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Master Thesis

Should we keep our heads down? The effect of one-sided and two-sided articulations in controversial sponsorships

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Summary

One of the fundamental characteristics that differ a successful sponsorship from a failed one is its ability to not only create a desired corporate image for the target audience but also tap into their psychology. Ideally, it touches the mind, triggers feelings and emotions, and ultimately becomes associated with the values and beliefs that the customers hold. The strategy of using controversial subjects in sponsorships and communications as a mean to trigger strong emotions has recently been seen blooming up again as a result of a shifting political climate. Controversial political issues have been used in marketing by such well-known brands as United Colors of Benetton and Budweiser. However, brands' customer base often holds polarized opinions regarding the controversial issues being used, which in many cases leads to a twofold effect. Using controversy in marketing activities has shown to result in both boycotts from the disagreeing consumers and positive reactions from those who agree. These consequences raise the question of whether Brand Managers should use controversy as a means to build their brand, and whether adverse effects can be minimized. Previous communication research finds that a two-sided articulation presenting both positive and negative sides of the cause can be used when consumers hold an attitude opposing the intent of the message, in order to change their attitude in a more favorable direction. The current research contributes to the topic by testing how one-sided and two-sided articulations work in the context of a controversial sponsorship and if this could be used to mitigate the potential negative effects that appear when customers have polarized opinions. The study, with some limitations, found results indicating that marketers should not expect one-sided and two-sided articulations to have the same positive results in a controversial context as it would have in a non-controversial one. One-sided articulation, even though touching upon positive or negative aspects of the controversy, doesn't seem to minimize the negative effect it has on people who are against the controversial cause. Specifically, if people have negative attitude towards the controversy, this negative effect is transferred to the perception of sponsorship and persists regardless of the articulation. However, not all the research goals were met since the study has some potential confounds. Based on this the researchers also identified the main limitations and made suggestions for further improvement.

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Introduction

Nowadays, in order to capture customers' attention in saturated markets with competitive rivalry, companies tend to use the more extreme dimension of marketing, such as getting involved in controversial issues (Waller, Fam, & Erdogan, 2005; Pope, Voges, & Brown, 2004; Agrawal, 2016). Despite the risks and the negative associations that the controversial communication could potentially create, cognitive schema theories suggest that using controversial aspects that stand out from other commercial messages increases the consumer attention (Heckler & Childers, 1992; Mick & Politi, 1989). This indicates that using controversy is an effective strategy since the attention makes it easier for the consumer to remember the brand and creating positive attitudes (Pope, Vouges, & Brown, 2004). However, the current literature on how controversy actually affects the consumer and how potential negative effects can be reduced is scarce. The current study aims to address this issue and to contribute to the strategic issues related to using controversy as a means for marketing.

The use of controversial topics in marketing started more than two decades ago. In the 1990s, The United Colors of Benetton triggered a massive public dissonance by launching several controversial campaigns. The ads touched upon homosexual stereotypes, racism and anti-death penalty. Consequently, Benetton experienced several drop outs by large retailers, protests from victims' rights groups and condemnation of most of the US states (Usborne, 2000).

Nowadays, the same strategies have bloomed up again, especially in using politics as a mean for marketing strategy and "taking a stand" in different political issues. In particular, this can be seen as a consequence of the political climate that has significantly changed in the recent years. In 2017, there were several incidents on this matter. For example, Bank of America and Delta Airlines, which are two of the corporate sponsors of New York Public Theater, pulled their funding as a consequence of that one of the theaters productions included a Trump-alike character. Delta Airlines claimed that this was not aligned with their values no matter what political stance they have (Scanlon, 2017). The same year, Budweiser launched a commercial during the Super Bowl Sunday sports program, the first one during Trump's presidency. The primary focus was immigration, with a message of a "United State with diversity" which was a critique of the president's asylum policy and a pro-immigration message (Aruda, 2017). Since the audience

of Super Bowl Sunday has different political opinions regarding this subject, this led to different consumer reactions: some boycotting and some supporting the brand. Another example is the brand Nordstrom that in January 2017 dropped Trump's daughter´s brand and flowingly experienced a massive attack on social media where Trump personally criticized their decision (Abrams, 2017). After Trump's reaction, Nordstrom experienced some instability in their stock price. Some of Nordstrom's customer base boycotted the brand, and most of them were Republicans (Jackson & Clifford, 2017). Even though Nordstrom claimed their decision was solely based on a decline in sales - the reactions from consumers indicated that they perceived it as a political statement.

A study from IPSOS found that 25% of Americans are boycotting brands based on their political leaning, which suggests that politics can drive consumer behavior and that using controversy can lead to negative results (Jackson & Clifford, 2017). According to the report, the decline in trust of the establishment is reflected in the boycotting behavior, and the lack of trust could, therefore, affect how consumers respond to communication in general - communication organized not only by the public sector but also by companies (Jackson & Clifford, 2017). Besides, the report indicates that consumers are more likely to believe in communication that is related to mistakes, or as the authors put it "claims of malfeasance" (p.7). This indicates that a company's communication, especially in the context of a controversial political situation these days should be reconsidered (Jackson & Clifford, 2017).

The recent trend in the use of controversy and the mixed consumer reactions raises the question whether marketing managers should keep their heads down or use controversy in their marketing strategy. The current literature does not provide a clear answer to which direction to take which creates a necessity for a better understanding. The current study seeks to look deeper into this and to further analyze if negative effects can be minimized by articulations using the context of a controversial sponsorship touhing upon controversial political issues.

So far, most of the current research done on controversy in sponsorships define controversy as something negatively connoted and stigmatized such as alcohol, tobacco, or gambling (O'Brien & Kypri, 2008; Johnston & Bourgeois, 2015; Ruth & Simonin, 2003) and rarely look on controversy where there are both pro, and oppositional opinions involved such as Democrats and Republicans in the

examples above. Therefore, the current literature provides a limited insight and makes it hard to generalize to other controversial context.

Communication research suggests that one of the ways to handle polarized opinions is to use articulations. Research on articulation argues that by pointing out both positive and negative aspects of a product, or cause, would result in more positive attitudes (Allen, 1991; Winter & Krämer, 2012; Jensen, Averbeck, Zhang, & Wright, 2013; Crowley & Hoyer, 1994). Is it then possible to eliminate or at least minimize the harm by using an articulation in the context of controversial communication? The present paper aims to answer how different types of articulation - one-sided and two-sided affect the attitude towards the sponsorship. Since articulation strategy is a form of persuasion, it was also relevant to analyze how the perceived sincerity is affected as it is one of the main aspects affecting attitude towards the sponsorship. The current research therefore also assessed if consumer's involvement in the political cause impact how sincere they perceive the sponsorship.

Literature review

Controversy in sponsorship

Sponsorship has become an increasingly popular marketing and communication tool, creating benefits for both sides of the contract: a sponsee gets funded, while a sponsor improves its image and awareness (Cornwell & Maignan, 1998; Walliser, 2003). Meenaghan (1983) defined sponsorship as "an investment, in cash or in kind, in an activity in return for access to the exploitable commercial potential associated with that activity" (p. 9). Rifon, Choi, Trimble, and Li (2004) defined a process of sponsorship as when "a corporation creates a link with an outside issue or event, hoping to influence the audience by the connection" (p. 29). From this, it is understandable that sponsorship is a marketing-related process and acts as a tool for building a brand. Also, sponsorship is an indirect form of persuasion where the message is nonverbal and subtle (Hickmann, Lawrence, & Ward, 2005). It lacks explicitness and sophistication and therefore can be individually "decoded" by a consumer in his or her own way (Crimmins & Horn, 1996). That creates the main difference with advertising where the message is direct, clear and complete.

One of the most common risks of sponsorship occurs when either a sponsor or a sponsee is controversial. Controversy, in general, was defined by Hall (1971) as "a special kind of conflict that occurs when one's person's ideas, opinions, conclusions, and information are incompatible with another's when they discuss problems and make decisions" (p. 51). Johnson (1971) stated that controversy could also stem from "differences in needs, preferences, perceptions, and goals" (p. 320). This indicates that controversial issues can elicit emotionally strong responses and could potentially, in a context of sponsorship, result in different perceptual outcomes. Besides, the controversial issue not only often provokes a public discussion (Hallahan, 1999), but also holds that the disagreement has a reasonable justification and is rationally defensible (Hand, 2007). These facts make it questionable whether brands, that have a polarized customer base, should use this as a strategy to build their brand.

The most of the existing literature on controversial sponsorship analyses stigmatized products such as alcohol, tobacco, gambling, and fast food as the primary research object (Ruth & Simonin, 2003; Johnston & Bourgeois, 2015; O'Brien & Kypri, 2008). Wilson and West (1981) called stigmatized products the

unmentionables and described that they could be distributed legally but evoke anxiety, embarrassment, shame, controversy, and other uncomfortable emotional states. Ruth and Simonin (2003) investigated multiple sponsors' influence on consumers' attitudes toward sponsored events and found two types of effect that sponsors producing controversial products have on attitudes. They stated that brands associated with controversial products such as tobacco and alcohol not only elicited less favorable customers' attitudes but also lowered purchase intentions. O´Brien and Kypri (2008) found that the alcohol industry sponsorship of sportspeople, and in particular the provision of free or discounted alcoholic beverages, is associated with hazardous drinking. These unfavorable associations affect the consumer's attitude towards the sponsorship in a negative way. These results suggested that the usage of a controversial product will affect consumers' attitude towards the sponsored event in a negative manner.

The drawback of the previous research is that the findings within the field of controversial sponsorship are based on only one side of the controversial aspect, which means that the products being used are for example harmful. Therefore, they are associated with negative influence and involve stigmatized and negatively connoted products which make it hard to use in a context where the controversy could be perceived as both positive and negative. The present paper argues that controversy might not always be stigmatized in one clear direction such as the products mentioned above. There are other controversial topics that are more complicated to comprehend and where picking sides are not obvious such as politics.

Controversy in advertising

As it has been outlined earlier, the research on controversial sponsorship is limited. However, it has been to a greater extent investigated in the fields of advertising and endorsement. Since these are fields that are closely related to sponsorship, this literature can provide some useful insight. In the context of advertising, controversial communication refers to "provocative images, words or situations that utilize or refer to taboo subjects (e.g. violence, sex or erotica, death, indecent/vulgar body parts or functions and political/racial issues) or that violate societal norms or values" (Huhmann & Mott-Stenerson, 2008, p. 294). Controversial advertising campaigns with images, slogans, and themes eliciting

conflicting opinions have been widely used to gain brand awareness, and profits since this element have shown to increase customers' attention (Pope, Voges, & Brown, 2004; Dahl, Frankenberger, & Manchanda, 2003; Evans & Sumandeep, 1993). Sometimes, it provokes customers to process the information that otherwise has a low chance of being comprehended properly due to low motivation (Ahluwalia, Burnkrant, & Unnava, 2000). The level of controversy is defined by the novelty of the controversial issue and how much it differs from consumers' prior advertising exposure (Venkat & Abi-Hanna, 1995; Veziena & Paul, 1997). Veziena and Paul (1997) claimed that the level of how much it differs from other advertising is an essential factor in defining the degree of provocation in advertising. The level of difference is related to the level of congruency in the perception as referring to consumers' schema. Based on this, communication that is incongruent with consumers' current schema is more likely to be memorized (Heckler & Childers, 1992). Likewise, provocative advertising that does not include any ambiguity is less likely to be processed to the same extent (Mick & Politi, 1989).

In the literature on controversial advertising, a distinction is made in the execution part and lies in between controversial products and controversial executions (Huhmann & Mott-Stenerson, 2008), where the controversial executions are the most relevant for the present study. One of the brands that are most famous for their controversial execution is United Colors of Benetton. The brand applied racial issues in their advertising campaigns showing a black woman breastfeeding a white baby, or portraying a man dying from AIDS (Vézina & Paul, 1997). Vézina and Paul (1997) investigated the potential adverse effects of a controversial advertising execution and found that consumers' attitude towards the advertising brands was affected negatively. Also, the authors pointed out that exposure to extremely provocative appeals seems to lead to negative reactions; while a moderate level of provocation appears to have a slightly superior effect than a conventional creative strategy.

As discussed before, studies also demonstarated that the usage of controversial aspects enhances the elaboration process (Huhmann & Mott-Stenerson, 2008; Erdogan, 2008). This result remains the same even when controlling for aspects such as product involvement. However, studies also showed that the product involvement affected the respondents' ability to comprehend controversial advertisement (Huhmann & Mott-Stenerson, 2008).

Even though being much more extended than the research on controversial sponsorship, the research on advertising with controversial executions is also scarce and limited. One of the limitations is the existence of potential confounds. The controversial and non-controversial advertising is often too different, which makes it hard to measure the actual effect of adding a controversial aspect (Pope, Voges, & Brown, 2004; Huhmann & Mott-Stenerson, 2008).

Even though some of the current research suggests that controversial advertising affects both brand awareness and knowledge of the content positively the existing literature still lacks the more comprehensive analysis of the controversial execution. The research seems to be limited to analyzing only the consumers who have similar opinions regarding the controversial cause. For example, Huhmann & Mott-Stenerson (2008) showed that advertising that uses a controversial execution should be more effective when being addressed to consumers with high involvement in the product category. However, they did not analyze how this effect varies among respondents with pro or oppositional opinions regarding the controversial cause itself. These limitations make it hard to generalize to the use of controversial causes in sponsorship, where respondents have different views. There is also a drawback in the way the controversy is defined, as it is currently measured by simply asking respondents whether they think the advertising is provocative or not (Huhmann & Mott-Stenerson, 2008). This is a problem when investigating a subject on which respondents have different opinions.

Finally, a lot of emphasis in the current research is put on investigating how the product involvement affects the outcomes of a controversial execution (Huhmann & Mott-Stenerson, 2008; Dahl Frankenberger, & Manchanda, 2003; Vézina & Paul, 1997) and therefore the research is lacking an understanding of how involvement in the controversial cause is affecting the consumer response. This could potentially be a confound, and the insight into this could make it easier for managers to know when to apply controversial aspects of their marketing activities.

The limitations and gaps mentioned show a need to analyze controversial sponsorship further to be able to understand better how controversial aspects affect consumers' responses when there is a more definite distinction between pro- and oppositional opinions related to the controversial cause. Even though it has not been proved in the theory, in practice we could see indications that this is

the case. Jackson and Clifford (2017) analyzed the performance of brands, that were voluntary and involuntary embroiled into politically controversial issues where they expressed their political leaning, and the following reactions of an ideology split customer base. The report indicated that consumers indeed react differently to the controversial issue based on their political opinion, and such hyper-partisan customers affect the market performance of companies by their boycotting behavior.

One-sided and two-sided communication strategies

In the context of sponsorship, articulation can be defined as "the act of explaining the relationship between entities to support the development of meaning in the mind of the individual" (Cornwell, Humphreys, Maguire, Weeks & Tellegen, 2006, p. 321). In the context of sponsorship, articulation has mostly been used to articulate a fit between a sponsor and sponsee or object such as a product or event (Cornwell et al., 2006; Skard & Thorbjornsen, 2017; Olson & Tjømme, 2011). This has been used in situations where a company is trying to improve or create an artificial fit that might not appear as natural for the consumer, so the communication is used to explain why the sponsorship makes sense (Olson & Tjømme, 2011).

However, when it comes to articulation of different opinions, which would be of interest for the present study, the incongruence is not related to fit, but based on a controversial aspect that might be less appealing to some of the consumers. In the context of sponsorship this could be seen when a sponsee has expressed a strong position in a controversial cause.

In that type of sponsorship, the incongruence is likely to come from the situation when some of the consumers are being opposite of the political leaning by the sponsee and does not refer to incongruence regarding that the consumer is having a hard time seeing a natural link between the sponsored object and the company. Therefore, we argue that articulation in this type of sponsorship should be more closely related to improving the perceived sponsorship sincerity, or sponsorship attitude instead of fit. This is something that to our concern has not been investigated and it would be of value to analyze this to better predict possible outcomes from a sponsorship.

In the fields related to sponsorship, such as advertising and communication, an extended research has been done in studying the communication strategy of articulation, and more specific differences between two-sided and one-sided messages (Golden & Alpert, 1978; Sims, 1938). In this context, articulation is used as a means of trying to convince the consumer of something related to the product or service, instead of fit. A one-sided articulation is defined as when the argument is confined to one side of specific issues e.g. mention only the positive sides of the product (Golden & Halpert, 1978a; Hovland, 1954). A two-sided message is then defined as when the advertising brand presents both negative and positive aspects (Hovland, 1954). O'Keefe (1999) found that one-sided messages are more effective when the customer's attitude is congruent with the communicator's standpoint. Chu (1967) elaborated n the idea by adding that a two-sided is more effective when the customer holds an attitude opposing the intent of the message, as the customer would consider the message closely when see the arguments for the message standpoint. Besides, Chu (1967) found that two-sided messages were more successful for subjects familiar with the issues, suggesting this was because they could detect omissions and bias in a one-sided message. For respondents unfamiliar with the message topic, the one-sided message was more successful. Allen (1991) pointed out that the two-sided refutational messages that both recognize the opposing viewpoint and provide evidence and arguments to refute that point of view are about 20% more persuasive than one-sided messages. Two-sided messages induce a more profound way of processing information than their one-sided counterparts (Crowley & Hoyer, 1994; Eisend, 2007). Therefore, given that two-sided message content is more thoroughly scrutinized than the one-sided message content, the relevance of the arguments used in the message is expected to be more influential in a two-sided message (Eisend, 2007).

One of the directions to explore the controversial aspect of sponsorship further, lies in the light of the "self-interest" concept introduced by Green and Gerken (1989). The concept holds that people respond to cost and benefits depending on their self-interests. In their literature review, Green and Gerken (1989) illustrated that it has a significant effect on tobacco-related policies, and smokers and non-smokers have significantly different opinions. This again leads to the concept of message sidedness. Theory of Balanced States by Heider (1958) and research on cognitive consistency by McGuire (1972) both demonstrate that

consumers value consistency and harmony in their attitudes and behavior. Heider (1958) with his Balance Theory showed that when people see a set of cognitive elements as being a system, they will have a preference to maintain a balanced state among these elements. In other words, if they feel they are "out of balance", then they are motivated to restore a position of balance. In the context of articulation, we could hypothesize that people who believe that the sponsorship is out of balance due to the controversy would hold on their opinions regarding the cause. Using the theory of McGuire (1972) one could consider the cognitive consistency in sponsorship in terms of fit between a sponsor and a sponsee. This suggests that Democrats, for example, would have favorable attitudes toward the sponsorship which somehow incorporates the image of Hillary Clinton, while the Republicans would rate it negatively. Both theories go alongside with a selective exposure theory introduced by Festinger (1964) referring to "the individual's tendency to favour information which reinforces his pre-existing views while avoiding contradictory information" (p. 89). The elaboration likelihood model of persuasion (ELM) introduced by Petty and Cacioppo (1981) also considers both one- and two-sided communication. The ELM research showed that the one-sided message is superior for a more favorable audience since the message focuses on the agreeable argument.

In the case of controversial sponsorship, customers who are against the controversial issue would percieve a one-sided message advocating provocative opinions in a negative way, and this would affect their attitude towards the sponsorship. This lead to the development of the first set of hypotheses:

Hypothesis 1 (a): One-sided articulation of controversy has a positive effect on Attitude towards the sponsorship in the case when the articulation message goes alongside with the consumer's opinion.

Hypothesis 1 (b): One-sided articulation of controversy has a negative effect on Attitude towards the sponsorship in the case when the articulation message contradicts the consumer's opinion.

Overall, the broad conclusion from this field of communication is that a two-sided articulation is better than a one-sided for increasing the copy believability and attitude, compared to a one-sided message (Golden & Alpert, 1978b; Etgar & Goodwin, 1982; Earl & Pride, 1980; Swinyard, 1981). Considering the ELM theory, the two-sided message appears well-informed and fair to the audience that

is less motivated to process excessively persuasive information or the one that contradicts the established beliefs. In support, Smith and Hunt (1978) found that consumers generally consider negative communication unusual and therefore assign the advertising a higher degree of trustworthiness. Allen (1991) also confirmed the observation of the positive effect of the two-sided message on the audience that doesn't agree when investigated the persuasiveness of one- and two-sided messages and their effect on brand attitudes collected from various related studies.

However, Golden & Ampler (1978b) found that type of product and the already existing competitive market situation has an impact on how well a two-sided articulation works. When using a two-sided message and pointing to the negative aspects of a service or a product that already is known for having negative aspects, the strategy is not effective. It is, therefore, necessary to take other contextual aspects into consideration. In a controversial political issue which is being being analyzed in the current study, the market could be translated to the situation where pro- and against opinions are compared to high rivalry and competition.

Therefore, it could be argued that a two-sided articulation related to controversy in a controversial sponsorship eliminates the limitations of a one-sided articulation and leads to favorable attitudes towards the sponsorship, but only for consumers who have oppositional opinions. In other words, the ones who do not like the controversial cause. However, a two-sided message in a controversial context will make the consumers who agree in the controversial cause, such as political leaning, react negatively to the two-sided communication as it will be directly connected to their personal values. This means that a company that sponsors a person with a controversial opinion but tries to distance themselves from this opinion will be seen negatively by the customers who agree with the controversy. On the other side, the people that are against the controversy will to a greater extent be persuaded by a two-sided message when it points at the part they think is bad. This suggests that in the case of a controversial sponsorship, a two-sided message will not work in the same way. A polarized customer base as a whole will not have the same reactions, and the success is highly dependent on what parts that are mentioned as the negative side in the two-sided communication.

Hypothesis 2: Two-sided articulation has a positive effect on Attitude towards the sponsorship only for the respondents that agree on the negative aspects presented in the sidedness.

When analyzing how consumers interpret articulations that have the purpose to neutralize or persuade the interpretation of a specific communication its necessary to assess how susceptible the customer is. It is naive to not take aspects such as the consumer's persuasion knowledge into consideration since this type of knowledge is something all consumer use when being presented with a persuasion attempt. This is learned by the consumer through his whole life being exposed to advertisements, and social and cultural contexts (Friestad & Wright, 1994). This knowledge has a schema-like function and organizes the impressions as it affects the direction of the consumer's attention to different aspects of the persuasive communication. According to Friestad and Wright (1994), the consumer's knowledge of the advertised topic is one of the drivers that affect the response to the persuasion attempt. Persuasion knowledge and topic knowledge is used by the consumers to feel that they are in control of the outcome, basically to not feel that they have been persuaded. This indicates that the consumers own interest is crucial for the outcome.

Consumers' involvement and goals are also shown to be crucial for determining whether a commercial activity such as an ad or other cooperative communications is perceived as relevant for the receiver as it affects comprehension (Zaichkowsky, 1986; Maheswaran & Chaiken, 1991). This can be seen as especially important when considering politically controversial contexts since it often touches upon highly personal opinions. Research on involvement shows that when the information is relevant on a personal level, consumers cognitive processing is more likely to occur to a greater extent (Celsi & Olson, 1988). This indicates that respondents that are involved in a political issue might respond in a different way to communication related to this topic, than the respondents who are less involved. Taking persuasion knowledge and research on involvement into consideration it is likely that consumer who is involved in a controversial cause, might be less open for any kind of persuasion tactics such as using the one and two-sided articulation. This can also be supported by findings on political consumption that shows that political aspects make the consumer more concentrated on keeping consensus in their act; articulations are likely to be

less effective in this context (Jackson & Clifford, 2017). A two-sided articulation touching upon political aspects might, therefore, have a less favorable effect on highly involved consumers. Because of the personal aspects of political issues, the articulation does not work in the same way as for example products.

A two-sided articulation related to the controversial issue will touch upon the bad aspects of the sponsorship and therefore, to a greater extent than a one-sided communication, activate the consumers cognitive processing. This will lead to that the consumer will perceive the two side communication as too forced and commercial due to that the articulation might be perceived as a tactic to "get away with" a bad act as the Persuasion Knowledge is activated by the relevance of the content. From the announcement of the bad aspects, the consumer will perceive the sponsorship as even more commercial. Especially, this communication strategy would potentially affect the trustworthiness, also called sponsorship sincerity since the communication is perceived as insincere. Sincerity is shown to be closely related to high level sponsorship effect such as sponsorship attitude (Speed & Thompson, 2000; Stipp & Schiavone, 1996) simply because the nature of sponsorships is perceived less commercial (Speed & Thompson, 2000; Quester & Thompson, 2001). Also, consumers with high involvement in the controversial cause will have high subjective knowledge about the cause and are more likely to have a greater need try to control their outcome and reaction to the persuasion attempt.

In Hypothesis 3, we are therefore challenging Hypothesis 2 by bringing in the variable *Involvement*. We first hypothesize that high involvement will affect the perceived sincerity of the consumers that are against the controversy. The positive effect on the sponsorship sincerity and sponsorship attitude that we saw in using a two-sided message for the people who have oppositional opinion might not be found in the cases where people have a strong involvement in the controversial cause. Using a two-sided communication will be perceived as even more negative than one-sided communication. This suggests that in the case of controversial sponsorship the two-sided communication only has a positive effect when the consumers have a low involvement in the controversial cause.

Hypothesis 3 (a): High involvement in the controversial aspect will have a negative effect on sponsorship sincerity for people who are against the controversy.

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Hypothesis 3 (b): The positive effect of a two-sided message on Attitude towards the Sponsorship, for people who are against the controversy, is ruled out when consumers have a high Involvement in the controversial aspect.

Methodology

Following the example of other studies on this topic, an experiment is performed to test the effect of controversial aspects of sponsorship. The experimental design was chosen since it made it easy to control for different types of stimulus and articulations between each group. To analyze the effect of articulations in a sponsorship context, we chose to look on the case where a sponsee being a blogger has expressed controversial political opinions regarding immigration, and the respondents have either agreed or were against the sponsee's opinion. This was done to create a similar case as when a company has a polarized customer base. We then tested how the different types of articulation, one-sided and two-sided, work in this context to minimize the negative effect of consumers having oppositional opinions. A 2 x (controversial vs. non-controversial blog post) x 4 (no articulation vs. one-sided articulation with immigration focus vs. one-sided articulation with free speech focus vs. two-sided articulation) design was used. When designing the study, a lot of emphasis was put on creating a natural setting and therefore finding a reliable sponsee that already had been involved with a controversial subject and at the same time is a well-known in Norway. A lot of emphasis was also put on designing a sponsorship that would be perceived as realistic, both for the sponsee and the sponsor. Pursuing this goal, we analyzed the Norwegian media landscape and consulted with Norwegians to get the right perception regarding their cultural contexts and references since controversial issues can vary with culture. We also consulted with a frequently published researcher within the field of sponsorship. Besides, we stayed alerted regarding the possibility of socially desirable answers since this study deals with subjects that have proved to be extra sensitive. Therefore, it was essential for us to communicate that the survey was anonymous.

Stimuli development

Vézina and Paul (1997) stated that the level of controversy is defined by how different communication is compared to what consumers are normally exposed to. This definition has created the direction according to which the stimuli were developed. In the Scandinavian countries, as characterized by welfare, openness, equality and a strong focus on minimizing economical differences between rich and poor, immigration is a complicated issue. Internationally, the immigration policy is typically characterized by strongly polarized perspectives. In Europe, this topic has in the latest years got more attention due to the immigration crisis partly caused by the Syrian war. In 2005, the total number of immigrants in Norway was 40148 which have almost doubled the number since 1980 (Statistisk Sentralbyrå, 2017). In 2017, the number of immigrants was up to 58192 (Statistisk Sentralbyrå, 2017). Even though these numbers are quite low compared to many other countries in Europe it is an complex issue in Norway. Altogether, this makes immigration a relevant issue to use for investigation of controversial aspects.

In 2017, Fremskrittspartiet (FRP), the party that promotes anti-immigrant attitudes was voted into the Parlement of Norway. Their period has been characterized by several scandals initiated by the party leader Sylvi Listhaug, up till recently Norway's Immigration and integration minister who was accused of several xenophobic statements and who kept her position until February 2018. Based on this, FRP was considered as a decent stimulus to investigate a polarized controversy, and was therefore used in the stimuli development.

The stimuli were further developed by using an already published blog post titled "I am the blog world's Sylvi Listhaug" written by one of Norway's biggest bloggers Anna Rasmussen ("Mamman til Michelle"), also known from the TV-series "Bloggerne". In her blog post about immigration politics, dated November 2017, Anna discussed the upcoming parliamentary election and claimed that she identified herself with Sylvi Listhaug, the leader of FRP party in the sense that she, just like Sylvi, has strong opinions and a clear vision of how things should be regarding the immigration in Norway (Rasmussen, 2017). Furthermore, she also claimed her similarity with Sylvi in the sense that "either you hate me, or you love me, but at least you have a clear opinion about me" (Rasmussen, 2017). Further, she was discussing what bothered her the most such as the importance of the free choice and how and why she thought the Norwegian

anti-immigration party FRP and the right-wing party Høyre is, in her opinion succeeding in the way they are leading the country by their politics.

The existing blog post was manipulated to be perceived as more extreme by adding a paragraph at the end of the post, which is shown below. By this addition, the post got more extreme, and her persona more controversial. The full post is to be read in Appendix 1.

"FRP gives me very clear answers to all of these issues, and I think that the current government has done a fantastic job for the last four years. Therefore, I hope for four new years of civil government power, and that FRP will get more power to implement more of their immigration political program. If the immigration is going to continue to the same extent, I am afraid that the Norwegian values and traditions are going to disappear. I want my children to have a safe childhood, therefore I agree with FRP´s suggestions to make it easier to send immigrants back to their home countries, in this way we can preserve the Norwegian values and norms".

Our second stimuli were the articulation types. After reading the blog post, the respondents got presented to L'Oréal Facebook post, where the company announced their sponsorship of Anna´s new make-up book. The announcement is followed by one of four different types of articulations (Appendix 1).

The first one, the announcement without any stimuli or articulation, only contains the announcement of the collaboration. Further, in order to test whether the effectiveness of one-sided articulation depends on the customer's congruence with the communicated message, we created two types of one-sided articulations. They look similar as we wanted to have the blog posts to look as natural as possible so any further elaboration would violate this criterion. The one-sided articulation with a focus on pro-immigration values highlights the disagreement of the sponsor with the opinions expressed by the sponsee (Picture 1).
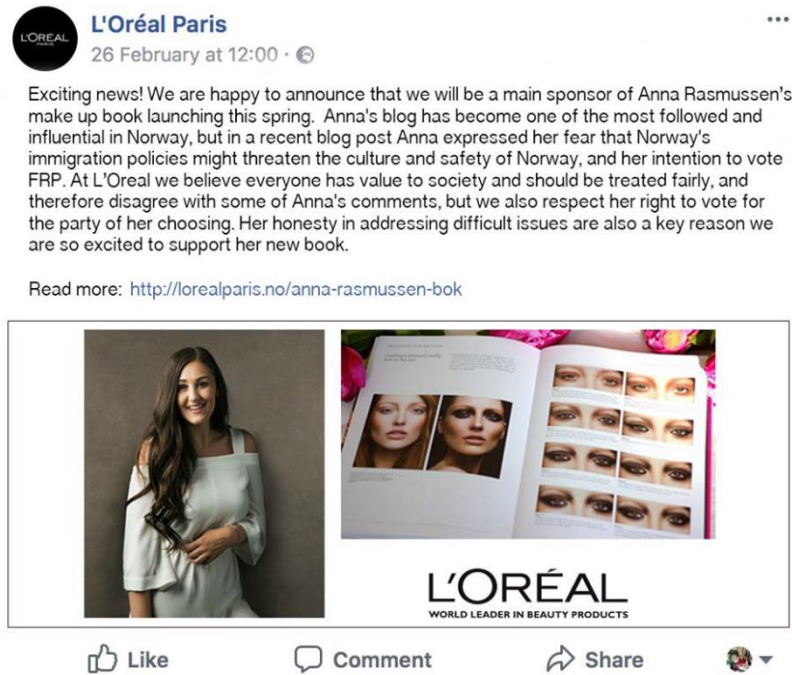
Picture 1. Facebook Advertising with One-sided articulation: Pro-immigration

A one-sided articulation with a focus on free speech, on the contrary, advocates for Anna's opinion (Picture 2).
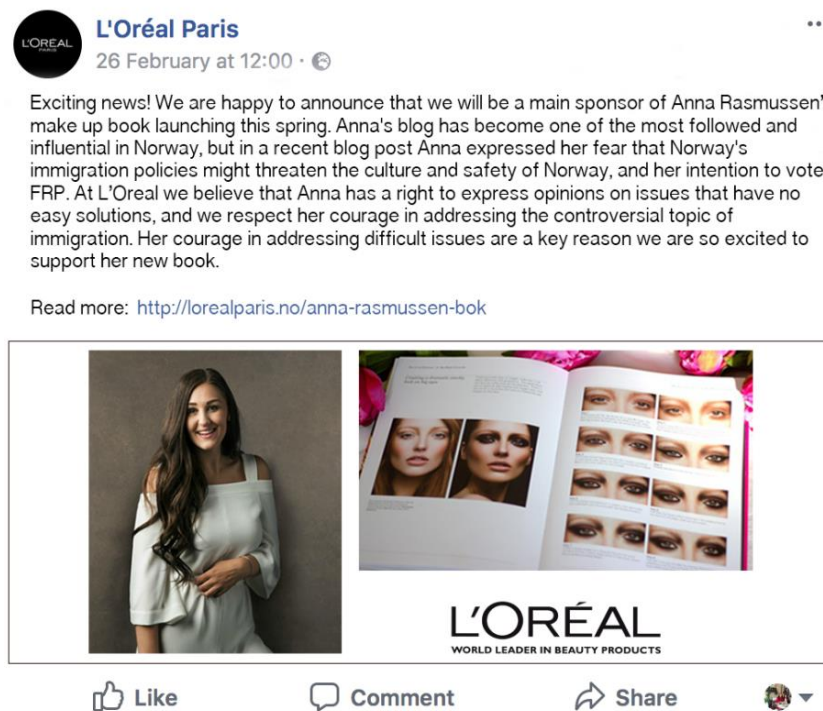
Picture 2. Facebook Advertising with One-sided articulation: Free speech

All the articulations are presented in English and Norwegian in Appendix 1.

Finally, the two-sided articulation considered both perspectives on how the sponsorship of Anna's book might be perceived in the light of her political

opinions. This was mainly focused on increasing the attitude for the respondents that didn't agree on her political views, and therefore the "bad" parts chosen for the two-sidedness was the ones related to the immigration. All the articulations were created for the purpose of this study and presented to the groups that were exposed to the controversial stimuli. A control group received a blog post that was not related to anything controversial, The Facebook post announcing the collaboration was made to look as realistic as possible to ensure the fairness of the experiment.

As Simmons and Becker-Olsen (2006) purposed, to create a reliable setting and to be able to minimize effect from e.g. brand familiarity an existing well-known perceived brand was used. The internationally known brand L'Oréal was picked based on a pre-study where respondents were asked to indicate their attitude towards ten different brands suggested for evaluation, following the set of criteria: brand favorability, brand familiarity, purchasing likelihood and fit. Then, the brand that was generally perceived in the most favorable direction was selected. This was done with the intention to be able to isolate the effect of the stimuli as much as possible since all the mentioned factors can affect the attitude towards the sponsorship. For the same purpose, the famous Norwegian blogger was chosen as the controversial subject, as L'Oréal has been doing several sponsorships with bloggers before and this was considered a good fit. The fact that Anna has already published a book also helps to create a natural setting to minimize effect from a bad fit or unrealistic setting. The fact that a well-known brand like L'Oréal was used, also contributed to increasing the reliability since they are likely to be more similar to a real reaction from a non-fictional case, than to a case with an unknown brand. Since we wanted to use a natural setting, it was hard to do a pre-study to pick the sponsee, since there is a limited number of people who discuss this kind of questions openly. However, the general attitude towards Anna was pre-tested to eliminate possible confounds coming from extreme attitudes.

Pre-test and Subjects

In total, ten people participated in the pre-test and gave us some valuable insights. The questionnaire was pre-tested to make sure that all questions were understandable and well-communicated and that the question flow was logical.

The respondents approved the presented sponsorship collaboration setting and agreed that the blog posts and stimuli looked realistic.

Respondents were recruited through three different methods. First, respondents were recruited based on the snowball effect and by this spread via the social media platform Facebook. However, a restriction was put in that the survey was only distributed to respondents living in Norway. Since reaching respondents with different political backgrounds was crucial in order to analyze the hypotheses, different social backgrounds were targeted. Since L'Oréal produces products for females and males, all genders were accepted for the sample to represent target market of the brand. The second method used was a Facebook advertising promoting the survey, where the respondents were given an opportunity to win a gift card by participating (Appendix 2). To get a spread in the respondent's political interests, a restriction was also made to target people who have liked either FRP's or Arbeiderpartiet's Facebook page where the latter is the Norwegian biggest left-wing political party. Finally, the platform Amazon Mechanical Turk (mTurk) was used to make sure that the survey request reached even more people with suitable characteristics.

Experiment procedure

The respondents were first introduced to a cover story presenting some background information about Anna Rasmussen and the purpose of the current study aimed to analyze sponsorship in media. The respondents were also asked to read the following blog and Facebook posts carefully. They were not allowed to go back and read the posts again, since the effect from sponsorships, in a natural setting, significantly depends on the consumer's ability to recognize the sponsor or sponsee (Johar, Pham, & Wakefield, 2006).

The blog post consisted of two texts. The first one was a constant blog post for all conditions, randomly picked from Anna's real blog. The second blog post was randomly assigned between the stimuli post and the no-stimuli post for the control group. The stimuli post is the post about her political views and the control post was related to a gift she was planning on giving her bridesmaids. An important aspect to control was whether respondents had read the stimuli posts, this was measured by a control question at the end of the survey where they were asked to indicate what political party she intended to vote for.

Further one of the four different Facebook posts by L'Oréal was presented followed by a questionnaire (Appendix 1). The critical variables measured in the survey was *Attitude towards Anna*, *Attitude towards L'Oréal*, *Attitude towards the Sponsorship*, *Involvement into the Product Category*, *Involvement into L'Oréal*, *Involvement into the Controversial Cause*, and *Sponsorship Sincerity*. These questions were followed by descriptive questions such as *Age*, *Gender* and *Education*. Finally, a disclaimer was presented to the respondents informing that the blog posts of Anna Rasmussen were manipulated for the present study.

Operationalization of constructs

Since the current study aims to analyze the effect of the controversial sponsorship and the effect of articulations on *Attitude towards the Sponsorship* and *Sponsorship Sincerity* these constructs was assessed when developing the survey to get an understanding of the constructs as a whole and thereby how they are predicted. Current research on sponsorship shows that *Attitude towards the Sponsorship* and *Sponsorship Sincerity* is predicted by *Attitude towards the Sponsor*, *Attitude towards* and *Involvement in the Sponsee*, *Attitude* and *Involvement towards the object* (Olson, 2010; Dean 2012; Olson & Tjømme, 2003; Alba & Hutchinson, 1987). Fit between sponsor and sponsee and object is one of the most investigated predictors of sponsorship (Olson & Tjømme, 2011) attitude but was not included in the survey since this was pretest and not the main focus of the investigation. All items that were used were derived from previous research and have shown decent reliability and, in most cases, validity as well. All items were measured by a 7-point Likert scale and translated into Norwegian with help from two different Norwegians to establish a consensus in the wording. The full survey is shown in Appendix 1 both in English and Norwegian.

The first question was "How often do you shop online?" where the value 1 was labeled as "Never" and 7 labeled as "Always". This was used as a warm-up question with the purpose to disguise the primary interest of the study.

Familiarity with Anna was measured by a 7-point Likert scale ranging from "Not familiar at all" to "Extremely familiar" with Anna retrieved from Oliver and Bearden (1985) and Moore, Stammerjohan, and Coulter (2008) with a reported reliably of .85 and a good validity based on a confirmatory factor analysis. *Familiarity* was measured based on its proven effect on *Sponsorship*

Attitude and is therefore perceived as crucial to include, in order to be able control for (Martin & Stewart, 2001; Martin, Stewart, & Matta, 2005).

Attitude towards Anna was measured by asking to what degree the respondent agreed with three statements such as "Anna makes me want to buy the brands that she promotes", "Anna is irritating", and "Anna is a credible spokesperson". These questions were retrieved from the studies of Wells, Leavitt, and McConville (1971) and Whipple and McManamon (2002) and primarily used in the context where a person is endorsing a product. The reported alpha is at .68, which proves a decent reliability; however, the validity was not tested.

Familiarity with L'Oréal was measured by one item asking how familiar the respondents are with the brand L'Oréal, retrieved from the same scale measuring familiarity with Anna by Oliver and Bearden (1985) and Moore, Stammerjohan, and Coulter (2008). Oliver and Bearden reported a reliability of .8 and the items were tested through a confirmatory factor analysis.

Attitude towards L'Oréal was measured by asking three statements regarding the respondent's perception of the brand: "My overall impression of L'Oréal is positive", "I think that L'Oréal is boring", and "I think that L'Oréal is luxurious". The first item was retrieved from Becker and Olsen (2003) and Rodgers (2004) with a reported alpha of .9 (Beckers & Olsen, 2003). The semantic items were retrieved and modified from semantic differential scales with the origin from Osgood, Suci, and Tannenbaum's work "The measurement of meaning" from 1957. These items have been widely used through different research fields and have been reported a reliability ranging from .75 (Petroshius & Crock, 1989) to .95 (Olney, Holbrook & Batra 1991).

Involvement in the Product Category is another construct used as a control variable. Previous research shows that involvement, the personal relevance, affect how the consumers process the sponsorship retrieved from Coluter, Price, and Feick (2003) but have also been used by Ziachkowsky (1994) and Higien and Fick (1989). In the study of Coulter, Price, and Feich (2003) it has shown the alpha of .92. The construct was measured by three items formulated as the following statements: "I think makeup is boring", "I think makeup is fun", and "Makeup is important for me" (Coulter, Price, & Lawrence, 2003; Higie & Lawrence, 1989; Zaichkowsky, 1994). Validity was to some extent tested through validation.

Attitude towards the Sponsorship was measured with four items where the respondents were asked to define their attitude towards L'Oréal sponsoring Anna's makeup book by asking whether this sponsorship: "Gave them a positive perception of L'Oréal", "Made them think that L'Oréal was boring", "Gave them a luxurious perception of L'Oréal" and "The sponsorship makes me want to buy more products from L'Oréal". The first item was retrieved from De Pelsmacker 1998 with a reported alpha of .9098; validity was not discussed (De Pelsmacker, Geuens & Anckaert, 2002; De Pelsmacker, Decock, Geuens, 1998). The other items were retrieved and modified from semantic differential scales with the same origin as previously mentioned, from Osgood, Suchi, and Tenenbaum's work "The measurement of meaning" (1957).

Sponsorship Sincerity was measured by the following three items: "L'Oréal thought that Anna deserved attention", "L'Oréal had the best interest of heart when sponsoring Anna's book" and "L'Oréal is likely to have no intention to play on hype associated with Anna's persona". The items are retrieved from Speed and Thompson (2000) with a reported alpha of .8. A significant CFA proved the validity of the constructs.

Involvement into the Controversial Cause was measured by several items asking the respondents to what extent they agreed on the following statements: "I pay attention to information about political issues related to immigration in Norway" and "I am personally involved with the issues related to immigration in Norway". These questions were retrieved from the studies of O´Cass (2002, 2004) and Zaichkowsky (1994) and have shown the alpha of .92 and the validity was to some extent tested through validation. The items were slightly modified to fit into the context of Norwegian immigration policies where the original wording was the following: "For me personally, politics is important" and "I am interested in politics".

Involvement in Politics was measured by asking "Is your choice of political party important for you?" (Mittal, 1989; O'Cass, 2002; O'Cass, 2004). This is a modification of the original item "In selecting from candidates and parties available in the election, would you say that you would not care at all whom I vote for or I would care a great deal whom I vote for?" A modification was done to make the question shorter and easier to understand. The question was retrieved from a construct reporting an alpha of .9 and decent discriminant validity.

Pro- and *Against Immigration* was measured by asking "In your opinion, what should Norway's immigration policy be?", where the value 7 was labelled as "Open borders", value 1 was labeled as "Zero immigration allowed", and value 4 "Continue as it is currently" as a middle point. This was made for the purpose of this study. *Against Immigration* was defined on a scale from 1 to 3, and 4 to 7 was defined as *Pro Immigration* based on that 4 was labeled as "No change" and the general perception is that Norway has a generous immigration policy. The variable was coded as a dummy in relation to the different stimulus, for example for Stimuli 1, *Against Immigration* was coded as 0, and *Pro-Immigration* as 1.

Assessing the quality of the survey

Exploratory factor analysis

To assess the reliability and validity of the used constructs in the context of the present research, a factor analysis was performed (Appendix 3). The extraction method Principal Components was used, and to minimize cross-loadings the rotated solution Varimax was picked. Our theoretical framework predicts that we should have 7 factors which are almost the same as the analysis shows by assessing the number of Eigenvalues above one which is 6. This solution showed that 67,4% of the variance was explained by the six factors.

Almost all items successfully loaded on their associated constructs. However, *Attitude towards Anna* and *Attitude towards the Sponsorship* loaded on the same item regardless of rotation, and had an explained variance (unrotated solution) of 19,42 %. The fact that these items loaded very high on the same variable makes it reasonable to question the validity of measuring this constructs separately, as they appear to be related to the same construct. Since they are very close related constructs, this is something we chose to proceed with although it weakened the reliability of our results since its harder to be sure of which of the two construct tha were measured. The item "Would you care who you vote for" which measures *Involvement in Politics* loaded the strongest on the factor related to *Involvement into the Controversial Cause*. However, we chose to keep it as a separate variable to control for since we only had one item describing this construct. The Communalities Table showed high values > 536, which indicated that all items contribute to the explained variance. The factor loadings were

suppressed to only show values over .3 and each variable loads > 476 on the factor it belongs to.

The internal consistency was assessed through Cronbach's Alpha for constructs consisted of more than one item. The value was above the accepted value of .6 for all of the measured variables. However, for the variable *Sponsorship Sincerity*, the item "L'Oréal is likely to have no intention to play on hype associated with Anna's persona" was removed to increase the overall reliability (Appendix 3).

Results

Data scanning procedure

A total number of the collected responses were 294, with 44 responses excluded from the analysis, due to being incomplete or inaccurate. Remarkably, most of the respondents dropped out of the survey at the point where the questions regarding their political views started to be asked. We suspect the presence of social desirability bias here and will discuss it further later in the paper.

Hypothesis testing

According to the descriptive data (Appendix 4, Table 1), our gathered group of respondents consisted mostly of females (M=1.75, SD=.436) in their 20s (M=25.9518, SD=6.13143) who were quite familiar with the brand L'Oréal (M=5.0161, SD=1.24747), involved into the cosmetics (M=4.0763, SD=1.05408), and in general perceived the brand as moderately high (M=3.8675, SD=.94400). There were little difficulties in recognizing Anna Rasmussen, the sponsee (M=3.9712, SD=1.48156). Most of the respondents demonstrated a high interest in the controversial cause (M=5.1325, SD=1.09365) and were definite in their point of view. Sponsorship sincerity showed a relative balance in responses (M=3.3012, SD=1.11877). The predictor that surprised the most was the attitude towards Anna Rasmussen (M=2.6546, SD=1.19862), which was much higher in the pre-tested version. The current sample has a more negative attitude than expected. Regarding the stimulus used, the no stimuli and no articulation version was shown 51 times (M=2.9020, SD=.99383), the stimuli without articulation version was shown 56 times (M=3.0402, SD=.83227), one-sided articulation (pro-

immigration) version 47 times (M=2.7181, SD=.69081), one-sided articulation (free speech) version 42 times (M=2.7798, SD=.70969), and two-sided version 53 times (M=2.8160, SD=.61463). Sponsorship attitude (M=2.8594, SD=1.06484) was in general rated as relatively low.

We also had our sample split according to the personal opinion regarding the immigration issue. The majority of the respondents, 181 people, took the pro-side, while there were only 68 respondents who identified themselves as being against immigration (Appendix 4, Table 2). Such a distribution of responses affected our significance later on in the analysis as it was hard to compare groups of such a different size.

Multiple linear regression was used to test whether the different types of stimuli that the respondent was randomly exposed to significantly predicted the respondent's rating of attitude towards the sponsorship. Each of the five models tested one of the stimuli types (Appendix 4, Tables 3-17). The respondent's Involvement into the controversial cause, the Brand, and the Product category, as well as the Attitude towards the brand and the sponsee, Sponsorship sincerity and Awareness of the sponsee was also included as the independent variables. To perform the multiple linear regressions, we tested all the models for the five underlying assumptions: multivariate normality, the absence of multicollinearity, autocorrelation, and any influential cases biasing the model, and homoscedasticity (Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008). All of the assumptions were met. The results of the regressions indicated that the predictors explained 59% of the variance in the Model 1 ($R^2=0.59$, $F_{(8,42)}=7.399$, $p<.01$), 39% in the Model 2 ($R^2=0.386$, $F_{(8,47)}=3.687$, $p<.01$), 62% in the Model 3 ($R^2=0.615$, $F_{(8,38)}=7.590$, $p<.01$), 56% in the Model 4 ($R^2=0.562$, $F_{(8,33)}=5.300$, $p<.01$), and 41% in the Model 5 ($R^2=0.411$, $F_{(8,44)}=3.843$, $p<.05$).

The computed models include the independent variables coded as dummies in the following manner: different kinds of stimulus in the pro-immigration sample were contrasted against the against immigration sample. Following, for all the involvement variables high level were contrasted against low level, for all the attitude variables favorable attitude were contrasted against unfavorable, the sponsorship sincerity high level of sincerity was contrasted against low level, and for the knowledge of the sponsee, high level of knowledge were contrasted against low level. The resulting coefficients are presented in the

Appendix. Stimuli 3, which stands for a condition with a one-sided articulation, a pro-immigration version (=-.452, p<.1) and Stimuli 4 which stands for a condition with a one-sided articulation, a free-speech version (=-.441, p<.1) were the only ones that showed a statistical significance at 10%. In the next paragraph, we will discuss the effect of the stimulus and test the associated hypotheses.

The first set of hypotheses aimed to test whether the one-sided articulation contributed to the attitude towards the sponsorship only if the idea expressed in the articulation supports the respondent's opinion. Therefore, Hypothesis 1 (a) should be confirmed for those respondents who were exposed to one-sided articulation, free speech version, but rejected for those who were exposed to one-sided articulation, pro-immigration version, and vice versa for Hypothesis 1 (b).

When interpreting the coefficient for Stimuli 4 (=-.441, p<.1) we could tell that the respondents who were exposed to the one-sided articulation, the free speech version and were against immigration rated their attitude towards the sponsorship almost half of the rating point higher than the respondents who were exposed with the same type of the articulation, but considered immigration positively. However, the coefficient for Stimuli 3 (=-.452, p<.1) which also represented the one-sided articulation but a pro-immigration version indicated the same attitudinal direction as the coefficient for Stimuli 4. This makes us conclude that the negative effect persisted regardless of the general idea of the articulated message being pro- or against immigration. Therefore, Hypothesis 1 (a) and Hypothesis (b) are both rejected.

Hypothesis 2 aimed to test whether two-sided controversy articulation affects only the respondents who agree on the negative aspects presented in the sidedness. The corresponding coefficient Stimuli 5 (=.003, p>.05) in Model 5 is insignificant. Therefore, Hypothesis 2 is not supported. However, we believe that the statistics could be improved with a better research methodology which is addressed in the Discussion section.

Hypothesis 3 (a) was testing the effect of involvement in the controversial aspect, namely politics on the perceived sincerity of the sponsorship. The ANOVA results indicate that the involvement did not produce significant variability in perceptions of sponsorship sincerity either for those who are against immigration (=-.039, p>.05) or those who are pro-immigration (=-.121, p>.05). Therefore, Hypothesis 3 (a) is not supported.

Since testing Hypothesis 3 (b) required Hypothesis 2 being confirmed, Hypothesis 3 (b) was not tested. The results of the hypotheses testing are summarized below.

Hypotheses	Results
Hypothesis 1 (a): One-sided articulation of controversy has a positive effect on Attitude towards the sponsorship in the case when the articulation message goes alongside with the consumer's opinion.	Rejected
Hypothesis 1 (b): One-sided articulation of controversy has a negative effect on Attitude towards the sponsorship in the case when the articulation message contradicts the consumer's opinion.	Rejected
Hypothesis 2: Two-sided articulation has a positive effect on Attitude towards the sponsorship only for the respondents that agree on the negative aspects presented in the sidedness.	Not supported
Hypothesis 3 (a): High involvement in the controversial aspect will have a negative effect on sponsorship sincerity for people who are against the controversy.	Not supported
Hypothesis 3 (b): The positive effect of a two-sided message on Attitude towards the Sponsorship, for people who are against the controversy, is ruled out when consumers have a high Involvement in the controversial aspect.	Not supported

Table 1. Summarizing the hypotheses testing

Discussion and Implications

Determining whether one-sided and two-sided articulations could be used in the context of a controversial sponsorship to eliminate negative attitudes is helpful for companies in developing a relevant communication strategy and deciding whether this type of controversy should be used in their marketing strategy. Using

controversial subjects in their sponsorship campaigns, the companies aim at trading on the emotions these subjects create. More and more companies start using controversy to spark the interest in the wide population of customers, believing that the attention to the sponsorship could arise and spread faster than from a typical non-controversial campaign. However, this attention comes in two flavors, positive and negative.

Articulation has been used as a communication strategy to persuade and generate positive attitudes. Especially using the two-sided messages has been found to have the best option since it is perceived as the most honest type, making the communication less focused on selling a perfect product or idea to the customer. This present study analyzed how articulation works in controversial sponsorship and whether the same effect of an articulation occurs.

We found indications that the articulation in controversial sponsorship might not work the same way as in a non-controversial one. In marketing activities such as advertising, when receiving the one-sided articulation that goes alongside with their opinions customers perceive the sponsorship positively. However, the analysis done in the present paper shows that in the context of controversial sponsorship people may not react to the articulations the way the companies would think they would. The research indicated that consumers are very stable in their opinions regarding the controversial issue. One-sided articulation, even though touching upon positive or negative aspects of the controversy, doesn't seem to minimize the negative effect it has on people who are against the controversial cause. Also, the negative attitude towards the sponsee Anna Rasmussen that the majority of the respondents expressed appeared to become the main criteria in the sponsorship's evaluation which could potentiall has biased the results.

In case of the controversial sponsorship, it is therefore vital to ensure that the sponsorship will receive a positive reaction from the majority. If the sponsorship is perceived negatively by most of the customers, the controversial sponsorship campaign is unsuccessful. Therefore, it is crucial to know the target customer base in order to predict their reactions.

Limitations and Further research

In this paper, not all planned research goals were reached. However, we have identified several areas for improvement focusing on which one could facilitate a better analysis in the future.

Social desirability bias became one of the main obstacles for our research. The skewness of our data indicates that people tend to answer according to the social norm, which might make it harder to understand and analyze this particular controversy in a country where pro-immigration is the norm. The results also show a sensitivity to answer to the questions regarding immigration politics and politics in general as many of the respondents who dropped out did so at the point when the questions became related to politics and immigration.

Another limitation is the lack of respondents that were against immigration. The skewness could partially be explained by the lack of the respondents who would represent the anti-immigration side and doesn't have to come from a social desirability. For future research, it is therefore important to apply a recruitment strategy that clearly recruits from both sides of the controversial cause. One of the difficulties for us was to manage the data when the larger groups of those who were pro and against immigration were broken into smaller ones depending on the type of stimuli they were exposed to. The main data split was based on the respondents' opinions regarding immigration, the matter of a very uncertain nature. We suggest using a recruiting method that is to an even greater extent directed and more explicitly stated to the respondents with different points of view regarding the controversy. It might be more useful to target members of various political parties.

Even though we included the element of anonymity in our survey and checked the wording to minimize the incentives for socially desirable responses we believe there is a still indication of the bias. The respondents in the present study were asked to answer the questions that pertained not only to their opinions regarding politics but also touched upon their tolerance towards other people. Even though researchers who would be willing to continue the research in the field of controversy cannot completely eliminate the bias in the research subject, they could use lier scales. It is also essential to use the correct wording. Further research could provide the respondents with statements that other respondents have made regarding the controversial topic, and then ask them to choose one that

they identify with the most. This would reinforce the fact that other people find these questions acceptable and answer them, and also the fact that there is no such thing as right or wrong response. Another suggestion for further research is to use content analysis, which has been seen less sensitive to social desirability bias since its analyzing already expressed values, and not directly asking respondents about the controversial subject. In this way, the researchers would get access to opinions already expressed which could in a better way predict how consumers would react to the controversy.

Another limitation that affected our research is that we discovered a low attitude towards the sponsee, Anna Rasmussen. Even though we have pre-tested the attitude, a great number of respondents considered her unfavorably, regardless of their opinion about immigration. This violated an external validity of our study and made it hard to draw any conclusion regarding the effect of the articulations. Besides, according to the factor analysis, the variables Attitude towards Anna and Attitude towards the sponsorship were loaded into the same factor which indicates they belong to the same construct. We believe this might have affected our results as they appear to correspond to the same constructs, which also makes the analysis ambiguous as we cannot separate two crucial constructs. In our case, it seems that the attitude towards Anna was affected by the sponsorship presentation. For future research, we would suggest finding a generally more likeable person, whose character would not elicit any additional critics and therefore would not interfere with a controversial subject of the research. In order to minimize the joint loading problem, it is advisable to engage the same people in both the pre-test and the subsequent analysis and see whether the variables are loaded into the same construct.

In our study, we pursued the goal of making our social media posts as realistic as possible and therefore decided not to make any excessively prominent articulation. As a result, we ran the risk that the respondents could not capture the central message of the social media post. We believe that one of the main reasons for the two-sided message and the corresponding stimuli become insignificant was the lack of understanding that this particular stimulus communicated opinions both pro and against immigration. For the future research, we would recommend to increase and test the balance for the message to ensure that it is both realistic and clear.

Within the present research, we investigated the controversial sponsorship that based on the politics. As for the future research ideas we would recommend to explore other types of controversies based on ethics, moral, social norms to better understand the nature of the controversy. In the case of morally questionable advertising, would the results be the same as for the controversial sponsorship?

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Appendix 1. Qualtrics Survey (in Norwegian and English)

Note: The survey starts with the introduction, which is the same for all the stimuli.

Hi!

We are two master students who are studying Strategic Marketing Management at BI Norwegian Business School and currently working on their Master's thesis. We would be grateful if you complete our short survey that is aimed at helping us to investigate the subject of sponsorship in media. The survey will take no more than 8 minutes and is completely anonymous.

MAMMA TIL MICHELLE

Anna Rasmussen (22) is a famous Norwegian blogger, better known as "Mommy of Michelle" ("Mamma til Michelle"). She runs a lifestyle blog http://mammatilmichelle.blogg.no/ where she discusses fashion, shows her makeup, cooks, tells about her family and their travels & shares many other daily experiences. Below you can see some of her blog posts including the one about her future collaboration with a world-known beauty company. Please read all the blog posts carefully.

Note: Up till now all the stimuli versions are identical. The following is the visual content that is modified according to the stimuli type.

Appendix 1.1. Stimulus 1 (No stimuli & No articulation), consisting of two blog posts from Anna and a Facebook post from L'Oréal

DET SKAL BLI GODT Å REISE HJEM

Jeg lovet dere å vise bilder fra det nye aquariumet som vi var i her om dagen. Vi storkoste oss, og dette er en plass jeg virkelig vil anbefale videre om noen er her nede på en dag med dårlig vær. Jeg må takke så mye for de som anbefalte den til oss! Vi storkoste oss. I dag har vi hatt lunch med barnas oldemor som faktisk bor her nede på denne tiden av året. Det var koselig. Nå kom egentlig solen frem her nede, så vi må komme oss ut igjen før det begynner å regne. Ellers så er det ikke mange dager igjen av ferien. men jeg kjenner at det skal bli godt å komme hjem, hvorfor kan jeg heller komme tilbake til. Håper alle har fått en fin start på februar!

ET STORT SJOKK FOR MEG

19.03.2018 - 18:44

Jeg har gledet meg en hel hau til å vise frem mine bridesmaids-bokser! Så akkurat nå er jeg helt i ekstase! Jeg kan begynne med å fortelle litt om hva dette er, for jeg ser at det er flere som har spurt meg om nettopp dette: Hva er en bridesmaidsbox? Det er en ekstra liten oppmerksomhet som jeg skal gi mine bridesmaids (forlover og beste venninner). Tanken er å gi dem noe nå i startfasen, sånn at de allerede nå også kjenner på at bryllupet nærmer seg. Det er noe som man selvfølgelig ikke trenger å gjøre, men dette er noe vi har valgt. Dette var nemlig et stort ønske som jeg hadde lenge før forlovelsen.

L'Oréal Paris
26 February at 12:00 · 🌐

Exciting news! We are happy to announce that we will be a main sponsor of Anna Rasmussen's make up book launching this spring.

Read more: http://lorealparis.no/anna-rasmussen-bok

👍 Like   💬 Comment   ↪ Share

L'Oréal Paris
26 February at 12:00 · 🌐

Spennende nyheter! Vi er glade for å meddele at vi vil være hovedsponsor for Anna Rasmussens make-up bok som lanseres senere i vår.

Les mer: http://lorealparis.no/anna-rasmussen-bok

👍 Like   💬 Comment   ↪ Share

Appendix 1.2. Stimulus 2 (Stimulus & No articulation), consisting of two blog posts from Anna and a Facebook post from L'Oréal

DET SKAL BLI GODT Å REISE HJEM

Jeg lovet dere å vise bilder fra det nye aquariumet som vi var i her om dagen. Vi storkoste oss, og dette er en plass jeg virkelig vil anbefale videre om noen er her nede på en dag med dårlig vær. Jeg må takke så mye for de som anbefalte den til oss! Vi storkoste oss. I dag har vi hatt lunch med barnas oldemor som faktisk bor her nede på denne tiden av året. Det var koselig. Nå kom egentlig solen frem her nede, så vi må komme oss ut igjen før det begynner å regne. Ellers så er det ikke mange dager igjen av ferien. men jeg kjenner at det skal bli godt å komme hjem, hvorfor kan jeg heller komme tilbake til. Håper alle har fått en fin start på februar!

JEG ER BLOGGVERDENS SYLVI LISTHAUG

11.09.2017 - 15:00

GRA 19502

GRA 19502

I dag er det stortingsvalg her i Norge, og faktisk første gang jeg avgir min stemme. De siste månedene har jeg brukt tiden på å følge partilederdebatter, sette meg inn i partiprogram og faktisk gjøre meg opp en klar mening om hva som er viktig for meg i samfunnet. Ta stilling til forskjellige temaer der jeg tenker at noe er rett, og noe er galt. Felles for mange av de partiene jeg har vurdert, er at det kan være vanskelig å faktisk sette seg inn i hva partiet egentlig mener. Er det så vanskelig å svare "JA" eller "NEI" på spørsmål?

Et av de partiene som faktisk klarer å formidle politikk på en tydelig måte er Fremskrittspartiet. Og på noen måter føler jeg at jeg kjenner meg igjen i mye av det både Siv Jensen og Sylvi Listhaug må stå i. De har tydelige meninger, klare veier de ønsker å gå. Akkurat som meg. Og når de provoserer eller engasjerer så går motstanderne løs på personene, ikke saken. Jeg er ingen politiker, men i dag føler jeg meg litt som blogg-verdens svar på Sylvi Listhaug. Enten hater du meg, eller så elsker du meg, men du har i alle fall en klar mening om meg. Akkurat som du har om Listhaug.

Jeg er en person som er opptatt av frihet, og ikke minst valgfrihet. Jeg synes at jeg som forelder selv skal kunne bestemme om barnet mitt går i privat eller offentlig barnehage. Det klarer jeg å ta stilling til selv. Jeg er opptatt av at alle skal ha en jobb å gå til, og da trenger vi en regjering som forsetter å bygge opp selskaper, som igjen gir arbeidsplasser. Jeg synes oppriktig at straffene for grov vold, voldtekt og drap i dag er alt for milde. Jeg synes at alle fortjener en verdig eldreomsorg, og jeg synes det er fantastisk å se hvordan veinettet har blitt bygget markant ut de siste fire årene.

Alle disse sakene klarer FRP å gi meg veldig tydelige svar på, og jeg synes dagens regjering har gjort en fantastisk jobb de siste fire årene. Derfor både håper og tror jeg på fire nye år med borgerlig regjeringsmakt, men med enda mer innflytelse fra FRP og deres syn på innvandringspolitikk.

L'Oréal Paris

L'Oréal Paris
26 February at 12:00 ·

Exciting news! We are happy to announce that we will be a main sponsor of Anna Rasmussen's make up book launching this spring.

Read more: http://lorealparis.no/anna-rasmussen-bok

👍 Like   💬 Comment   ↪ Share

L'Oréal Paris

50
50

L'Oréal Paris
26 February at 12:00 · 🌐

Spennende nyheter! Vi er glade for å meddele at vi vil være hovedsponsor for Anna Rasmussens make-up bok som lanseres senere i vår.

Les mer: http://lorealparis.no/anna-rasmussen-bok

👍 Like   💬 Comment   ↪ Share

Appendix 1.3. Stimulus 3 (One-sided articulation: Pro-immigration), consisting of two blog posts from Anna and a Facebook post from L'Oréal

DET SKAL BLI GODT Å REISE HJEM

Jeg lovet dere å vise bilder fra det nye aquariumet som vi var i her om dagen. Vi storkoste oss, og dette er en plass jeg virkelig vil anbefale videre om noen er her nede på en dag med dårlig vær. Jeg må takke så mye for de som anbefalte den til oss! Vi storkoste oss. I dag har vi hatt lunch med barnas oldemor som faktisk bor her nede på denne tiden av året. Det var koselig. Nå kom egentlig solen frem her nede, så vi må komme oss ut igjen før det begynner å regne. Ellers så er det ikke mange dager igjen av ferien. men jeg kjenner at det skal bli godt å komme hjem, hvorfor kan jeg heller komme tilbake til. Håper alle har fått en fin start på februar!

JEG ER BLOGGVERDENS SYLVI LISTHAUG

11.09.2017 - 15:00

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Alle disse sakene klarer FRP å gi meg veldig tydelige svar på, og jeg synes dagens regjering har gjort en fantastisk jobb de siste fire årene. Derfor både håper og tror jeg på fire nye år med borgerlig regjeringsmakt, men med enda mer innflytelse fra FRP og deres syn på innvandringspolitikk.

L'Oréal Paris
26 February at 12:00 · 🌐

Exciting news! We are happy to announce that we will be a main sponsor of Anna Rasmussen's make up book launching this spring. Anna's blog has become one of the most followed and influential in Norway, but in a recent blog post Anna expressed her fear that Norway's immigration policies might threaten the culture and safety of Norway, and her intention to vote FRP. At L'Oreal we believe everyone has value to society and should be treated fairly, and therefore disagree with some of Anna's comments, but we also respect her right to vote for the party of her choosing. Her honesty in addressing difficult issues are also a key reason we are so excited to support her new book.

Read more: http://lorealparis.no/anna-rasmussen-bok

👍 Like   💬 Comment   ↪ Share

L'Oréal Paris
26 February at 12:00 · 🌐

Spennende nyheter! Vi er glade for å meddele at vi vil være hovedsponsor for Anna Rasmussen make-up bok som lanseres senere i vår. Annas blogg har blitt en av de mest leste og innflytelsesrike i Norge, men i et nylig blogginnlegg uttrykte Anna sin frykt for at Norges innvandringspolitikk kan true norsks kultur og sikkerhet, og hennes intensjon om å stemme på FRP. Vi på L'Oreal mener at alle har en verdi for samfunnet og bør behandles rettferdig, og er derfor uenig i noen av Anna sine kommentarer, men vi respekterer også hennes stemmerett til partiet hun velger. Hennes ærlighet i å løse vanskelige problemer er også en viktig årsak til at vi er så glade for å støtte hennes nye bok.

Les mer: http://lorealparis.no/anna-rasmussen-bok

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Appendix 1.4. Stimulus 4 (One-sided articulation: Free speech), consisting of two blog posts from Anna and a Facebook post from L'Oréal

DET SKAL BLI GODT Å REISE HJEM

Jeg lovet dere å vise bilder fra det nye aquariumet som vi var i her om dagen. Vi storkoste oss, og dette er en plass jeg virkelig vil anbefale videre om noen er her nede på en dag med dårlig vær. Jeg må takke så mye for de som anbefalte den til oss! Vi storkoste oss. I dag har vi hatt lunch med barnas oldemor som faktisk bor her nede på denne tiden av året. Det var koselig. Nå kom egentlig solen frem her nede, så vi må komme oss ut igjen før det begynner å regne. Ellers så er det ikke mange dager igjen av ferien. men jeg kjenner at det skal bli godt å komme hjem, hvorfor kan jeg heller komme tilbake til. Håper alle har fått en fin start på februar!

JEG ER BLOGGVERDENS SYLVI LISTHAUG

11.09.2017 - 15:00

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Et av de partiene som faktisk klarer å formidle politikk på en tydelig måte er Fremskrittspartiet. Og på noen måter føler jeg at jeg kjenner meg igjen i mye av det både Siv Jensen og Sylvi Listhaug må stå i. De har tydelige meninger, klare veier de ønsker å gå. Akkurat som meg. Og når de provoserer eller engasjerer så går motstanderne løs på personene, ikke saken. Jeg er ingen politiker, men i dag føler jeg meg litt som blogg-verdens svar på Sylvi Listhaug. Enten hater du meg, eller så elsker du meg, men du har i alle fall en klar mening om meg. Akkurat som du har om Listhaug.

Jeg er en person som er opptatt av frihet, og ikke minst valgfrihet. Jeg synes at jeg som forelder selv skal kunne bestemme om barnet mitt går i privat eller offentlig barnehage. Det klarer jeg å ta stilling til selv. Jeg er opptatt av at alle skal ha en jobb å gå til, og da trenger vi en regjering som forsetter å bygge opp selskaper, som igjen gir arbeidsplasser. Jeg synes oppriktig at straffene for grov vold, voldtekt og drap i dag er alt for milde. Jeg synes at alle fortjener en verdig eldreomsorg, og jeg synes det er fantastisk å se hvordan veinettet har blitt bygget markant ut de siste fire årene.

Alle disse sakene klarer FRP å gi meg veldig tydelige svar på, og jeg synes dagens regjering har gjort en fantastisk jobb de siste fire årene. Derfor både håper og tror jeg på fire nye år med borgerlig regjeringsmakt, men med enda mer innflytelse fra FRP og deres syn på innvandringspolitikk.

L'Oréal Paris
26 February at 12:00 · 🌐

Spennende nyheter! Vi er glade for å meddele at vi vil være hovedsponsor for Anna Rasmussens make-up bok som lanseres senere i vår. Annas blogg har blitt en av de mest leste og innflytelsesrike i Norge, men i et nylig blogginnlegg uttrykte Anna sin frykt for at Norges innvandringspolitikk kan true norsks kultur og sikkerhet, og hennes intensjon om å stemme på FRP. Vi på L'Oreal mener at Anna har rett til å uttrykke meninger om saker som ikke har noen enkle løsninger, og vi respekterer hennes mot til å ta opp det kontroversielle temaet innvandring. Hennes mot til å ta opp vanskelige problemer er en viktig årsak til at vi er så glade for støtte hennes nye bok

Les mer: http://lorealparis.no/anna-rasmussen-bok

👍 Like   💬 Comment   ↗ Share

Appendix 1.5. Stimulus 5 (Two-sided articulation), consisting of two blog posts from Anna and a Facebook post from L'Oréal

DET SKAL BLI GODT Å REISE HJEM

Jeg lovet dere å vise bilder fra det nye aquariumet som vi var i her om dagen. Vi storkoste oss, og dette er en plass jeg virkelig vil anbefale videre om noen er her nede på en dag med dårlig vær. Jeg må takke så mye for de som anbefalte den til oss! Vi storkoste oss. I dag har vi hatt lunch med barnas oldemor som faktisk bor her nede på denne tiden av året. Det var koselig. Nå kom egentlig solen frem her nede, så vi må komme oss ut igjen før det begynner å regne. Ellers så er det ikke mange dager igjen av ferien. men jeg kjenner at det skal bli godt å komme hjem, hvorfor kan jeg heller komme tilbake til. Håper alle har fått en fin start på februar!

JEG ER BLOGGVERDENS SYLVI LISTHAUG

11.09.2017 - 15:00

I dag er det stortingsvalg her i Norge, og faktisk første gang jeg avgir min stemme. De siste månedene har jeg brukt tiden på å følge partilederdebatter, sette meg inn i partiprogram og faktisk gjøre meg opp en klar mening om hva som er viktig for meg i samfunnet. Ta stilling til forskjellige temaer der jeg tenker at noe er rett, og noe er galt. Felles for mange av de partiene jeg har vurdert, er at det kan være vanskelig å faktisk sette seg inn i hva partiet egentlig mener. Er det så vanskelig å svare "JA" eller "NEI" på spørsmål?

Et av de partiene som faktisk klarer å formidle politikk på en tydelig måte er Fremskrittspartiet. Og på noen måter føler jeg at jeg kjenner meg igjen i mye av det både Siv Jensen og Sylvi Listhaug må stå i. De har tydelige meninger, klare veier de ønsker å gå. Akkurat som meg. Og når de provoserer eller engasjerer så går motstanderne løs på personene, ikke saken. Jeg er ingen politiker, men i dag føler jeg meg litt som blogg-verdens svar på Sylvi Listhaug. Enten hater du meg, eller så elsker du meg, men du har i alle fall en klar mening om meg. Akkurat som du har om Listhaug.

Jeg er en person som er opptatt av frihet, og ikke minst valgfrihet. Jeg synes at jeg som forelder selv skal kunne bestemme om barnet mitt går i privat eller offentlig barnehage. Det klarer jeg å ta stilling til selv. Jeg er opptatt av at alle skal ha en jobb å gå til, og da trenger vi en regjering som forsetter å bygge opp selskaper, som igjen gir arbeidsplasser. Jeg synes oppriktig at straffene for grov vold, voldtekt og drap i dag er alt for milde. Jeg synes at alle fortjener en verdig eldreomsorg, og jeg synes det er fantastisk å se hvordan veinettet har blitt bygget markant ut de siste fire årene.

Alle disse sakene klarer FRP å gi meg veldig tydelige svar på, og jeg synes dagens regjering har gjort en fantastisk jobb de siste fire årene. Derfor både håper og tror jeg på fire nye år med borgerlig regjeringsmakt, men med enda mer innflytelse fra FRP og deres syn på innvandringspolitikk.

L'Oréal Paris
26 February at 12:00 · 🌐

···

Exciting news! We are happy to announce that we will be a main sponsor of Anna Rasmussen's make up book launching this spring. Anna's blog has become one of the most followed and influential in Norway, but in a recent blog post Anna expressed her fear that Norway's immigration policies might threaten the culture and safety of Norway, and her intention to vote FRP. At L'Oreal we believe everyone has value to society and should be treated fairly, and therefore disagree with some of Anna's comments, but we also respect her right to vote for the party of her choosing. Her honesty in addressing difficult issues are also a key reason we are so excited to support her new book.

Read more: http://lorealparis.no/anna-rasmussen-bok

L'ORÉAL
WORLD LEADER IN BEAUTY PRODUCTS

👍 Like　　　💬 Comment　　　↪ Share

L'Oréal Paris
26 February at 12:00 · 🌐

···

Spennende nyheter! Vi er glade for å meddele at vi vil være hovedsponsor for Anna Rasmussens make-up bok som lanseres senere i vår. Annas blogg har blitt en av de mest leste og innflytelsesrike i Norge, men i et nylig blogginnlegg uttrykte Anna sin frykt for at Norges innvandringspolitikk kan true norsks kultur og sikkerhet, og hennes intensjon om å stemme på FRP. Vi på L'Oréal mener at alle har en verdi for samfunnet og bør behandles rettferdig, men vi mener også at Anna har rett til å uttrykke sine meninger om saker som ikke har noen enkle løsninger, og vi respekterer hennes mot til å ta opp det kontroversielle temaet innvandring. Hennes ærlighet og mot til å ta opp vanskelige problemer er også en viktig årsak til at vi er så glade for å støtte hennes nye bok.

Les mer: http://lorealparis.no/anna-rasmussen-bok

L'ORÉAL
WORLD LEADER IN BEAUTY PRODUCTS

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Note: The survey questions remained the same for all the stimuli.

1. How often do you shop online? (on a scale from 1 to 5, where 1 = never, 2 = seldom, 3 = sometimes, 4 = often, 5 = very often)

2. How familiar you are with Anna and her blog? (on a scale from 1 to 5, where 1 = not at all familiar, 2 = slightly familiar, 3 = somewhat familiar, 4 = moderately familiar, 5 = extremely familiar)

3. To what extent do you agree with the following statements? (on a scale from 1 to 5, where 1= strongly disagree, 5 = strongly agree)
• Anna makes me want to buy the brands she presents
• Anna is a credible spokesperson
• Anna is irritating

Q1 Hvor ofte handler du på nett?

Aldri	Svært sjelden (mindre enn 10%)	Noen ganger (cirka 30%)	Halvparten (cirka 50%)	Ofte (cirka 70%)	Nesten alltid (cirka 90%)	Alltid
○	○	○	○	○	○	○

Q2 Hvor kjent er du med Anna Rasmussen?

Ikke kjent	Svært lite kjent	Litt kjent	Middles kjent	Over gjennomsnittet kjent	Veldig kjent	Ekstremt kjent
○	○	○	○	○	○	○

Q3 Hvor enig er du i følgende påstander?

	Helt uenig	Uenig	Noe uenig	Nøytral	Litt enig	Enig	Helt enig
Anna får meg til å ville kjøpe de merkene hun promoterer	○	○	○	○	○	○	○
Anna er en troverdig person	○	○	○	○	○	○	○
Anna er irriterende	○	○	○	○	○	○	○

4. How familiar are you with the brand L'Oreal? (on a scale from 1 to 5, where 1 = not at all familiar, 2 = slightly familiar, 3 = somewhat familiar, 4 = moderately familiar, 5 = extremely familiar)

5. What is your overall impression of L'Oreal? (on a scale from 1 to 5, where 1= strongly disagree, 5 = strongly agree)
• I think of L'Oreal positively
• I think L'Oreal is boring

• I think L'Oreal is luxurious

• I often buy L'Oreal products

Q4 **Hvor kjent er du med merket L'Oreal?**

Ikke noe kjennskap	Svært lite lkent	Litt kjennskap	Moderat kjennskap	Kjent	God kjennskap	Ekstremt god kjennskap
◎	◎	◎	◎	◎	◎	◎

Q5 **Hva er ditt inntrykk av L'Oreal?**

	Helt uenig	Uenig	Noe uenig	Nøytral	Litt enig	Enig	Helt enig
Jeg har et positivt inntrykk av L'Oreal	◎	◎	◎	◎	◎	◎	◎
Jeg synes L'Oreal er kjedelig	◎	◎	◎	◎	◎	◎	◎
Jeg synes L'Oreal er luksuriøst	◎	◎	◎	◎	◎	◎	◎
Jeg kjøper ofte L'Oreal produkter	◎	◎	◎	◎	◎	◎	◎

6. To what extent you agree with the following statements? (on a scale from 1 to 5, where 1= strongly disagree, 5 = strongly agree)

• Makeup is a part of my self-image

• Makeup is boring to me

• Makeup is entertaining to me

• Makeup is important to me

7. What do you think is the main reason why L'Oreal is sponsoring Anna's book? (on a scale from 1 to 5, where 1= strongly disagree, 5 = strongly agree)

• L'Oreal believes that Anna's makeup style and tips deserve attention

• L'Oreal is likely to have the best interest at heart when sponsoring Anna's makeup book

• L'Oreal is likely to have no intention to play on hype associated with Anna's persona

Q6   **Hvor enig er du i følgende påstander?**

	Helt uenig	Uenig	Noe uenig	Nøytral	Litt enig	Enig	Helt enig
Sminke er en del av mitt selvbilde	○	○	○	○	○	○	○
Jeg synes sminke er kjedelig	○	○	○	○	○	○	○
Jeg synes sminke er morsomt	○	○	○	○	○	○	○
Sminke er viktig for meg	○	○	○	○	○	○	○

Q7   **Hvor enig er du i følgende påstander relatert til hva som ligger bak at L'Oreal sponser Annas sminkebok?**

	Helt uenig	Uenig	Noe uenig	Nøytral	Litt enig	Enig	Helt enig
L'Oreal synes at Annas sminkestil bør få oppmerksomhet	○	○	○	○	○	○	○
L'Oreal mener godt når de sponser Annas bok	○	○	○	○	○	○	○
L'Oreal har sannsynligvis ingen hensikt å spille på hypen knyttet til Anna som person	○	○	○	○	○	○	○

8. How would you define your attitude towards L'Oreal sponsoring Anna's makeup book? (on a scale from 1 to 5, where 1= strongly disagree, 5 = strongly agree)

• L'Oreal sponsoring Anna's book creates a positive image of L'Oreal to me

• L'Oreal sponsoring Anna's book makes me think L'Oreal is boring

• L'Oreal sponsoring Anna's book makes me think L'Oreal is luxury

• L'Oreal sponsoring Anna's book makes me buy more of L'Oreal products

9. To what extent you agree with the following statements? (on a scale from 1 to 5, where 1 = strongly disagree, 5 = strongly agree)

• I pay attention to information you read about political issues related to immigration in Norway

• I am personally involved with the issues related to immigration in Norway

Q8 **Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok?**

	Helt uenig	Uenig	Noe uenig	Nøytral	Litt enig	Enig	Helt enig
L'Oreals sponsing av Annas bok gir meg et positivt bilde av L'Oreal	○	○	○	○	○	○	○
L'Oreals sponsing av Annas bok gjør at jeg synes L'Oreal er kjedelig	○	○	○	○	○	○	○
L'Oreals sponsing av Annas bok gjør L'Oreal mer luksuriøst	○	○	○	○	○	○	○
L'Oreals sponsing av Annas bok gjør at jeg ønsker å kjøpe flere L'Oreal produkter	○	○	○	○	○	○	○

Q9 **Hvor enig er du i følgende påstander?**

	Helt uenig	Uenig	Noe uenig	Nøytral	Litt enig	Enig	Helt enig
Informasjon om politiske saker relatert til innvandring fanger min interesse	○	○	○	○	○	○	○
Jeg engasjerer meg i innvandringsspørsmål relatert til Norge	○	○	○	○	○	○	○

10. Would you care who you vote for? (on a scale from 1 to 5, where 1 = would not care at all, 5 = would care a great deal)

11. In your opinion, what should Norway's immigration policy be? (on a scale from 1 to 5, where 1 = open borders, 3 = continue as it is currently, and 5 = zero immigration allowed)

Q10 **Er det viktig for deg hvilket parti du stemmer på?**

	Ikke viktig i det hele tatt	Viktig	Litt viktig	Nøytral	Litt viktig	Viktig	Svært viktig
	1	2	3	4	5	6	7
	○	○	○	○	○	○	○

Q11 **Etter din mening, hva skal Norges innvandringspolitikk innebære?**

	Ikke noe innvandring		Ingen endring i innvandringspolitikken			Åpne grensener	
	1	2	3	4	5	6	7
	○	○	○	○	○	○	○

12. Based on what Anna wrote in one of her blog posts that you just read, can you tell which political party does she support?

• Venstre

• Høyre

• FRP

• Don't know

13. Based on what you read in the blog posts, what Anna is going to her bridesmaids as a present?

• Bridesmaids box

• Dinner

• Dress

14. Gender

• Male

• Female

15. Age

Q14 Basert på hva Anna skrev i et av sine blogginnlegg som du nettopp har lest, kan du fortelle hva hun skal gi sine bridesmaids?

    ○ En bridesmaids-box

    ○ En middag

    ○ En kjole

Q15 **Kjønn**

    ○ Mann

    ○ Kvinne

Q16 **Alder**

16. Nationality

17. What is the highest degree of level of education you have completed?

• High school graduate

• College degree

• Bachelor's degree

• Master's degree

• Ph.D

• MBA

Q17 **Nasjonalitet**

Q18 **Hva er den høyeste utdannelse du har oppnådd?**

    ○ Ungdomsskolen eller lavere

    ○ Videregående

    ○ Noen få fag innen høyere utdanning

    ○ Bachelor

    ○ Master

    ○ Doktorgrad

18. Disclaimer: The blog posts of Anna Rasmussen were manipulated for the purpose of this present study and do not reflect her real opinions regarding politics.

☐ Q19

⚙

Blogginnleggene av Anna Rasmussen og Facebook inlegget av Loreal er delvis fiktive for å skape hypoteser for formålet med denne studien, og vil derfor ikke trolig gjenspeile den faktiske meningen til noen av partene.

Appendix 2. Survey advertising in Facebook

Advertising text in Norwegian:

Fullfører du undersøkelsen kan du vinne et Steen & Strøm gavekort!
Vi trekker 3 vinnere av Steen & Strøm gavekort så ikke glem å legge igjen e-posten deres på slutten av undersøkelsen!

Hei flotte mennesker,
Vi er to studenter fra Handelshøyskolen BI som jobber med vår masteroppgave innen markedsføring. Vi trenger hjelp med å få nok svar, og hadde satt STOR pris på om dere kunne hjulpet til. Det vil ta maks 5 minutter, og gi dere et lite innblikk i den smerten en nesten-ferdig-utdannet student går igjennom akkurat nå (neida). Vi tror karmaen din vil at du skal gjøre noe bra.

Tusen takk,
Malin og Elena

Advertising text in English:

We're raffling 3 Steen & Strøm gift cards over here!
Just don't forget to put your email at the end of the survey.

Hi wonderful people,
We are two students from BI Norwegian Business School working on our master thesis in Marketing. We kindly ask you to help us with our survey which would take no more than 5 minutes of your time. At the same time it would give you a

great insight of what it means to suffer as hard as only a graduate-to-be could (kidding). We believe your karma wants you to do something good.

Many thanks,
Malin and Elena

Appendix 3. Factor Analysis: Correlation Matrix

(Part 1)

	Hvor kjent er du med Anna Rasmussen?	Hvor enig er du i følgende påstander? - Anna er en troverdig person	Anna_er_irriterande	Hva er ditt inntrykk av L'Oreal? - Jeg har et positivt inntrykk av L'Oreal	Hva er ditt inntrykk av L'Oreal? - Jeg synes L'Oreal er luksuriøst
Hvor kjent er du med Anna Rasmussen?	1,000	-,187	-,140	,139	-,023
Hvor enig er du i følgende påstander? - Anna er en troverdig person	-,187	1,000	,573	,316	,282
Anna_er_irriterande	-,140	,573	1,000	,206	,165
Hva er ditt inntrykk av L'Oreal? - Jeg har et positivt inntrykk av L'Oreal	,139	,316	,206	1,000	,323
Hva er ditt inntrykk av L'Oreal? - Jeg synes L'Oreal er luksuriøst	-,023	,282	,165	,323	1,000

(Part 2)

	Hva er ditt inntrykk av L'Oreal? - Jeg kjøper ofte L'Oreal produkter	Hvor enig er du i følgende påstander? - Jeg synes sminke er kjedelig	Hvor enig er du i følgende påstander? - Jeg synes sminke er morsomt	Hvor enig er du i følgende påstander? - Sminke er viktig for meg	Hvor enig er du i følgende påstander relatert til hva som ligger bak at L'Oreal sponser Annas sminkebok? - L'Oreal synes at Annas sminkestil bør få oppmerksomhet
Hva er ditt inntrykk av L'Oreal? - Jeg kjøper ofte L'Oreal produkter	1,000	-,118	,153	,302	,120
Hvor enig er du i følgende påstander? - Jeg synes sminke er kjedelig	-,118	1,000	-,726	-,540	-,024
Hvor enig er du i følgende påstander? - Jeg synes sminke er morsomt	,153	-,726	1,000	,659	,039

Hvor enig er du i følgende påstander? - Sminke er viktig for meg	,302	-,540	,659	1,000	,008
Hvor enig er du i følgende påstander relatert til hva som ligger bak at L'Oreal sponser Annas sminkebok? - L'Oreal synes at Annas sminkestil bør få oppmerksomhet	,120	-,024	,039	,008	1,000

(Part 3)

	Hvor enig er du i følgende påstander relatert til hva som ligger bak at L'Oreal sponser Annas sminkebok? - L'Oreal mener godt når de sponser Annas bok	Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gir meg et positivt bilde av L'Oreal	Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gjør at jeg synes L'Oreal er kjedelig	Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gjør at jeg ønsker å kjøpe flere L'Oreal produkter
Hvor enig er du i følgende påstander relatert til hva som ligger bak at L'Oreal sponser Annas sminkebok? - L'Oreal mener godt når de sponser Annas bok	1,000	,312	,208	,212
Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gir meg et positivt bilde av L'Oreal	,312	1,000	,447	,608
Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gjør at jeg synes L'Oreal er kjedelig	,208	,447	1,000	,336

68

Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gjør at jeg ønsker å kjøpe flere L'Oreal produkter	,212	,608	,336	1,000

(Part 4)

	Hvor enig er du i følgende påstander? - Informasjon om politiske saker relatert til innvandring fanger min interesse	Hvor enig er du i følgende påstander? - Jeg engasjerer meg i innvandringsspørsmål relatert til Norge	Er det viktig for deg hvilket parti du stemmer på?	Hvor ofte handler du på nett?	Hvor kjent er du med merket L'Oreal?	Hva er ditt inntrykk av L'Oreal? - Jeg synes L'Oreal er kjedelig	Hvor enig er du i følgende påstander? - Sminke er en del av mitt selvbilde
Hvor enig er du i følgende påstander? - Informasjon om politiske saker relatert til innvandring fanger min interesse	1,000	,617	,229	-,078	-,151	-,008	-,068
Hvor enig er du i følgende påstander? - Jeg engasjerer meg i innvandringsspørsmål relatert til Norge	,617	1,000	,248	-,039	-,232	,079	-,030
Er det viktig for deg hvilket parti du stemmer på?	,229	,248	1,000	,075	-,049	,045	-,051
Hvor ofte handler du på nett?	-,078	-,039	,075	1,000	,141	,011	,137
Hvor kjent er du med merket L'Oreal?	-,151	-,232	-,049	,141	1,000	,169	,365
Hva er ditt inntrykk av L'Oreal? - Jeg synes L'Oreal er kjedelig	-,008	,079	,045	,011	,169	1,000	,071
Hvor enig er du i følgende påstander? - Sminke er en del av mitt selvbilde	-,068	-,030	-,051	,137	,365	,071	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,759	
Bartlett's Test of Sphericity	Approx. Chi-Square	1798,524	
	df	210	
	Sig.	,000	

Communalities

	Initial	Extraction
Hvor kjent er du med Anna Rasmussen?	1,000	,666
Hvor enig er du i følgende påstander? - Anna er en troverdig person	1,000	,642
Anna_er_irriterande	1,000	,664
Hva er ditt inntrykk av L'Oreal? - Jeg har et positivt inntrykk av L'Oreal	1,000	,627
Hva er ditt inntrykk av L'Oreal? - Jeg synes L'Oreal er luksuriøst	1,000	,566
Hva er ditt inntrykk av L'Oreal? - Jeg kjøper ofte L'Oreal produkter	1,000	,563
Hvor enig er du i følgende påstander? - Jeg synes sminke er kjedelig	1,000	,740
Hvor enig er du i følgende påstander? - Jeg synes sminke er morsomt	1,000	,763
Hvor enig er du i følgende påstander? - Sminke er viktig for meg	1,000	,772
Hvor enig er du i følgende påstander relatert til hva som ligger bak at L'Oreal sponser Annas sminkebok? - L'Oreal synes at Annas sminkestil bør få oppmerksomhet	1,000	,692
Hvor enig er du i følgende påstander relatert til hva som ligger bak at L'Oreal sponser Annas sminkebok? - L'Oreal mener godt når de sponser Annas bok	1,000	,750
Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gir meg et positivt bilde av L'Oreal	1,000	,714
Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gjør at jeg synes L'Oreal er kjedelig	1,000	,599
Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gjør at jeg ønsker å kjøpe flere L'Oreal produkter	1,000	,536
Hvor enig er du i følgende påstander? - Informasjon om politiske saker relatert til innvandring fanger min interesse	1,000	,767
Hvor enig er du i følgende påstander? - Jeg engasjerer meg i innvandringsspørsmål relatert til Norge	1,000	,736
Er det viktig for deg hvilket parti du stemmer på?	1,000	,585
Hvor ofte handler du på nett?	1,000	,820
Hvor kjent er du med merket L'Oreal?	1,000	,569
Hva er ditt inntrykk av L'Oreal? - Jeg synes L'Oreal er	1,000	,619

70

kjedelig		
Hvor enig er du i følgende påstander? - Sminke er en del av mitt selvbilde	1,000	,763
Extraction Method: Principal Component Analysis		

Total Variance Explained

	Initial Eigen Values		Extr. SS Loadings		Rotation Sums of Squared Loadings	
Comp.	% of Variance	Cumul. %	% of Variance	Cumul. %	% of Variance	Cumul. %
1	19,4	19,4	19,4	19,4	15,401	15,401
2	16,1	35,5	16,1	35,5	14,780	30,181
3	9,0	44,6	9,0	44,6	9,745	39,926
4	7,0	51,6	7,0	51,6	9,046	48,973
5	5,8	57,4	5,8	57,4	7,225	56,198
6	5,0	62,5	5,0	62,5	5,972	62,170
7	4,8	67,3	4,8	67,3	5,227	67,396
8	4,1	71,5				
9	3,7	75,3				
10	3,338	78,662				
11	3,145	81,808				
12	2,887	84,695				
13	2,574	87,269				
14	2,293	89,562				
15	2,183	91,745				
16	1,913	93,659				
17	1,601	95,260				
18	1,555	96,815				
19	1,299	98,114				
20	1,002	99,116				
21	,884	100,000				

Component Matrix

	Component						
	1	2	3	4	5	6	7
Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gir meg et positivt bilde av L'Oreal	,734	-,331					
Hvor enig er du i følgende påstander? - Anna er en troverdig person	,717						
Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gjør at jeg ønsker å kjøpe flere L'Oreal produkter	,650						
Anna_er_irriterande	,588	-,324					
Hva er ditt inntrykk av L'Oreal? - Jeg har et positivt inntrykk av L'Oreal	,577			,478			

	1	2	3	4	5	6	7
Hva er ditt inntrykk av L'Oreal? - Jeg synes L'Oreal er kjedelig	,543			,316			,306
Hva er ditt inntrykk av L'Oreal? - Jeg kjøper ofte L'Oreal produkter	,541			,374			
Hvordan vil du definere din holdning til at L'Oreal sponser Annas sminkebok? - L'Oreals sponsing av Annas bok gjør at jeg synes L'Oreal er kjedelig	,478	-,356				-,374	
Hvor enig er du i følgende påstander? - Sminke er viktig for meg		,812					
Hvor enig er du i følgende påstander? - Sminke er en del av mitt selvbilde	,300	,809					
Hvor enig er du i følgende påstander? - Jeg synes sminke er morsomt		,792					
Hvor enig er du i følgende påstander? - Jeg synes sminke er kjedelig		-,721					
Hvor kjent er du med merket L'Oreal?	,400	,444					
Hvor enig er du i følgende påstander? - Jeg engasjerer meg i innvandringsspørsmål relatert til Norge			,841				
Hvor enig er du i følgende påstander? - Informasjon om politiske saker relatert til innvandring fanger min interesse			,823				
Er det viktig for deg hvilket parti du stemmer på?			,472		,323		,335
Hvor kjent er du med Anna Rasmussen?		,314		,510	,391	-,367	
Hva er ditt inntrykk av L'Oreal? - Jeg synes L'Oreal er luksuriøst	,420			,425			
Hvor enig er du i følgende påstander relatert til hva som ligger bak at L'Oreal sponser Annas sminkebok? - L'Oreal mener godt når de sponser Annas bok	,432				,666		
Hvor enig er du i følgende påstander relatert til hva som ligger bak at L'Oreal sponser Annas sminkebok? - L'Oreal synes at Annas sminkestil bør få oppmerksomhet	,492				,505		-,316
Hvor ofte handler du på nett?						,568	,579

Component Transformation Matrix

Component	1	2	3	4	5	6	7
1	,274	,741	,501	-,113	,325	,056	,056
2	,904	-,371	,104	-,037	-,120	,080	,104
3	,095	,140	-,053	,975	,003	,132	-,020
4	-,269	-,323	,681	,031	-,158	,567	-,106
5	-,036	-,231	-,238	-,028	,788	,416	,306
6	-,152	-,237	,400	,158	,088	-,550	,652
7	-,039	,283	-,231	-,091	-,475	,418	,675
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.							

Cronbach's Alpha for Attitude towards Anna

Case Processing Summary		N	%	
Cases		Valid	249	87,1
		Excluded[a]	37	12,9
		Total	286	100,0
a. Listwise deletion based on all variables in the procedure.				

Reliability Statistics	
Cronbach's Alpha	N of Items
,758	3

Cronbach's Alpha for Attitude towards L'Oreal

Case Processing Summary		N	%	
Cases		Valid	249	87,1
		Excluded[a]	37	12,9
		Total	286	100,0
a. Listwise deletion based on all variables in the procedure.				

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,638	,649	4

Cronbach's Alpha for Involvement into the product category

Case Processing Summary		N	%	
Cases		Valid	249	87,1
		Excluded[a]	37	12,9
		Total	286	100,0
a. Listwise deletion based on all variables in the procedure.				

Reliability Statistics	
Cronbach's Alpha	N of Items
,621	2

Cronbach's Alpha for Attitude towards the sponsorship

Case Processing Summary				
		N	%	
Cases	Valid	249	87,1	
	Excluded[a]	37	12,9	
	Total	286	100,0	
a. Listwise deletion based on all variables in the procedure.				

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,788	,791	4

Cronbach's Alpha for Involvement into the controversial cause

Case Processing Summary				
		N	%	
Cases	Valid	249	87,1	
	Excluded[a]	37	12,9	
	Total	286	100,0	
a. Listwise deletion based on all variables in the procedure.				

Reliability Statistics	
Cronbach's Alpha	N of Items
,762	2

Cronbach's Alpha for Sponsorship sincerirty

Case Processing Summary				
		N	%	
Cases	Valid	249	87,1	
	Excluded[a]	37	12,9	
	Total	286	100,0	

a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,621	,622	2

Appendix 4. Main Analysis

	N	Min	Max	Mean	Std. Dev.
Age	249	14	60	25,951	6,131
Gender	249	1	2	1,75	,436
Stimuli	249	1	5	2,959	1,439
Attitude_Sponsorship	249	1	6	2,859	1,064
Involvement_Controv_Cause	249	1	7	5,132	1,093
Involvement_Brand	249	1	7	5,016	1,247
Involvement_Product_Category	249	1	7	4,076	1,054
Attitude_Brand	249	1	7	3,867	,944
Knowledge_Anna	249	1	7	3,971	1,481
Attitude_Anna	249	1	6	2,654	1,198
Sponsorship_Sincerity	249	1	6	3,301	1,118
Valid N (listwise)	249				

Table 1. *Descriptives for the Sample*

| | | N | Mean | Std. Dev. | Std. Error | 95% Conf. Interv. for Mean | | Min | Max |
						Lower Bound	Upper Bound		
Against_ Immigration	No stimuli & No articulation	13	2,596	,943	,261	2,025	3,166	1,50	4,50
	Stimuli & No articulation	14	2,839	1,040	,278	2,238	3,440	1,75	4,75
	One-sided articulation (Pro-immigration)	14	3,017	,661	,176	2,636	3,399	1,75	4,00
	One-sided articulation (Free speech)	15	3,050	,872	,225	2,567	3,533	2,00	5,00
	Two-sided articulation	12	2,875	,686	,198	2,438	3,311	1,75	4,00
	Total	68	2,882	,846	,102	2,677	3,087	1,50	5,00
Pro_ Immigration	No stimuli & No articulation	38	3,006	1,00082	,162	2,677	3,335	1,25	5,25
	Stimuli & No articulation	42	3,107	,753	,114	2,872	3,341	2,00	4,50
	One-sided articulation (Pro-immigration)	33	2,590	,672	,117	2,352	2,829	1,00	4,00
	One-sided articulation (Free speech)	27	2,629	,564	,108	2,406	2,853	1,75	4,00
	Two-sided articulation	41	2,798	,600	,093	2,609	2,988	1,75	4,25
	Total	181	2,8508	,76321	,05673	2,7389	2,9628	1,00	5,25

Table 2. *Descriptives for the Stimuli (detailed, with Attitude towards the Sponsorship as a reference variable)*

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Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,765[a]	,585	,506	,88228	1,652
a. Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement, Sponsorship_Sincirety, Stimuli_1, Knowledge_Anna, Involvement_ Brand, Attitude_ Anna					
b. Dependent Variable: Attitude_Sponsorship					

Table 3. *Model Summary for Model 1 (No stimuli & No articulation)*

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,078	8	5,760	7,399	,000[b]
	Residual	32,694	42	,778		
	Total	78,772	50			
a. Dependent Variable: Attitude_Sponsorship						
b. Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement, Sponsorship_Sincirety, Stimuli_1, Knowledge_Anna, Involvement_ Brand, Attitude_ Anna						

Table 4. *ANOVA for Model 1 (No stimuli & No articulation)*

Coefficients[a]						
		Unstand. Coefficients		Standard. Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,527	,659		2,317	,025
	Stimuli_1	-,019	,356	-,007	-,055	,957
	Knowledge_Anna	-,261	,330	-,098	-,791	,433
	Sponsorship_Sincerity	,722	,257	,290	2,809	,008
	Attitude_Anna	1,244	,371	,425	3,355	,002
	Involvement _Product_Category	,088	,294	,032	,298	,767
	Involvement_ Brand	-,340	,391	-,104	-,869	,390
	Involvement	-,652	,287	-,234	-2,272	,028
	Attitude_ Brand	,385	,152	,296	2,534	,015
a. Dependent Variable: Attitude_Sponsorship						

Table 5. *Coefficients for Model 1 (No stimuli & No articulation)*

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
2	,621[a]	,386	,281	,899	2,310
a. Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement, Sponsorship_Sincirety, Stimuli_2, Knowledge_Anna, Involvement_ Brand, Attitude_ Anna					
b. Dependent Variable: Attitude_Sponsorship					

Table 6. Model Summary for Model 2 (Stimuli & No articulation)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,862	8	2,983	3,687	,002[b]
	Residual	38,021	47	,809		
	Total	61,883	55			
a. Dependent Variable: Attitude_Sponsorship						
b. Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement, Sponsorship_Sincirety, Stimuli_1, Knowledge_Anna, Involvement_ Brand, Attitude_ Anna						

Table 7. ANOVA for Model 2 (Stimuli & No articulation)

	Model	Unstand. Coefficients		Standard. Coefficients		
		B	Std. Error	Beta	t	Sig.
2	(Constant)	2,529	,666		3,798	,000
	Knowledge_Anna	-,354	,269	-,165	-1,318	,194
	Sponsorship_Sincerity	,900	,337	,418	2,675	,010
	Attitude_Anna	,323	,416	,126	,778	,441
	Involvement_ Product_Category	-,043	,284	-,019	-,151	,880
	Involvement_Brand	-,084	,420	-,028	-,199	,843
	Involvement	-,416	,294	-,190	-1,415	,164
	Attitude_ Brand	,215	,151	,196	1,430	,159
	Stimuli_2	-,303	,317	-,125	-,956	,344

Coefficients[a]

a. Dependent Variable: Attitude_Sponsorship

Table 8. *Coefficients for Model 2 (Stimuli & No articulation)*

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
3	,784[a]	,615	,534	,71387	2,192
a. Dependent Variable: Attitude_Sponsorship					
b. Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement, Sponsorship_Sincirety, Stimuli_3, Knowledge_Anna, Involvement_ Brand, Attitude_ Anna					

Table 9. *Model Summary for Model 3 (One-sided articulation: Pro-immigration)*

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
3	Regression	30,943	8	3,868	7,590	,000[b]
	Residual	19,365	38	,510		
	Total	50,309	46			
a. Dependent Variable: Attitude_Sponsorship						
b. Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement, Sponsorship_Sincirety, Stimuli_3, Knowledge_Anna, Involvement_ Brand, Attitude_ Anna						

Table 10. *ANOVA for Model 3 (One-sided articulation: Pro-immigration)*

		Unstand. Coefficients		Standard. Coeff.		
Model		B	Std. Error	Beta	t	Sig.
3	(Constant)	2,020	,588		3,436	,001
	Knowledge_Anna	-,362	,235	-,173	-1,539	,132
	Sponsorship_Sincerity	,146	,237	,070	,614	,543
	Attitude_ Anna	1,200	,332	,413	3,613	,001
	Involvement_ Product_Category	-,046	,249	-,022	-,186	,853
	Involvement_ Brand	-,529	,349	-,170	-1,512	,139
	Involvement	-,325	,269	-,124	-1,209	,234
	Attitude_ Brand	,458	,132	,447	3,484	,001
	Stimuli_3	-,452	,241	-,200	-1,876	,068
a. Dependent Variable: Attitude_Sponsorship						

Table 11. *Coefficients for Model 3 (One-sided articulation: Pro-immigration)*

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
4	,750[a]	,562	,456	,69369	1,847
a. Dependent Variable: Attitude_Sponsorship					
b. Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement, Sponsorship_Sincirety, Stimuli_4, Knowledge_Anna, Involvement_ Brand, Attitude_ Anna					

Table 12. *Model Summary for Model 4 (One-sided articulation: Free speech)*

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	20,401	8	2,550	5,300	,000[b]
	Residual	15,880	33	,481		
	Total	36,281	41			
a. Dependent Variable: Attitude_Sponsorship						
b. Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement, Sponsorship_Sincirety, Stimuli_4, Knowledge_Anna, Involvement_ Brand, Attitude_ Anna						

Table 13. *ANOVA for Model 4 (One-sided articulation: Free speech)*

		Coefficients[a]				
		Unstand. Coefficients		Standard. Coeff.		
Model		B	Std. Error	Beta	t	Sig.
4	(Constant)	,397	,682		,582	,565
	Knowledge_Anna	,222	,274	,119	,808	,425
	Sponsorship_Sincerity	,357	,234	,192	1,527	,136
	Attitude_Anna	,868	,290	,367	2,988	,005
	Involvement_ Product_Category	-,375	,361	-,172	-1,038	,307
	Involvement_Brand	,305	,381	,115	,800	,429
	Involvement	,173	,250	,084	,694	,493
	Attitude_Brand	,546	,151	,459	3,607	,001
	Stimuli_4	-,441	,251	-,227	-1,752	,089
a. Dependent Variable: Attitude_Sponsorship						

Table 14. Coefficients for Model 4 (One-sided articulation: Free speech)

<table>
<tr><td colspan="6" align="center">Model Summary[b]</td></tr>
<tr>
<td>Model</td>
<td>R</td>
<td>R Square</td>
<td>Adjusted R Square</td>
<td>Std. Error of the Estimate</td>
<td>Durbin-Watson</td>
</tr>
<tr>
<td>5</td>
<td>,641[a]</td>
<td>,411</td>
<td>,304</td>
<td>,82462</td>
<td>2,454</td>
</tr>
<tr><td colspan="6">a.   Dependent Variable: Attitude_Sponsorship</td></tr>
<tr><td colspan="6">b.   Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement,   Sponsorship_Sincirety,   Stimuli_5,   Knowledge_Anna, Involvement_ Brand, Attitude_ Anna</td></tr>
</table>

Table 15. *Model Summary for Model 5 (Two-sided articulation)*

<table>
<tr><td colspan="7" align="center">ANOVA[a]</td></tr>
<tr>
<td colspan="2">Model</td>
<td>Sum of Squares</td>
<td>df</td>
<td>Mean Square</td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>5</td>
<td>Regression</td>
<td>20,903</td>
<td>8</td>
<td>2,613</td>
<td>3,843</td>
<td>,002[b]</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>29,920</td>
<td>44</td>
<td>,680</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50,823</td>
<td>52</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr><td colspan="7">a.   Dependent Variable: Attitude_Sponsorship</td></tr>
<tr><td colspan="7">b.   Predictors: (Constant), Attitude_Brand, Involvement_Product_Category, Involvement,   Sponsorship_Sincirety,   Stimuli_5,   Knowledge_Anna, Involvement_ Brand, Attitude_ Anna</td></tr>
</table>

Table 16. *ANOVA for Model 5 (Two-sided articulation)*

Coefficients[a]						
		Unstandard. Coefficients		Standard. Coefficients		
Model		B	Std. Error	Beta	t	Sig.
5	(Constant)	1,741	,713		2,443	,019
	Knowledge_Anna	-,186	,241	-,093	-,772	,444
	Sponsorship_Sincerity	,188	,254	,096	,742	,462
	Attitude_Anna	1,111	,368	,444	3,015	,004
	Involvement_ Product_Category	-,070	,273	-,031	-,255	,800
	Involvement_Brand	,214	,334	,078	,641	,525
	Involvement	-,395	,289	-,174	-1,370	,178
	Attitude_Brand	,223	,144	,212	1,554	,127
	Stimuli_5	,158	,286	,067	,551	,585
a. Dependent Variable: Attitude_Sponsorship						

Table 17. *Coefficients for Model 5 (Two-sided articulation)*

Model Summary[b]					
Pro_Against_Immigration	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Against_Immigration	1	,014[a]	,000	-,015	1,212
Pro_Immigration	1	,051[a]	,003	-,003	1,081
a. Predictors: (Constant), Involvement					

Table 18. *Analysis for Hypothesis 3: Model Summary*

ANOVA[a]							
Pro_Against_ Immigration		Model	Sum of Squares	df	Mean Square	F	Sig
Against_ Immigration	1	Regression	,020	1	,020	,013	,908 [b]
		Residual	96,980	66	1,469		
		Total	97,000	67			
Pro_Immigration	1	Regression	,540	1	,540	,462	,498 [b]
		Residual	209,173	179	1,169		
		Total	209,713	180			
a. Dependent Variable: Sponsorship_Sincerity							
b. Predictors: (Constant), Involvement							

Table 19. *Analysis for Hypothesis 3: ANOVA*

Coefficients[a]							
Pro_Against Immigration	Model		Unstandard. Coeff.		Standard Coeff.	t	Sig.
			B	Std. Error	Beta		
Against_ Immigration	1	(Constant)	3,52	,294		12,005	,000
		Involvement	-,039	,339	-,014	-,116	,908
Pro_ Immigration	1	(Constant)	3,31	,151		21,892	,000
		Involvement	-,121	,179	-,051	-,680	,498
a. Dependent Variable: Sponsorship_Sincerity							

Table 20. *Analysis for Hypothesis 3: Coefficients*