18	30	3.67	13.04	direct	direct	yes	3.67	specialty	no
List (2003)	60	39	30	8.65	52.41	30	3.42	12.10	direct	direct	yes	3.42	specialty	no

Authors	ES	Study	HWTP			RWTP			Type of measurement		Incentive compatible	Value	Product type	Innovation
			N	Mean	SD	N	Mean	SD	HWTP	RWTP				
List and Shogren (1998)	61	40	99	142.02	126.67	99	55.87	82.90	direct	direct	yes	55.87	specialty	no
List and Shogren (1998)	62	41	93	91.71	102.60	93	26.40	52.20	direct	direct	yes	26.40	specialty	no
List and Shogren (1998)	63	42	30	208.80	81.00	30	95.50	88.10	direct	direct	yes	95.50	specialty	no
Loomis et al. (1997)	64	43	35	42.34	67.33	35	11.63	11.36	direct	direct	no	11.63	specialty	yes
Loomis et al. (1996)	65	44	33	26.29	5.06	32	14.48	3.58	direct	direct	no	14.48	specialty	yes
Miller et al. (2011)	66	45	279	11.03	8.18	183	8.96	7.65	direct	direct	yes	10.12	convenience	yes
Miller et al. (2011)	67	46	279	11.03	8.18	151	9.39	4.74	direct	indirect	yes	10.61	convenience	yes
Miller et al. (2011)	68	47	310	14.92	8.33	183	8.96	7.65	indirect	direct	yes	10.12	convenience	yes
Miller et al. (2011)	69	48	310	14.92	8.33	151	9.39	4.74	indirect	indirect	yes	10.61	convenience	yes
Miller et al. (2011)	70	49	152	292.39	148.53	94	100.71	155.52	direct	direct	yes	113.80	convenience	yes
Miller et al. (2011)	71	50	207	247.38	174.56	94	100.71	155.52	indirect	direct	yes	113.80	convenience	yes
Moser et al. (2014)	72	51	96	1.84	4.70	96	0.64	2.47	indirect	indirect	yes	0.85	convenience	no
Murphy et al (2010)	73	52	28	4.43	3.60	25	2.08	2.25	direct	direct	yes	2.08	convenience	no
Neill et al (1994)	74	53	44	109.00	127.00	60	12.00	21.00	direct	direct	yes	12.00	specialty	yes
Neill et al (1994)	75	54	41	37.04	30.34	16	9.49	11.57	direct	direct	yes	9.49	specialty	yes
Paradiso and Trisorio (2001)	76	55	25	37.79	18.38	25	10.91	5.02	direct	direct	yes	15.71	specialty	yes
Paradiso and Trisorio (2001)	77	56	25	8.41	4.60	25	3.01	1.22	direct	direct	yes	4.33	specialty	yes
Sattler and Nitschke (2003); Völckner (2006)	78	57	334	7.36	5.95	253	7.48	6.26	indirect	direct	yes	4.11	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	79	57	334	7.44	6.56	253	6.93	6.20	indirect	direct	yes	3.81	shopping	no

Authors	ES	Study	HWTP			RWTP			Type of measurement		Incentive compatible	Value	Product type	Innovation
			N	Mean	SD	N	Mean	SD	HWTP	RWTP				
Sattler and Nitschke (2003); Völckner (2006)	80	57	334	6.66	7.81	253	6.42	6.02	indirect	direct	yes	3.53	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	81	57	334	2.46	6.23	253	2.82	4.16	indirect	direct	yes	1.55	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	82	58	334	7.36	5.95	269	7.45	6.19	indirect	direct	no	4.10	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	83	58	334	7.44	6.56	269	6.91	6.12	indirect	direct	no	3.80	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	84	58	334	6.66	7.81	269	6.44	6.1	indirect	direct	no	3.54	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	85	58	334	2.46	6.23	269	2.90	4.44	indirect	direct	no	1.60	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	86	59	639	7.49	6.42	253	7.48	6.26	direct	direct	yes	4.11	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	87	59	639	6.88	6.12	253	6.93	6.2	direct	direct	yes	3.81	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	88	59	639	6.38	5.94	253	6.42	6.02	direct	direct	yes	3.53	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	89	59	639	2.01	5.45	253	2.82	4.16	direct	direct	yes	1.55	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	90	60	639	7.49	6.42	269	7.45	6.19	direct	direct	no	4.10	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	91	60	639	6.88	6.12	269	6.91	6.12	direct	direct	no	3.80	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	92	60	639	6.38	5.94	269	6.44	6.10	direct	direct	no	3.54	shopping	no
Sattler and Nitschke (2003); Völckner (2006)	93	60	639	2.01	5.45	269	2.90	4.44	direct	direct	no	1.60	shopping	no

Authors	ES	Study	HWTP			RWTP			Type of measurement		Incentive compatible	Value	Product type	Innovation
			N	Mean	SD	N	Mean	SD	HWTP	RWTP				
Schlag (2008)	94	61	129	989.29	1638.81	595	453.95	267.81	indirect	direct	no	667.31	shopping	no
Schlag (2008)	95	61	129	1154.10	2445.34	3952	467.83	281.62	indirect	direct	no	687.71	shopping	no
Schlag (2008)	96	62	87	0.94	0.99	460	0.51	0.21	indirect	direct	no	0.75	shopping	no
Schlag (2008)	97	62	87	0.79	0.99	638	0.54	0.25	indirect	direct	no	0.79	shopping	no
Schlag (2008)	98	62	87	1.40	2.62	183	0.54	0.30	indirect	direct	no	0.79	shopping	no
Schmidt (2016)	99	63	74	42.30	43.83	15	53.11	51.60	direct	direct	yes	58.95	specialty	yes
Schmidt (2016)	100	63	72	50.42	53.34	15	53.11	51.60	direct	direct	yes	58.95	specialty	yes
Schmidt (2016)	101	63	156	65.60	59.03	15	53.11	51.60	direct	direct	yes	58.95	specialty	yes
Schreier and Werfer (2007)	102	64	104	164.43	105.47	109	84.68	68.62	direct	direct	yes	116.01	specialty	no
Schreier and Werfer (2007)	103	64	104	164.43	105.47	110	72.96	58.68	direct	direct	yes	99.96	specialty	no
Schwaha (2009)	104	65	81	1.16	0.82	81	0.74	0.59	direct	direct	yes	1.03	convenience	no
Schwaha (2009)	105	66	187	1.41	0.69	187	0.89	0.57	direct	direct	yes	1.24	convenience	no
Schwaha (2009)	106	67	77	1.19	0.76	77	0.85	0.52	direct	direct	yes	1.18	convenience	no
Schwaha (2009)	107	68	109	1.41	0.60	109	1.00	0.49	direct	direct	yes	1.39	convenience	no
Wang et al. (2007)	108	69	83	2.39	1.21	128	2.94	1.70	direct	direct	yes	2.94	convenience	no
Wang et al. (2007)	109	69	83	2.39	1.21	104	3.14	2.75	direct	direct	yes	3.14	convenience	no
Wertenbroch and Skiera (2002)	110	70	100	1.35	0.81	100	1.06	0.66	direct	direct	yes	0.58	convenience	no
Wertenbroch and Skiera (2002)	111	71	100	1.68	0.82	100	1.12	0.56	direct	direct	yes	0.62	convenience	no
Wertenbroch and Skiera (2002)	112	72	85	3.04	1.87	85	1.33	1.21	direct	direct	yes	0.73	specialty	no
Wlömert and Eggers (2016)	113	73	281	4.37	7.79	450	3.52	3.99	direct	indirect	yes	4.68	shopping	yes
Wlömert and Eggers (2016)	114	74	960	5.22	4.26	450	3.52	3.99	indirect	indirect	yes	4.68	shopping	yes

Authors	ES	Study	HWTP			RWTP			Type of measurement		Incentive compatible	Value	Product type	Innovation
			N	Mean	SD	N	Mean	SD	HWTP	RWTP				
Yue et al. (2010)	115	75	834	0.61	2.53	113	0.366	0.73	indirect	direct	yes	0.37	specialty	no
Zanger (2018)	116	76	92	13.00	8.35	92	10.04	7.09	direct	direct	yes	12.35	shopping	yes
Zanger (2018)	117	77	92	24.77	19.07	92	10.04	7.09	indirect	direct	yes	12.35	shopping	yes

Table WA12: Publications included in meta-analysis - Part II

Authors	**Product/ service**	**Type of subject design**	**Possibility to test**	**Participation fee**	**Initial balance**	**Type of experiment**		**Offline/ online**		**Student sample**	***Introduction of method for RWTP***	**Region**
						HWTP	**RWTP**	**HWTP**	**RWTP**			
Alfnes et al. (2010)	product	between	no	yes	no	lab	lab	offline	offline	no	*not mentioned*	North America
Alfnes et al. (2010)	product	between	no	yes	no	lab	lab	offline	offline	no	*not mentioned*	North America
Alfnes et al. (2010)	product	between	no	yes	no	lab	lab	offline	offline	no	*not mentioned*	North America
Alfnes et al. (2010)	product	between	no	yes	no	lab	lab	offline	offline	no	*not mentioned*	North America
Alfnes et al. (2010)	product	between	no	yes	no	lab	lab	offline	offline	no	*not mentioned*	North America
Alfnes et al. (2010)	product	between	no	yes	no	lab	lab	offline	offline	no	*not mentioned*	North America
Backhaus et al. (2005)	service	between	no	no	no	lab	lab	offline	offline	yes	*nothing*	other countries (mainly Europe)
Backhaus et al. (2005)	service	between	no	no	no	lab	lab	offline	offline	yes	*nothing*	other countries (mainly Europe)
Backhaus et al. (2005)	service	between	no	no	no	lab	lab	offline	offline	yes	*nothing*	other countries (mainly Europe)
Backhaus et al. (2005)	service	between	no	no	no	lab	lab	offline	offline	yes	*nothing*	other countries (mainly Europe)
Backhaus et al. (2005)	service	between	no	no	no	lab	lab	offline	offline	yes	*nothing*	other countries (mainly Europe)
Backhaus et al. (2005)	service	between	no	no	no	lab	lab	offline	offline	yes	*nothing*	other countries (mainly Europe)
Backhaus et al. (2005)	service	between	no	no	no	lab	lab	offline	offline	yes	*nothing*	other countries (mainly Europe)

Authors	**Product/ service**	**Type of subject design**	**Possibility to test**	**Participation fee**	**Initial balance**	**Type of experiment**		**Offline/ online**		**Student sample**	***Introduction of method for RWTP***	**Region**
						HWTP	**RWTP**	**HWTP**	**RWTP**			
Backhaus et al. (2005)	service	between	no	no	no	lab	lab	offline	offline	yes	*nothing*	other countries (mainly Europe)
Balistreri et al. (2001)	service	between	no	no	yes	lab	lab	offline	offline	yes	*training*	North America
Blumenschein et al. (2008)	service	between	no	no	no	field	field	offline	offline	no	*nothing*	North America
Blumenschein et al. (1997)	service	between	no	yes	no	lab	lab	offline	offline	yes	*explanation*	North America
Botelho et al. (2013)	product	between	yes	no	no	field	field	offline	offline	no	*explanation*	other countries (mainly Europe)
Botelho et al. (2013)	product	between	yes	no	no	field	field	offline	offline	no	*explanation*	other countries (mainly Europe)
Brzozowicz et al. (2017)	product	between	yes	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Chowdhury et al. (2009/2011)	product	between	yes	yes	yes	field	field	offline	offline	no	*nothing*	other countries (mainly Europe)
Chowdhury et al. (2009/2011)	product	between	yes	yes	yes	field	field	offline	offline	no	*nothing*	other countries (mainly Europe)
Chowdhury et al. (2009/2011)	product	between	yes	yes	yes	field	field	offline	offline	no	*nothing*	other countries (mainly Europe)
Chowdhury et al. (2009/2011)	product	between	yes	yes	yes	field	field	offline	offline	no	*nothing*	other countries (mainly Europe)
Danneberg et al. (2009)	product	between	yes	yes	no	lab	lab	offline	offline	no	*training*	other countries (mainly Europe)
Dost and Wilken (2012)	product	between	no	yes	no	lab	field	online	offline	no	*nothing*	other countries (mainly Europe)
Doyon et al. (2015)	product	between	no	yes	no	lab	lab	offline	offline	no	*training*	North America
Fox et al. (1998)	product	within	no	no	no	field	lab	offline	offline	no	*training*	North America
Fox et al. (1998)	product	within	no	no	no	field	lab	offline	offline	no	*training*	North America

Authors	**Product/ service**	**Type of subject design**	**Possibility to test**	**Participation fee**	**Initial balance**	**Type of experiment**		**Offline/ online**		**Student sample**	***Introduction of method for RWTP***	**Region**
						HWTP	**RWTP**	**HWTP**	**RWTP**			
Franke and Piller (2004)	product	between	no	yes	no	lab	lab	offline	offline	yes	*not mentioned*	other countries (mainly Europe)
Franke and Piller (2004)	product	between	no	yes	no	lab	lab	offline	offline	yes	*not mentioned*	other countries (mainly Europe)
Franke and Piller (2004)	product	between	no	yes	no	lab	lab	offline	offline	yes	*not mentioned*	other countries (mainly Europe)
Franke and Piller (2004)	product	between	no	yes	no	lab	lab	offline	offline	yes	*not mentioned*	other countries (mainly Europe)
Franke and Piller (2004)	product	between	no	yes	no	lab	lab	offline	offline	yes	*not mentioned*	other countries (mainly Europe)
Franke and Piller (2004)	product	between	no	yes	no	lab	lab	offline	offline	yes	*not mentioned*	other countries (mainly Europe)
Fryblom (1997)	product	between	yes	yes	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Fryblom (1997)	product	between	yes	yes	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Fryblom (2000)	product	between	yes	yes	no	lab	lab	offline	offline	yes	*not mentioned*	other countries (mainly Europe)
Fryblom (2000)	product	between	yes	yes	no	lab	lab	offline	offline	yes	*not mentioned*	other countries (mainly Europe)
Fuchs et al. (2010)	product	between	yes	no	no	field	lab	online	offline	no	*explanation*	other countries (mainly Europe)
Fuchs et al. (2010)	product	between	yes	no	no	field	lab	online	offline	no	*explanation*	other countries (mainly Europe)
Gneezy et al. (2006)	service	between	yes	no	no	field	field	offline	offline	no	*explanation*	North America
Gneezy et al. (2006)	service	between	yes	no	no	field	field	offline	offline	no	*explanation*	North America

Authors	**Product/ service**	**Type of subject design**	**Possibility to test**	**Participation fee**	**Initial balance**	**Type of experiment**		**Offline/ online**		**Student sample**	***Introduction of method for RWTP***	**Region**
						HWTP	**RWTP**	**HWTP**	**RWTP**			
Hofstetter and Miller (2009)	product	within	no	no	no	field	field	online	online	yes	*nothing*	other countries (mainly Europe)
Hofstetter and Miller (2009)	product	within	no	no	no	field	field	online	online	yes	*nothing*	other countries (mainly Europe)
Hofstetter and Miller (2009)	product	within	no	no	no	field	field	online	online	yes	*nothing*	other countries (mainly Europe)
Johannesson (1997)	product	between	yes	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Johannesson et al. (1997)	product	between	yes	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Johannesson et al. (1998)	product	between	yes	yes	no	lab	lab	offline	offline	yes	*not mentioned*	other countries (mainly Europe)
Kealy et al. (1988)	product	between	no	no	no	lab	lab	offline	offline	yes	*not mentioned*	North America
Kesternich et al. (2013)	service	between	no	no	no	field	field	online	online	no	*not mentioned*	North America
Kimenju et al. (2005)	product	within	no	no	yes	field	field	offline	offline	no	*training*	other countries (mainly Europe)
Kimenju et al. (2005)	product	within	no	no	yes	field	field	offline	offline	no	*training*	other countries (mainly Europe)
Kunter (2016)	product	between	no	no	no	field	field	offline	offline	no	*explanation*	other countries (mainly Europe)
List (2001)	product	between	yes	no	no	field	field	offline	offline	no	*explanation*	North America
List (2001)	product	between	yes	no	no	field	field	offline	offline	no	*explanation*	North America
List (2003)	product	between	yes	no	no	field	field	offline	offline	no	*explanation*	North America
List (2003)	product	between	yes	no	no	field	field	offline	offline	no	*explanation*	North America

Authors	**Product/ service**	**Type of subject design**	**Possibility to test**	**Participation fee**	**Initial balance**	**Type of experiment**		**Offline/ online**		**Student sample**	***Introduction of method for RWTP***	**Region**
						HWTP	**RWTP**	**HWTP**	**RWTP**			
List (2003)	product	between	yes	no	no	field	field	offline	offline	no	*explanation*	North America
List (2003)	product	between	yes	no	no	field	field	offline	offline	no	*explanation*	North America
List and Shogren (1998)	product	within	yes	no	no	field	field	offline	offline	no	*explanation*	North America
List and Shogren (1998)	product	within	yes	no	no	field	field	offline	offline	no	*explanation*	North America
List and Shogren (1998)	product	within	yes	no	no	field	field	offline	offline	no	*explanation*	North America
Loomis et al. (1997)	product	within	yes	yes	yes	lab	lab	offline	offline	yes	*explanation*	North America
Loomis et al. (1996)	product	between	yes	yes	yes	lab	lab	offline	offline	no	*explanation*	North America
Miller et al. (2011)	product	between	no	yes	no	lab	lab	online	online	no	*explanation*	other countries (mainly Europe)
Miller et al. (2011)	product	between	no	yes	no	lab	lab	online	online	no	*explanation*	other countries (mainly Europe)
Miller et al. (2011)	product	between	no	yes	no	lab	lab	online	online	no	*explanation*	other countries (mainly Europe)
Miller et al. (2011)	product	between	no	yes	no	lab	lab	online	online	no	*explanation*	other countries (mainly Europe)
Miller et al. (2011)	product	between	no	yes	no	lab	lab	online	online	no	*explanation*	other countries (mainly Europe)
Miller et al. (2011)	product	between	no	yes	no	lab	lab	online	online	no	*explanation*	other countries (mainly Europe)
Moser et al. (2014)	product	between	no	yes	no	field	field	online	online	no	*explanation*	other countries (mainly Europe)
Murphy et al (2010)	product	between	no	yes	yes	lab	lab	online	online	yes	*training*	North America
Neill et al (1994)	product	between	yes	yes	no	lab	lab	offline	offline	yes	*training*	North America
Neill et al (1994)	product	between	yes	yes	no	lab	lab	offline	offline	yes	*training*	North America

Authors	**Product/ service**	**Type of subject design**	**Possibility to test**	**Participation fee**	**Initial balance**	**Type of experiment**		**Offline/ online**		**Student sample**	***Introduction of method for RWTP***	**Region**
						HWTP	**RWTP**	**HWTP**	**RWTP**			
Paradiso and Trisorio (2001)	product	between	no	yes	no	lab	lab	offline	offline	yes	*training*	other countries (mainly Europe)
Paradiso and Trisorio (2001)	product	between	no	yes	no	lab	lab	offline	offline	yes	*training*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)

Authors	Product/ service	Type of subject design	Possibility to test	Participation fee	Initial balance	Type of experiment		Offline/ online		Student sample	*Introduction of method for RWTP*	Region
						HWTP	RWTP	HWTP	RWTP			
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Sattler and Nitschke (2003); Völckner (2006)	service	between	no	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Schlag (2008)	product	between	no	yes	no	field	field	online	online	no	*not mentioned*	other countries (mainly Europe)
Schlag (2008)	product	between	no	yes	no	field	field	online	online	no	*not mentioned*	other countries (mainly Europe)
Schlag (2008)	product	between	no	yes	no	field	field	online	online	no	*not mentioned*	other countries (mainly Europe)
Schlag (2008)	product	between	no	yes	no	field	field	online	online	no	*not mentioned*	other countries (mainly Europe)
Schlag (2008)	product	between	no	yes	no	field	field	online	online	no	*not mentioned*	other countries (mainly Europe)
Schmidt (2016)	service	between	no	no	no	lab	lab	online	online	yes	*explanation*	other countries (mainly Europe)
Schmidt (2016)	service	between	no	no	no	lab	lab	online	online	yes	*explanation*	other countries (mainly Europe)
Schmidt (2016)	service	between	no	no	no	lab	lab	online	online	yes	*explanation*	other countries (mainly Europe)
Schreier and Werfer (2007)	product	between	yes	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)
Schreier and Werfer (2007)	product	between	yes	no	no	lab	lab	offline	offline	yes	*explanation*	other countries (mainly Europe)

Authors	**Product/ service**	**Type of subject design**	**Possibility to test**	**Participation fee**	**Initial balance**	**Type of experiment**		**Offline/ online**		**Student sample**	***Introduction of method for RWTP***	**Region**
						HWTP	**RWTP**	**HWTP**	**RWTP**			
Schwaha (2009)	product	within	yes	no	no	field	field	offline	offline	no	*explanation*	other countries (mainly Europe)
Schwaha (2009)	product	within	yes	no	no	field	field	offline	offline	no	*explanation*	other countries (mainly Europe)
Schwaha (2009)	product	within	yes	no	no	field	field	offline	offline	yes	*explanation*	other countries (mainly Europe)
Schwaha (2009)	product	within	yes	no	no	field	field	offline	offline	yes	*explanation*	other countries (mainly Europe)
Wang et al. (2007)	product	between	yes	no	no	lab	lab	offline	offline	yes	*explanation*	North America
Wang et al. (2007)	product	between	yes	no	no	lab	lab	offline	offline	yes	*explanation*	North America
Wertenbroch and Skiera (2002)	product	between	no	no	no	field	field	offline	offline	no	*explanation*	other countries (mainly Europe)
Wertenbroch and Skiera (2002)	product	between	no	no	no	field	field	offline	offline	no	*explanation*	other countries (mainly Europe)
Wertenbroch and Skiera (2002)	product	between	no	no	no	lab	lab	offline	offline	no	*explanation*	other countries (mainly Europe)
Wlömert and Eggers (2016)	service	between	no	no	no	field	field	online	online	no	*explanation*	other countries (mainly Europe)
Wlömert and Eggers (2016)	service	between	no	no	no	field	field	online	online	no	*explanation*	other countries (mainly Europe)
Yue et al. (2010)	product	between	yes	yes	no	lab	lab	online	offline	no	*training*	North America
Zanger (2018)	product	within	no	yes	no	lab	lab	online	online	no	*explanation*	other countries (mainly Europe)
Zanger (2018)	product	within	no	yes	no	lab	lab	online	online	no	*explanation*	other countries (mainly Europe)

Table WA13: Publications included in meta-analysis - Part III

Authors	Peer reviewed	Discipline	Citations
Alfnes et al. (2010)	yes	economics	53
Alfnes et al. (2010)	yes	economics	53
Alfnes et al. (2010)	yes	economics	53
Alfnes et al. (2010)	yes	economics	53
Alfnes et al. (2010)	yes	economics	53
Alfnes et al. (2010)	yes	economics	53
Backhaus et al. (2005)	yes	marketing	85
Backhaus et al. (2005)	yes	marketing	85
Backhaus et al. (2005)	yes	marketing	85
Backhaus et al. (2005)	yes	marketing	85
Backhaus et al. (2005)	yes	marketing	85
Backhaus et al. (2005)	yes	marketing	85
Backhaus et al. (2005)	yes	marketing	85
Backhaus et al. (2005)	yes	marketing	85
Balistreri et al. (2001)	yes	economics	153
Blumenschein et al. (2008)	yes	economics	347
Blumenschein et al. (1997)	yes	economics	36
Botelho et al. (2013)	no	economics	7
Botelho et al. (2013)	no	economics	7
Brzozowicz et al. (2017)	no	marketing	0
Chowdhury et al. (2009/2011)	yes	economics	121

Authors	Peer reviewed	Discipline	Citations
Chowdhury et al. (2009/2011)	yes	economics	121
Chowdhury et al. (2009/2011)	yes	economics	121
Chowdhury et al. (2009/2011)	yes	economics	121
Danneberg et al. (2009)	yes	economics	6
Dost and Wilken (2012)	yes	marketing	28
Doyon et al. (2015)	yes	economics	1
Fox et al. (1998)	yes	economics	313
Fox et al. (1998)	yes	economics	313
Franke and Piller (2004)	yes	marketing	805
Franke and Piller (2004)	yes	marketing	805
Franke and Piller (2004)	yes	marketing	805
Franke and Piller (2004)	yes	marketing	805
Franke and Piller (2004)	yes	marketing	805
Franke and Piller (2004)	yes	marketing	805
Fryblom (1997)	yes	economics	141
Fryblom (1997)	yes	economics	141
Fryblom (2000)	yes	economics	33
Fryblom (2000)	yes	economics	33
Fuchs et al. (2010)	yes	marketing	351
Fuchs et al. (2010)	yes	marketing	351
Gneezy et al. (2006)	yes	economics	239
Gneezy et al. (2006)	yes	economics	239

Authors	Peer reviewed	Discipline	Citations
Hofstetter and Miller (2009)	no	marketing	12
Hofstetter and Miller (2009)	no	marketing	12
Hofstetter and Miller (2009)	no	marketing	12
Johannesson (1997)	yes	economics	27
Johannesson et al. (1997)	yes	economics	47
Johannesson et al. (1998)	yes	economics	238
Kealy et al. (1988)	yes	economics	135
Kesternich et al. (2013)	yes	economics	30
Kimenju et al. (2005)	no	economics	25
Kimenju et al. (2005)	no	economics	25
Kunter (2016)	yes	marketing	3
List (2001)	yes	economics	479
List (2001)	yes	economics	479
List (2003)	yes	economics	49
List (2003)	yes	economics	49
List (2003)	yes	economics	49
List (2003)	yes	economics	49
List and Shogren (1998)	yes	economics	270
List and Shogren (1998)	yes	economics	270
List and Shogren (1998)	yes	economics	270
Loomis et al. (1997)	yes	economics	150
Loomis et al. (1996)	yes	economics	233

Authors	Peer reviewed	Discipline	Citations
Miller et al. (2011)	yes	marketing	273
Miller et al. (2011)	yes	marketing	273
Miller et al. (2011)	yes	marketing	273
Miller et al. (2011)	yes	marketing	273
Miller et al. (2011)	yes	marketing	273
Miller et al. (2011)	yes	marketing	273
Moser et al. (2014)	yes	economics	37
Murphy et al (2010)	yes	economics	31
Neill et al (1994)	yes	economics	460
Neill et al (1994)	yes	economics	460
Paradiso and Trisorio (2001)	yes	economics	54
Paradiso and Trisorio (2001)	yes	economics	54
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161

Authors	Peer reviewed	Discipline	Citations
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Sattler and Nitschke (2003); Völckner (2006)	yes	marketing	161
Schlag (2008)	no	marketing	5
Schlag (2008)	no	marketing	5
Schlag (2008)	no	marketing	5
Schlag (2008)	no	marketing	5
Schlag (2008)	no	marketing	5
Schmidt (2016)	no	marketing	0
Schmidt (2016)	no	marketing	0
Schmidt (2016)	no	marketing	0
Schreier and Werfer (2007)	yes	economics	15

Authors	Peer reviewed	Discipline	Citations
Schreier and Werfer (2007)	yes	economics	15
Schwaha (2009)	no	marketing	0
Schwaha (2009)	no	marketing	0
Schwaha (2009)	no	marketing	0
Schwaha (2009)	no	marketing	0
Wang et al. (2007)	yes	marketing	147
Wang et al. (2007)	yes	marketing	147
Wertenbroch and Skiera (2002)	yes	marketing	687
Wertenbroch and Skiera (2002)	yes	marketing	687
Wertenbroch and Skiera (2002)	yes	marketing	687
Wlömert and Eggers (2016)	yes	marketing	18
Wlömert and Eggers (2016)	yes	marketing	18
Yue et al. (2010)	yes	economics	61
Zanger (2018)	no	marketing	0
Zanger (2018)	no	marketing	0

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