

Variable Coding Scheme

No.	Variable Name	Label	Type	Coding / Scale	Transformation	Source
1	ID	Code of a respondent	Identifier	Sequential integer (1–381)	Anonymized	Assigned by researcher
2	Age	Respondent age in years	Continuous	Years (self-reported)	None	Survey item D1
3	Gender	Gender of a respondent	Binary	0 = Female, 1 = Male	None	Survey item D2
4	Education	Educational level of a respondent	Ordinal	1 = Primary school or less 2 = Secondary school 3 = Diploma / Associate degree 4 = Bachelor's degree 5 = Postgraduate degree	None	Survey item D3
5	Income	Monthly income category	Ordinal	1 = Well below average 2 = Below average 3 = Average 4 = Above average 5 = Well above average (relative to home country)	None	Survey item D4
6	Prior_Green_Exp	Prior green hotel stay experience	Binary	0 = No, 1 = Yes	None	Survey item D5
7	Trip_Purpose	Primary purpose of current trip	Binary	0 = Leisure / Vacation, 1 = Business	None	Survey item D6
8	Length_Stay	Length of stay in nights	Continuous	Number of nights at current hotel	None	Survey item D7
9	CEA1- CEA5	Circular Economy Adoption items	Scale	1 = Strongly Disagree to 7 = Strongly Agree	Averaged with CEA1–CEA5 to form CEA_mean	Survey section A
10	SCT1-SCT5	Supply Chain Transparency items	Scale	1 = Strongly Disagree to 7 = Strongly Agree	Averaged with SCT1–SCT5 to form SCT_mean	Survey section B
11	EC1-EC4	Environmental Concern items	Scale	1 = Strongly Disagree to 7 = Strongly Agree	Averaged with EC1–EC4 to form EC_mean	Survey section C
12	WTP_Premium	Willingness-to-pay (% premium)	Continuous	Percentage (0% to 30%) Self-reported willingness to pay above standard room rate	None	Survey item WTP (single item)

Computed / Derived Variables

No.	Variable Name	Type	Computation Formula	Purpose	Used in
1	CEA_mean	Continuous	CEA_mean = mean (CEA1, CEA2, CEA3, CEA4, CEA5)	Composite score for Circular Economy Adoption perception	Model 2 (main effect), correlation matrix
2	SCT_mean	Continuous	SCT_mean = mean (SCT1, SCT2, SCT3, SCT4, SCT5)	Composite score for Supply Chain Transparency perception	Model 2 (main effect), correlation matrix
3	EC_mean	Continuous	EC_mean = mean (EC1, EC2, EC3, EC4)	Composite score for Environmental Concern	Model 2 and Model 3 (control variable)
4	CEA_c	Continuous	CEA_c = CEA_mean - mean (CEA_mean)	Mean-centered CEA for interaction term computation	Model 3 (main effect and interaction)
5	SCT_c	Continuous	SCT_c = SCT_mean - mean (SCT_mean)	Mean-centered SCT for interaction term computation	Model 3 (main effect and interaction)
6	CEA_c:SCT_c	Continuous	CEA_x_SCT = CEA_c * SCT_c	Interaction term testing H ₃ (moderation hypothesis)	Model 3 (interaction effect)