

BI Norwegian Business School - campus Oslo

# GRA 19703

Master Thesis

Thesis Master of Science

Can controversial behavior be advantageous? The Effect a Sponsor Object's Controversial Behavior in Social Media has on the Sponsor's Brand Image

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Start: 15.01.2019 09.00

Finish: 01.07.2019 12.00

# Can controversial behavior be advantageous?

The Effect a Sponsor Object's Controversial Behavior in  
Social Media has on the Sponsor's Brand Image

MSc in Strategic Marketing Management  
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Hand in date: 01.07.2019

*This thesis is a part of the MSc programme at BI Norwegian Business School. The school takes no responsibility for the methods used, results found and conclusions drawn.*

## **Acknowledgement**

This master thesis was written as part of the MSc programme in Strategic Marketing Management at BI Norwegian Business School in Oslo. First, we would like to give a big thank you to our supervisor Prof. Erik Olson. Without his guidance, patience and support, the experience of writing this master thesis would have been completely different. There has been a lot of emails going back and forth and we sincerely appreciate the constant availability and engagement Erik has given us as a supervisor. Second, it is important for us to also thank our family and friends that have been there along the way. Especially we would like to thank our partners, Bjørn and Henrik, who have given us the support we needed at home during this period. Lastly, we want to thank each other. Not just because of the great academic cooperation throughout this entire process, but also because of the friendship that came with it. As we - both relieved about being done and sad about never going back - finished this thesis, we are proud to say that we did it, and that we are done!

Thank you.

Silje Aasbakk Eriksen & Stine Holst Jutila

## Summary

This study was conducted to investigate the effect a sponsor object's controversial behavior in social media can have on the sponsor brand's image. An experimental survey was conducted to examine the relationship. Based on theory, five moderators (liking, severity, brand response, discrepancy, fit) were tested to reveal their impact on the outcome. Results found that a main effect did occur between brand response and brand image. Further, interaction effects were found between severity and brand response. The main implication from this study is that after a controversiality, a sponsor brand would benefit more from exiting the sponsorship than by staying. Results also show that a controversial behavior from the sponsor object will nevertheless result in more negative evaluations of the brand than before a controversiality. Additionally, even though the sponsor brand's image was our main topic for the research questions, the study found several interesting results for attitude change towards the sponsor object's image.

## Table of Contents

1.0 Introduction.....	1
2.0 Theoretical framework.....	3
2.1 Sponsorship as a marketing tool	3
2.2 Sponsorship in the context of Social Media	4
2.3 Controversial behavior and hot topics	5
2.3.1 Polarization of society .....	6
3.0 Conceptual framework.....	8
3.1 Liking	8
3.2 Severity	9
3.3 Brand response	10
3.4 Discrepancy	12
3.5 Fit	13
4.0 Method.....	14
4.1 Design and Participants	14
4.2 Stimulus, Manipulations and Procedure	15
4.2.1 Manipulating Liking.....	16
4.2.2 Manipulating Severity .....	16
4.2.3 Manipulating Brand Response .....	17
4.2.4 Manipulating Brand Discrepancy.....	17
4.2.5 Addressing fit.....	18
4.2.6 Procedure.....	18
4.3 Measuring brand image	19
5.0 Results.....	20
5.1 Attitude towards the sponsor’s brand image.	21
5.2 Attitude towards the sponsor object	26
6.0 Discussion and implications .....	29
7.0 Limitations and future research.....	31
8.0 References.....	33
9.0 Appendices.....	38
Appendix 1: Survey.....	38
Appendix 2: One-way ANOVA with Post Hoc Tests (Sponsor Brand Attitude).....	65
Appendix 3: One-way ANOVA with Brand Response .....	70
Appendix 4: 2x2 between subjects factorial ANOVA.....	71
Appendix 5: One-way ANOVAs.....	73
Appendix 6: One-way ANOVA with Post Hoc Tests (Sponsor Object Attitude) .....	75

## 1.0 Introduction

In December 2017, the famous Formula One driver Lewis Hamilton got massive attention in media after posting a controversial Instagram Story on his personal account. On Christmas Day, Lewis was recording his young nephew wearing a princess dress. Lewis asked his nephew “*why are you wearing a princess dress? Is that what you got for Christmas? Why did you ask for a princess dress for Christmas, boys don’t wear princess dresses!*”. Lewis Hamilton deleted the Instagram Story shortly after, but it was too late. The story had already circulated in social media, and people were raging about Lewis’ gender discriminating statement (Akingbade, 2017). Lewis Hamilton is not the only celebrity with this kind of story, and there exists several other examples; Kanye West has gotten massive attention for his controversial statements on Twitter (one of them supporting Bill Cosby’s innocence), and Kim Kardashian left a comment accusing a person for being gay on Instagram. More recently, the well-known basketball player LeBron James was criticized for being racist after posting a song lyric on his Instagram Story which referenced to “Jewish money”. A common denominator between these celebrities is that they are all sponsored by some of the largest brands in the world.

Several researchers have investigated the effect an endorser’s behavior can have on the sponsor brand (Till & Shimp, 1998; Doyle, Pentecost & Funk, 2014). However, research that concentrates on *social media* seems to be absent. Thus, within our awareness there exists no research that aims to explain how Lewis Hamilton’s Instagram Story can affect his sponsor, Puma. This invites to an interesting take on the relationship between the sponsor brand and sponsor object. *Would people’s negative reaction to Lewis Hamilton’s Instagram Story harm Puma’s image? And is there any way for a sponsor brand to prevent and/or reduce the potential damage to the brand’s image?*

Another interesting take exist in that Lewis Hamilton’s act is not illegal per se, meaning that the (un)morality of the act can be interpreted differently. Previous sponsorship research mostly focus on topics that are clear legal or ethical violations

including alcohol, steroids, cheating and corruption. However, no research investigates the consequences of behavior that are legal, but highly controversial. As this study exists in the context of social media, it is the audience that decides and “judges” the political correctness of the act, and therefore also determines the consequences that follows. Another question therefore arises in that: *should the sponsor brand react differently with an illegal transgression compared to a political correctness transgression?*

Furthermore, several other interesting questions appear when considering different factors that might affect the relationship. For instance; will the consequences of the controversial behavior be determined by the behavior’s level of severity? Will liking of the sponsor object affect the potential damage the controversial behavior can have on the brand? Will the brand’s public response to the controversiality affect the consequences? And finally, will the degree of discrepancy between the brand’s values and the type of controversial transgression affect the outcome?

The present study will examine and address these questions by looking at the different factors; severity, liking, brand response, discrepancy and fit. It will establish the effect a sponsor object’s behavior on social media can have on the sponsor brand, and the results will be interesting for several reasons. First, it will provide another aspect to the risks and potential negative sides by using a famous person as a sponsor object. As social media is a frequently used platform, and since social media allows controversial comments to spread much faster than traditional media platforms, this aspect is crucial to consider when sponsor brands are choosing a sponsor object. Second, by investigating severity, liking and discrepancy the results will provide brands with predictions of the scope of the controversial behavior and therefore the potential damage. Lastly, the determination of how the brand respond to the controversiality and how it can affect the outcome. Thus, this study will provide brands with a strategic guidance of how to react in such situations, so that brands can be more prepared and plan in advance of a potential scandal.

## 2.0 Theoretical framework

### 2.1 Sponsorship as a marketing tool

A sponsorship consists of two parts: a sponsor brand and a sponsor object. It is defined in that a sponsor (i.e brand or company) is providing cash and/or other compensation to a property in exchange for access to the exploitable commercial potential associated with that object (i.e cause, event, organization, team or individual related to a sport, cultural, and/or non-profit entity) (Cornwell, Weeks & Roy, 2005; Ukman, 1999; Meenaghan, 1991). Sponsorship is an important part of the marketing mix, and are mainly being used to achieve awareness and image-related objectives (Zdravkovic & Till, 2012; Meenaghan, 1991). *A sponsor object* can vary from a cause, an event or an organization to a team or a person. In this study however, the interest only lies in the latter - when the sponsor object is a person, more accurately, an athlete. Having a famous person as a sponsor object can be parallel with using a celebrity as an endorser. A celebrity endorser is defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in advertisement (McCracken, 1989). Furthermore, previous research suggests that there must be a reasonable fit (congruence, relatedness, or match) between the object and the product, and that the transfer of associations is primarily driven by the degree of similarity or fit between the sponsor object and sponsor brand (McCracken, 1989; Zdravkovic & Till, 2012; Simmons & Becker-Olsen, 2006; Park, Milberg & Lawson, 1991). The aspect of liking is an important factor when considering a sponsor object, as lower evaluation of a celebrity can lower brand evaluations and therefore harm the brand's image (Till & Shimp, 1998). Findings suggests that sponsors can increase the response to their sponsorship if they select events (sponsor objects) that are well liked by their target market (Speed & Thompson, 2000; d'Astous & Bitz, 1995; Crimmins & Horn, 1996). Hence, choosing a well-liked sponsor object seems crucial to fully exploit the potential of a sponsorship.

Previous research has further confirmed that there exist spillover effects from sponsorships. Spillover refers to the phenomenon where information influences beliefs that are not directly addressed in the communication (Ahluwalia, Burnkran &

Unnava, 2000). In other words, positive/negative associations regarding a sponsor object can influence the sponsors' brand perceived associations. For example, negative press regarding a celebrity's scandal can cause damaging associations linked to the brand, and thus negatively influence consumer attitudes (Till & Shimp, 1998; Agyemang, 2011; Erdogan, 1999; Ferrand & Pages, 1999). Accordingly, the sponsor object can influence consumer attitudes regarding the sponsors brand, either negatively or positively (Reisinger, Grohs & Eder, 2006; Kelly, Ireland, Mangan & Williamson, 2016; Doyle et al., 2014).

## **2.2 Sponsorship in the context of Social Media**

Social media can be explained as mobile and web-based applications that carry consumer-generated content which encompasses media impressions created by consumers (Xiang & Gretzel, 2010; Kietzmann, Hermkens, McCarthy & Silvestre, 2011; Blackshaw, 2006). Individuals use social media to create highly interactive platforms to communicate, co-create, discuss, and modify user-generated content, to be shared among themselves (Kietzmann et al., 2011; Xiang & Gretzel, 2010). The rise of the popularity of social media suggests that we are in an altogether new communication landscape, where sharing pictures of oneself, opinions, thoughts and happenings are highly common, and the content is available to be seen by millions (Kietzmann et al., 2011).

Celebrities receive a lot of media attention and generate a lot of engagement in the form of followers, likes and comments on social media. In perspective, Kim Kardashian currently has one of the most followed Instagram accounts with over 142 million followers and has published over 4800 posts, each receiving millions of likes. Hence, it is attractive for brands to communicate through celebrities as they have a unique position in the advertising landscape (McCormick, 2016). Celebrities are often hired to endorse brands because they have the ability to make people take notice of what they are endorsing and create an immediate identity or persona for a product (Cooper, 1984). Endorsing a brand or a product has become a lot easier with social media, and everyone from a smaller local celebrity to a Hollywood movie star endorse different brands. As a result, the concept of influencer marketing has become a popular way of marketing products, and it generates a lot of money for both the brand and the influencer.

As social media is often used by the sponsor object both professionally (promoting and advertising), and private (interacting with friends and family, and sharing from their personal life), the distinction between the two spheres are getting blurred. In the current media era, athletes and celebrities have valuable opportunities to broadcast a more multifaceted identity that can counteract the way they are presented in media (Hambrick, Frederick & Sanderson, 2015). Further, since famous people are closely observed in social media, and since a controversial behavior can cause a scandal, it is important for a sponsor brand to acknowledge that the sponsor object is closely related to the brand. Hence if the sponsor object gets in trouble or loses popularity, it can harm the brand's image, and diminish the marketing value of the brand (McCracken, 1989; Till & Shimp, 1998).

In contrary to other media platforms - where the content often are delayed and filtered - social media provides the audience with immediate behavior. Consequently, as the content comes directly from the source, one can argue that the sponsor objects behavior in social media are more honest and real, and this study therefore differ from previous research on sponsor object behavior.

### **2.3 Controversial behavior and hot topics**

There exists a great variety of literature focusing on the relationship between a sponsor brand and a sponsor object, and the possible outcome if a scandal should occur. Knittel & Stango (2013) present evidence that the market value of Tiger Woods's sponsors fell after the infidelity scandal broke, and highlights a downside risk of pairing celebrity endorsements with endorser-specific investments in products or branding. Furthermore, Hambrick, Frederick & Sanderson (2015) display how Lance Armstrong lost his longtime sponsors Nike, Trek, and Oakley due to his doping scandal. Thus, previous research states that a scandal involving legal or ethical transgression does affect the sponsor's brand negatively.

In contrary to the examples with Tiger Woods and Lance Armstrong, the present study focuses on *controversial behavior*. Controversial behavior being behavior that is difficult to label as right or wrong, and are often talked about as hot topics concerning political correctness (PC) and social justice issues. PC is a highly used term that refers to language or behavior that seems intended to give the least amount of offense by not excluding, marginalizing, or insulting groups of people that

are considered disadvantaged or discriminated, especially when describing groups identified by external markers such as race, gender, culture, or sexual orientation (Kaid & Holtz-Bacha, 2007, p., 574). Transgressions related to PC are increasingly common, and are often highlighted by media. It is closely related to social justice which concerns equality and fair or just relations between individuals and society (Nussbaum, 2003). According to Kuypers (2002) controversial issues are, by their essential nature, unsolvable to everyone's satisfaction, as they are open for discussion and are debatable. Consequently, it can be argued that the incident with Lewis Hamilton does not necessarily come off as offensive to everyone.

What determines an act to be defined as controversial can further be discussed. On the one hand, controversial behavior can be something that goes against common expectations and beliefs. For example, as acceptance of the LGBT community and same sex marriage has grown, it would be reasonable to believe that people supporting these communities would be offended by the behavior of Hamilton. However, on the other hand, one might argue that our common expectations and beliefs to some extent are driven by mass media and influential people. Often, we do not consider the messenger who brings us the information, that is the press (Kuypers, 2002). Furthermore, Kuypers (2002) argues that we often seek opinions of prominent social figures when discussing controversial issues. In other words, what an endorser says or does in social media regarding hot topics (e.g. racism and gender discrimination) can have great impact on the audience. Due to celebrities' high number of followers, behavior against common expectations are to a larger degree noticed (compared to non-celebrities), and thus a scandal more easily arises.

### **2.3.1 Polarization of society**

The Web offers the opportunity to easily access any kind of information, and with social media's ability for discussion and its publicity range, controversial behavior regarding hot topics have been made more easily accessible. When controversial issues emerge in social media, it is often observed that like-minded people reinforce each other's opinion and hence, create echo chambers where they do not get exposed to opposing views (Garimella, De Francisci Morales, Gionis & Mathioudakis, 2017). People prefer to be exposed to agreeable and like-minded content that reinforce their existing views (Liao & Fu, 2013). This can be interpreted as framing and/or priming

because it creates selective exposure which reinforces existing views, and may increase political and social polarization (Barberá, Jost, Nagler, Tucker & Bonneau, 2015; Kuypers, 2002).

The present study focuses on controversial behavior in social media. Even though there are many understandings of controversiality, for the purpose of this study we choose to define it as *when a person causes disagreement or discussion or doing an action that is morally wrong and breaks with the normal or the expected*. The controversial behavior is characterized by being a social justice and/or a PC issue, such as discrimination based on sexual orientation, race or gender. Society is often polarized by controversial issues that split the population into groups with opposing views. This polarization can be found within different segments in society, e.g., with liberals and conservatives. On the one side of society, conservatives have a stronger preference for things that are familiar, stable, and predictable, while on the other side liberals are on average more open to experience, more inclined to seek out change and novelty both personally and politically (Jost, Nosek & Gosling, 2008; McCrae, 1996). Based on such characteristics, there is reason to believe that different groups within society would react differently to a controversial behavior in social media. Consequently, as society is polarized and people have different viewpoints and opinions, what is seen as a violation on one side can be seen as normal on the other side.

There is a lack in literature regarding how the sponsor objects personal behavior on social media affects the sponsor brand. Previous research on sponsorship scandals mostly focus on consequences for the sponsor object, and not on the consequences for the sponsor brand. In addition, the sponsor object being investigated often concerns a sports team or an event, and not one individual sponsor object (Hughes & Shank, 2005; Chien, Kelly & Weeks, 2016; Gorse & Chadwick, 2010; Messner & Reinhard, 2012). Further, most of the research focus on topics that are clear legal or ethical violations including alcohol, steroids, cheating and corruption (Hughes & Shank, 2005; Chien, Kelly & Weeks, 2016; Gorse & Chadwick, 2010; Carrillat, d'Astous & Christianis, 2014). By focusing on the consequences for the sponsor brand, and by investigating scandals caused by PC

transgressions, this study will provide interesting and relevant contributions to the literature within the field of sponsorship marketing.

### **3.0 Conceptual framework**

As mentioned, the present study will concentrate on the context of social media. In section 2.2 it is pointed out that social media has become a huge industry and an even bigger platform for advertisement. However, the “perfect” and superficial portrayal people often present has been widely discussed and criticized. People - and especially celebrities - are often very careful with what they post, what they say, and how they say it. Thus, there is reason to believe that a controversial act on social media should be perceived as more sincere than a similar act in real-life. As social media encourages people to share more of their personal life, Goffman’s (1959) theory about self-presentation becomes highly relevant. Further, since individuals are driven by a desire to create an image that is consistent with one’s personal identity (Kaplan & Haenlein, 2010), it is reasonable to believe that the content being posted on social media reflects their true identity. Additionally, a controversial act on social media can be perceived as more sincere, because the act comes directly from the source, and not through a third-party media channel. This makes the present study not only relevant in the context of social media, but also regarding the consequences it may cause. Several examples illustrate how rapidly things spread on the internet, and how they really never disappear (e.i., screenshots). Thus, even though the sponsor object can delete a controversial act on social media, the chances are high that it already is going viral.

In short, social media as a platform for sponsorship has high potential, but also involves high risk.

#### **3.1 Liking**

Research presented by Hovland, Janis and Kelley (1953) suggests that consumers believe celebrity endorsements enhance the success of an advertising campaign because many people find certain celebrities to be attractive, trustworthy, experts, or likeable. However, to which degree can these features help overshadow negative

associations? Would Puma experience less harm from people who like Lewis Hamilton compared to people who dislike him? In addition, one might argue that Hamilton's fans would perceive the incident as less severe. Previous research has established that a disliked sponsor object can negatively affect the sponsor's brand (Reisinger et al., 2006; Kelly et al., 2016; Doyle et al., 2014). Thus, a person that is not too fond of Hamilton might have negative opinions and/or associations of Puma. Additionally, if a sponsor object behaves controversial in social media, one could argue that this would negatively influence the sponsor's brand. Consequently, one might argue that the liking of the sponsor object will spill over to the sponsor brand, and thus influence the outcome. In other words; this study suggest that liking will dominate negative associations, and therefore also the negative impact the controversial behavior has on the sponsor brand's image. Hence, the first research question is formulated as follows:

*RQ1: Will a higher liking of the sponsor object reduce the negative impact from a controversial behavior on the sponsor's brand image?*

### **3.2 Severity**

The degree to which a controversial act harms the sponsor's brand image can also be influenced by the degree of severity of the controversial act. Controversial behavior on social media can have different levels of severity. For example, the severity of Kim Kardashian's comment on Instagram might come off as less severe because it was "just a comment", compared to Lewis Hamilton's Instagram Story where Lewis spoke himself. In addition, the media and Cialdini's (1987) principle of consensus might direct people's reactions, so that when they see how the majority of people react to the controversial behavior, they will use this to determine their own reaction. Thus, the level of severity might increase with the level of publicity. Therefore, it is reasonable to believe that a famous person's controversial behavior can create stronger reactions than a "regular person's", despite the level of severity.

Previous research illustrates how the severity of an action causing a consequence can influence the evaluation of a sponsor object (Kahneman, Schkade & Sunstein, 1998; Umphress, Simmons, Folger, Ren & Bobocel, 2013). Furthermore, Gupta (2009) found that respondents judged a celebrity as blameworthy when the

cause of action was perceived to be under his control, and was perceived to play a pivotal role in the negative action. However, the celebrity was judged as blameless when the cause of action was perceived to be outside of the celebrity's control.

Based on this, one could argue that that the sponsor's brand image will be moderated by the severity of the controversial behavior, and that with controversial behavior - the higher the level of severity, the more it will harm the sponsor's brand image. Hence, the second research question is formed as follows:

*RQ<sub>2</sub>: Will the perceived level of severity of a sponsor object's controversial behavior influence the sponsor's brand image, so that the more severe, the more harm?*

### **3.3 Brand response**

During the 2008 Singapore Grand Prix, the Renault Formula One Team ordered their driver Nelson Piquet Jr. to deliberately crash with the purpose of his teammate Fernando Alonso winning the race. This scandal - also known as Crashgate - resulted in the Renault F1 team losing its title sponsor ING and Mutua Madrilenia immediately (Gorse & Chadwick, 2010). Another example of brands responding to scandals include the English football team West Bromwich Albion, who in 2014 lost their sponsor Zoopla after one of their players, Nicolas Anelka made an alleged racist gesture on the pitch (Bacon, 2016). Sponsorships transfer associations both to the sponsor object and from the sponsor object, which normally is a desired feature (Till & Shimp, 1998; Ahluwalia et al., 2000). However, in the context of a scandal, it is arguable that due to the potential negative associations and spillover effects that can emerge from a controversial behavior, this feature is no longer desired. In addition, continuing a sponsorship deal with a controversial sponsor object will eventually transfer negative associations to the sponsor's brand. A common and suggestive strategy for sponsors when the incidence of negative publicity or a scandal surrounding their sponsor object emerges, is to detach themselves from the sponsorship. This is due to concerns of becoming tainted by association and to avoid imbalance in consumer attitudes (Reisinger et al., 2006; Hughes & Shank, 2005), to avoid making linkages salient in the minds of consumers (Roehm & Tybout, 2006), avoid appearance of condoning the controversial behavior, and to avoid negative

publicity that can transfer harmful associations to the sponsor's brand image (Messner & Reinhard 2012). The response itself and the timing is important to not be a victim of negative spillover effects.

Previous research has found that terminating a controversial sponsorship can have positive consequences for the sponsor's brand image when the decision is trusted, but detrimental consequences when the termination is attributed to overly self-serving reasons (Messner & Reinhard, 2012). According to Meenaghan (2001, p., 108) "exiting from a sponsorship must be carefully managed to minimize damage to the goodwill created and preserve such goodwill whenever possible". Termination of a sponsorship should therefore result from a deliberate action that is well explained to the public rather than from a spontaneous reaction, otherwise consumers might be suspicious at overly exploitative companies that neglect their responsibility to the sponsor object (Messner & Reinhard, 2012).

Hence, it can be argued that continuing a sponsorship with a sponsor object that has behaved controversial on social media will signal an acceptance of the behavior, and thereby harm the image of the sponsor's brand. On the other hand, if a sponsor brand *does* cancel a problematic sponsorship, the sponsor brand will signal a clear disagreement with the controversial behavior, and one might argue that this statement can reduce the negative impact and improve the sponsors brand image. However, since people often find that society overreact to PC transgressions, and that people are afraid to speak their opinions in fear it will be twisted (Marques, 2009), terminating a sponsorship where the controversial behavior is not perceived as especially severe might cause more damage than good for the brand. Contrary, when severity of the controversial behavior is perceived as high, the sponsor object's controversial act might facilitate the ability for the sponsor brand to demonstrate their positive values more explicitly and gain a better brand image. Furthermore, Martinelli and Briggs (1998) argue that one could perceive a crisis as an opportunity for the organization to demonstrate its commitment to responsible behavior and to outline the steps being taken to eliminate the problem. Nevertheless, in contrast to this study, previous research often focuses on clear legal transgressions. Thus, the best practice of brand response might differ in the sense that the scandals discussed in the present

study focus on hot-topics with no definite right or wrong reaction. The third and fourth research question is therefore formulated as follows:

*RQ<sub>3</sub>: Will the sponsor object's controversial behavior negatively affect the sponsor's brand image if the brand does not react to the controversial behavior (i.e. continuing the sponsorship deal)?*

*RQ<sub>4</sub>: If the perceived severity of the controversial behavior is low, will the termination from the sponsorship cause more harm than good for the sponsor's brand image?*

### **3.4 Discrepancy**

Although it is argued that both severity and brand response affect the sponsor's brand image, there are also reasons to believe that discrepancy will influence the perception of the sponsor's brand image. In this context, discrepancy is defined as *inconsistency between the behavior of the sponsor object and the sponsor's brand values*.

According to Leon Festingers (1962) cognitive dissonance theory, the state of having inconsistent thoughts, beliefs, or attitudes produces a feeling of discomfort, that leads to an alteration in attitudes, beliefs or behavior to reduce the discomfort and restore balance. Additionally, according to Keller's (1993) brand image theory, brand image consists of the perceptions about the brand that are reflected by the brand associations held in consumer memory. Further, the results from Misra and Beatty (1990) showed that a congruence condition results in more favorable brand attitudes. Therefore, one could argue that the same should hold for discrepancy. That is, consumers want constant communication, and discrepancy will confuse them and result in negative associations with the sponsor's brand image. Hence, it might be argued that a high level of discrepancy will harm the sponsor's brand image more than a low level of discrepancy. Thus, the fifth research question in this study is formulated as follows:

*RQ<sub>5</sub>: Will a higher level of discrepancy between the controversial behavior and the sponsor's brand values, negatively affect the sponsor's brand image?*

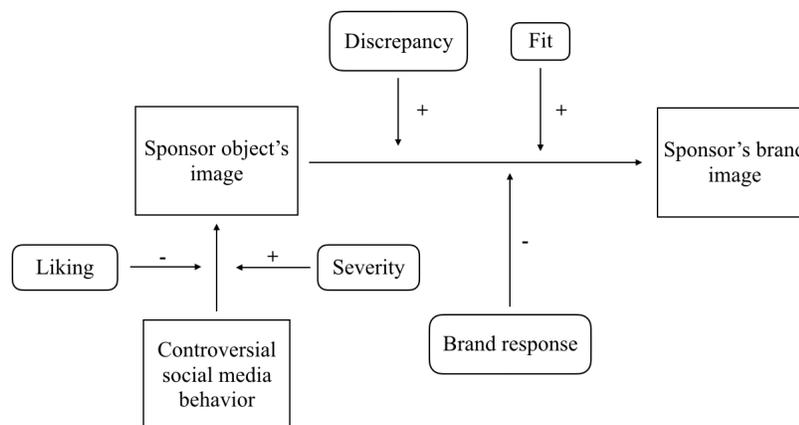
### 3.5 Fit

Closely related to discrepancy is the phenomenon regarding fit. Fit can be established in numerous ways, for example investigating fit with sponsorships by looking at functional characteristics and/or symbolic characteristics (Speed & Thompson, 2000). However, the present study does not specifically focus on different types of characteristics, but rather on the effect fit has on associations. In other words, the study considers if a high/low level of fit between the sponsor object and the sponsor brand builds stronger associations towards the sponsor brand, and thus transfers associations from the sponsor object. Some evidence exists regarding that a low fit performs better than a high level of fit, where some degree of incongruency draws attention and requires more elaborative reasoning, which again leads to a higher accuracy of recall and recognition (Jagre, Watson & Watson, 2001; Hastie, 1980; Mandler, 1982; Olson & Thjømøe, 2009). However, the opposite is found in the majority of empirical research on the topic, where congruence theory suggests that storage in memory and retrieval of information are influenced by relatedness or similarity and can be explained by the greater ease of retrieving congruent information compared to incongruent information (Cornwell et al., 2005; Smith, 2004; Gwinner & Eaton, 1999; Simmons & Becker-Olsen, 2006; Stipp & Schianvone, 1996; Stipp, 1998; Olson & Thjømøe, 2011). In addition, unlike high fit sponsorships, low fit sponsorships prevent consumers from automatically transferring secondary associations from the sponsor object to the sponsor brand (Messner & Reinhard, 2012). Thus, one might say that when discussing the consequences of a controversial behavior - a higher level of fit between the sponsor object and the sponsor brand will result in more damage on the sponsor's brand image, because the associations between them are stronger. Hence, the sixth research question is as follows:

*RQ<sub>6</sub>: Will a higher level of fit between the sponsor object and the sponsor brand increase the negative impact from the controversial behavior on the sponsor's brand image?*

## 4.0 Method

This study considers the effect a sponsor object's controversial behavior has on the sponsor's brand image, by looking at a situation where a sponsor object has acted controversial in social media. Thus, the study investigates a causal relationship. Further it assesses the impact of the controversial behavior in social media on consumer responses toward the sponsor's brand image through five moderators: (1) the liking of the sponsor object, (2) the severity of the controversial behavior, (3) in which way the sponsor brand responds to the controversial behavior (withdraw/stay), (4) if there is discrepancy between the controversial behavior and the values of the sponsor brand, and (5) the fit between the sponsor object and the sponsor brand.



*Figure 4: Conceptual model.* Controversial behavior is mediated through the sponsor object's image and affects the sponsor's brand image. Liking, Severity, Discrepancy, Brand Response and Fit moderates the strength of the relationship.

### 4.1 Design and Participants

After excluding insufficient responses from the official survey (Appendix 1), a total of 526 individuals completed the experimental survey. The participants were collected randomly through different platforms such as Facebook, Reddit and other social forums by distributing an anonymous link. In addition, a contest was created to motivate the respondents to fulfill the survey by giving them a chance to win a bag of snacks. The contest was distributed in both Facebook and Instagram, and was promoted. The experiment follows a 2<sup>4</sup> between subjects factorial design,

where each subject is exposed to one out of sixteen possible conditions. This gives  $2$  (liking: like, dislike)  $\times 2$  (severity: high, low)  $\times 2$  (brand response: stay, withdraw)  $\times 2$  (discrepancy: discrepancy, no discrepancy) = 16 experimental conditions (Table 4.1.1). The sample consisted of 173 males and 353 females. Additionally, since the survey was distributed through several social media platforms, respondents represented a great variety of nationalities. Regarding the level of education, the majority of the subjects had an education level of bachelor's degree.

*Table 4.1.1 Experimental conditions*

Condition	Liking	Severity	Discrepancy	Brand Response
1	Like	High	Yes	Withdraw
2	Like	High	Yes	Stay
3	Like	High	No	Withdraw
4	Like	High	No	Stay
5	Like	Low	Yes	Withdraw
6	Like	Low	Yes	Stay
7	Like	Low	No	Withdraw
8	Like	Low	No	Stay
9	Dislike	High	Yes	Withdraw
10	Dislike	High	Yes	Stay
11	Dislike	High	No	Withdraw
12	Dislike	High	No	Stay
13	Dislike	Low	Yes	Withdraw
14	Dislike	Low	Yes	Stay
15	Dislike	Low	No	Withdraw
16	Dislike	Low	No	Stay

## 4.2 Stimulus, Manipulations and Procedure

To test the research questions, fictitious news articles were created with a fictitious sponsorship. Throughout the study, Adidas was used as the sponsor brand and the respondent itself typed the name of an athlete they greatly admire/dislike, which was further used as the sponsor object. By using this method it was possible to ensure that the respondent truly considered a real athlete which to a higher extent made the respondent relate to the questions throughout the survey and the news article provided.

Further, the controversial act done by the sponsor object in social media was fictitious. Moreover, to address the type of controversiality to use in the news article, five different social justice topics; sexual harassment, sexual orientation discrimination, racism, gender discrimination and mental and physical ability discrimination were presented to 29 respondents in a pre-test. Racism were rated as

the most severe controversial behavior, however it would be difficult to control for the participants nationality, and the nationality of the athlete they chose, and hence the perceived degree of racism. Thus, the behavior perceived to be the second most severe - sexual orientation discrimination - was chosen as the topic for the controversial behavior. This topic also made it easier to manipulate and make a trustworthy fictitious news story compared to racism.

The only real stimuli in this study was the sponsor object and the sponsor brand, which made it possible to manipulate certain aspects of the stimuli such as the factors liking, severity, brand response and discrepancy. Although the participants had to develop a sponsor brand and sponsor object relationship schema during the study, the procedure gave control over the experimentally relevant variables.

Eight different versions of the article were made in addition to two different conditions of liking (dislike/like), which sums up to a total of sixteen possible unique conditions. Through advanced randomization in Qualtrics, it was possible to make sure that the conditions were evenly presented to the participants. In addition, randomization of the sequence of the questions was used to control systematization bias. The survey also included the function of forced response, preventing the respondents to move forward without giving an answer.

#### **4.2.1 Manipulating Liking**

The liking of the athlete was made up of two conditions, one liking condition and one dislike condition. In the beginning of the survey participants were asked to think of an athlete they greatly admired/disliked and write down the name of that athlete in the text box below. The two conditions were randomized so that the respondents would only be exposed to one of them and answer the rest of the survey based on a liked or disliked athlete. The text box where the respondents wrote the name of the athlete was in Qualtrics coded as a Piped Text to be used in later questions and in the news article. Piped Text were used to remind the participants of the athlete they chose and to make the news article more realistic.

#### **4.2.2 Manipulating Severity**

Subjects were randomly presented with fictitious news articles with one of the two conditions concerning the severity of the controversial behavior (low, high). The

articles were manipulated to regard the athlete each respondent named in the survey. The severity of the controversial behavior was manipulated, and the respondents were presented with one of the two different versions of the tweet in the first paragraph, where one indicated low severity and another indicated high severity.

To test assumptions regarding the degree of severity, five different versions of sexual orientation discrimination tweets were presented to 18 respondents in a pretest to address the perceived level of severity. The respondents ranked the tweets from 1 to 5 where 1 was perceived as most severe and 5 the least severe statement. The results revealed which one would serve as the high severity and low severity manipulation condition. The statements in the tweets were inspired by actual incidents by celebrities to make sure that the content was believable. The low severity manipulation included a tweet stating that *“Standing in line at a coffee shop in LA talking with the man in front of me. He orders a skinny caramel latte. I couldn't tell he was gay!!!”*. The high severity tweet on the other hand stated that *“Being gay is like a curse, and you can't be on a sports team and be gay. It's just not right. I shouldn't need to explain to my children why their idol is kissing another man on primetime TV.”*

#### **4.2.3 Manipulating Brand Response**

Brand response was manipulated in the third paragraph of the news article, stating that Adidas either withdrew from the sponsorship or continued the sponsorship with the athlete. In the article where Adidas withdrew from the sponsorship, it was clearly stated that the reason for exiting was due to the sponsor object's controversial behavior in social media. In the article where Adidas continued the sponsorship, it was stated that the decision was based on the importance to support free speech rights even when they are controversial.

#### **4.2.4 Manipulating Brand Discrepancy**

To manipulate discrepancy, the core values of Adidas were manipulated so that the highlighted values were either in direct discrepancy with the controversial behavior or in no discrepancy with the controversial behavior. In the articles with discrepancy Adidas' core values were presented as “diversity” and “integrity”. These values are two of Adidas' real brand values, and were used as the discrepancy condition because

they directly contravene with the controversial behavior of sexual orientation discrimination. In the no discrepancy condition, the values used were “performance” and “passion”. These are also among Adidas’ real brand values and were chosen as they had the least direct connection with the controversial behavior of sexual orientation discrimination. The values were presented in the third paragraph in the article.

#### **4.2.5 Addressing fit**

After the respondents had named their chosen athlete and evaluated both the athlete and Adidas, questions regarding the fit between the two were presented. Fit was specifically addressed by asking respondents to evaluate their agreement on three questions adopted from Speed and Thompson (2000) on a 7-point likert scale, “*I think that there is a logical connection between Adidas and Piped Text*”, “*Piped Text and Adidas fit together well*” and “*It makes sense to me that Adidas sponsors Piped Text*” respectively. The questions were randomized and presented to the respondents before they were exposed to the manipulated news article.

#### **4.2.6 Procedure**

Before distributing the survey, a pretest was conducted to confirm that the survey and the questions were easily understood and measured what they were supposed to measure.

Participants accessed the study via Qualtrics and were randomly assigned to one of the sixteen conditions. The questionnaire consisted of five parts. In part one, the participants were asked to evaluate the brand Adidas, name an athlete they either greatly admire or greatly dislike (depending on their condition) and further evaluate the athlete. In addition, the respondents were asked to answer questions regarding the fit between Adidas and their chosen athlete.

In part two, through randomization participants were exposed to one out of the eight articles, and asked to read it carefully. The headline gave a short description of what had happened and mentioned the athlete's name and the incident. The lead paragraph was manipulated so that the athletes’ either posted a tweet with low degree of severity or a tweet with high degree of severity. The first paragraph explained the twitter incident further and established the controversial behavior as a very

homophobic statement. A fictitious picture of a screenshot of the tweet was presented between the first and the second paragraph. The second paragraph then demonstrated some of the comments on the tweet, both positive and negative. The comments stayed the same with every condition. Further, the third paragraph focused more on Adidas, and the brand's relation to the incident, in addition to addressing discrepancy and brand response.

The article ended with a sentence determining that the athlete had not yet commented on the incident or the sponsorship relationship with Adidas. Throughout the article "Adidas" was mentioned three times and the chosen athlete's name was mentioned ten times (including the comments on Twitter), so that the respondents would have sufficient exposure.

In part three, to make sure that data was only collected from respondents who read the stimuli (news article), a control question was presented that was related to the article to filter out insufficient respondents. Additionally, questions about the perceived severity of the behavior in the stimuli were provided. The respondents were asked to evaluate four statements "it's no big deal", "it's a very serious problem", "I personally don't care" and "it hurts me a great deal" respectively, on a 7-point likert scale from "strongly disagree" to "strongly agree". Further, the respondents were again asked to evaluate their chosen athlete and the brand Adidas, while taking into account what they had learned in the news article.

Part four included seven statements regarding political correctness and homosexual views. The statements were randomized and the respondents were asked to rate their agreement on a strongly disagree/strongly agree 7-point likert scale.

Lastly, in part five the respondents answered demographic questions including gender, age, nationality and level of education. In addition, the enrollment to the contest were placed in this section as well, however, only for norwegian participants. The last page in the survey clearly emphasized that the sponsorship relationship and the controversial behavior were fictitious and created exclusively for the purpose of this study.

### **4.3 Measuring brand image**

To measure the change in brand attitudes towards the sponsoring brand, Adidas, participants were asked to evaluate Adidas both before and after exposure of the

manipulated news article. This made it possible to get an overview if the manipulation changed the participants evaluation of Adidas. The items that were used to measure brand image were adopted from the Brand Personality Scale (BPS) developed by Aaker (1997). The participants were asked to evaluate the brand on a 7-point semantic differential scale as this is a good strategy for measuring attitudes or feelings. Six items were used, *bad/good*, *dishonest/honest*, *unlikeable/likeable*, *unidentifiable/identifiable*, *unreliable/reliable* and *unappealing/appealing* respectively. The items from BPS that were considered relevant were chosen, and the items that did not fit with the purpose of this study were excluded. Additionally, the Brand Personality Scale was chosen as a measurement of brand image on the basis of its ability to capture the human characteristics associated with a brand (Aaker, 1997).

## 5.0 Results

Based on the answers from the 526 respondents, the top five liked athletes and top five disliked athletes are presented in table 5.

*Table 5: Like/dislike Frequencies*

	<b>Athlete</b>	<b>Sport</b>	<b>Count</b>
<b>Like</b>			
	Johannes Høsflot Klæbo	Cross-country skier	46
	Lionel Messi	Soccer	15
	Cristiano Ronaldo	Soccer	15
	Kjetil Jansrud	Alpin ski race	14
	LeBron James	Basketball	7
<b>Dislike</b>			
	Christiano Ronaldo	Soccer	31
	Sergio Ramos	Soccer	10
	Lionel Messi	Soccer	8
	Martin Johnsrud Sundby	Cross-country skier	7
	Henrik Ingebritsen	Middle-distance runner	6

To sort the data, the different conditions were combined (Like/Dislike, Discrepancy\_No\_Yes, BR\_Withdraw\_Stay and Severity\_Low\_High) into one variable named CONDITION, where the numbers 1-16 represented each of the sixteen conditions the respondents were exposed to in the survey. The dependent variable, attitude towards the sponsor brand, were made out of the respondents' scores on the personality items (bad/good, dishonest/honest, unlikeable/likeable,

unidentifiable/identifiable, unreliable/reliable and unappealing/appealing) measured before and after exposure of the manipulated stimuli. The scores of these were further averaged (attitude scores after - attitude scores before = attitude change) to create one brand attitude variable (Brand\_Att\_Change,  $\alpha = .922$ ). To examine whether or not there existed group differences between the variable combinations, a one-way ANOVA with post-hoc Tukey HSD test was conducted with Brand\_Att\_Change as dependent and CONDITION as factor (Appendix 2). No significant effects were found ( $p > .05$ ). Thus, one could say that there are no significant differences between the groups. However, descriptives of ratings of Adidas before (Table 5.1) and after (Table 5.2) the exposure to the manipulated stimuli shows that the brand is evaluated less favorably after exposure. This means that a controversial behavior does negatively affect the sponsor's brand image. Thus, to get more detailed results, the independent variables were further analyzed separately using multiple linear regression.

*Table 5.1: Descriptives brand attitude before manipulation*

<i>Descriptive Statistics</i>						
	N	Minimum	Maximum	Mean	Std. Deviation	
Bad:Good	526	1	7	5.61	1.485	
Dishonest:Honest	526	1	7	5.21	1.457	
Unreliable:Reliable	526	1	7	5.55	1.397	
Unidentifiable:Identifiable	526	1	7	5.90	1.489	
Unlikeable:Likeable	526	1	7	5.66	1.536	
Unappealing:Appealing	526	1	7	5.64	1.477	
Valid N (listwise)	526					

*Table 5.2: Descriptives brand attitude after manipulation*

<i>Descriptive Statistics</i>						
	N	Minimum	Maximum	Mean	Std. Deviation	
Bad:Good	526	1	7	4.93	1.818	
Dishonest:Honest	526	1	7	4.91	1.810	
Unreliable:Reliable	526	1	7	4.87	1.815	
Unidentifiable:Identifiable	526	1	7	5.28	1.800	
Unlikeable:Likeable	526	1	7	4.90	1.841	
Unappealing:Appealing	526	1	7	4.84	1.858	
Valid N (listwise)	526					

## **5.1 Attitude towards the sponsor's brand image.**

A multiple regression analysis was conducted to see if any variable included in the study predicted the attitude towards the sponsor brand. As the analysis studies the attitude towards the sponsor brand, Brand\_Att\_Change were made as the dependent

variable. Further, the factors believed to moderate the relationship between the controversial behavior and the sponsor brand (Like/Dislike, Discrepancy\_No\_Yes, BR\_Withdraw\_Stay and Severity\_Low\_High) were included as independent variables. These are categorical variables and were consequently coded as Like = 1, Dislike = 2, Discrepancy\_No = 1, Discrepancy\_Yes = 2, Withdraw = 1, Stay = 2, Severity\_Low = 1, Severity\_High = 2. In addition, fit and the items concerning attitude towards political correctness and homosexuality were also included in the analysis as independent variables. Before running the regression analysis, the three items meant to measure fit were computed into one variable representing the fit dimension ( $\alpha = .916$ ), and the seven items measuring PC were used separately as its Cronbachs' Alpha  $> .70$ . The analysis therefore consisted of one dependent variable and twelve independent variables. Using the enter method, the results of the regression presented in table 5.1.1 indicated that the model explained 8.6% of the variance and the model was a significant predictor of the attitude towards the sponsor brand  $F(12, 513) = 4.001, p < .05$ , meaning that some of the variables in the model predicts the outcome.

RQ1 aimed to test whether a higher liking of the sponsor object will reduce the impact from a controversial behavior on the sponsor's brand image. When interpreting the unstandardized beta coefficient ( $\beta = -.046, p > .05$ ) results indicate that compared to the group with a liked sponsor object it would be expected that the group with a disliked sponsor object will be  $-.046$  lower in attitude towards the sponsor brand, on average, when all variables are held constant. This means that the more people dislike a chosen sponsor object, the more negative they will evaluate the brand. However, the p-value for Like/Dislike is not significant ( $p > .05$ ), hence a brand would not experience less harm from people who like compared to people that dislike a sponsor object. Liking does therefore not explain attitude towards the sponsor brand and RQ1 is therefore not supported.

RQ2 questioned if a higher level of perceived severity of a sponsor object's controversial behavior will influence the sponsor's brand image. The coefficients revealed ( $\beta = -.043, p > .05$ ) that a higher level of severity do decrease the evaluation of the brand by  $.043$ . However, no significant main effect between high and low severity of the controversiality were found ( $p > .05$ ), meaning that a low severe

controversiality has the same negative effect on brand attitudes as a high severe controversiality. The level of severity does therefore not predict the attitude towards the sponsor's brand. Consequently, RQ2 is not supported.

RQ3 aimed to uncover if the sponsor object's controversial behavior negatively affects the sponsor's brand image if the brand does not react to the controversial behavior (e.i. continuing the sponsorship deal). According to the output ( $\beta = -.453, p < .05$ ), when the sponsor brand stays in contrast to withdraws, the evaluation of the sponsor's brand decreases with .453 on average. Thus, whether the brand stays or withdraws from the sponsorship with the given sponsor object significantly affects the attitude, meaning that the controversial behavior will negatively affect the sponsor's brand image if they continue the sponsorship. Accordingly, RQ3 is supported. In addition, running a one-way ANOVA shows that both staying and withdrawing from the sponsorship yields negative effects (Appendix 3). However, continuing the sponsorship with the sponsor object gives more negative evaluation ( $N = 264, M = -.860, SD = 1.608$ ) than withdrawing from the sponsorship ( $N = 262, M = -.416, SD = 1.464$ ). Thus, the brand cannot experience positive evaluation by withdrawing, but it can lessen the damage the controversiality has on its brand image.

RQ4 sought to unveil if a withdrawal from a sponsorship where the sponsor object's controversial behavior was perceived to be of low severity causes more harm than good for the sponsor's brand image. A 2x2 between subjects factorial ANOVA with Severity\_Low\_High and BR\_Withdraw\_Stay as factors and Brand\_Att\_Change as dependent were computed (Appendix 4). The analysis showed that with low severity, the difference between withdraw and stay was small ( $M = -.505, SD = .137, M = -.690, SD = .133$ ). With high severity however, the differences were greater ( $M = -.335, SD = .131, M = -1.036, SD = .135$ ). Figure 5.1.1 illustrates the relationship. Furthermore, the results revealed support for RQ4, as there was a significant interaction effect between Severity\_Low\_High and BR\_Withdraw\_Stay  $F(1, 522) = 3.714, p < .05$ . In other words, the results show that for a sponsor brand, it is always better to withdraw from a sponsorship. However, the consequences are greater when the severity is low, as it causes more harm.

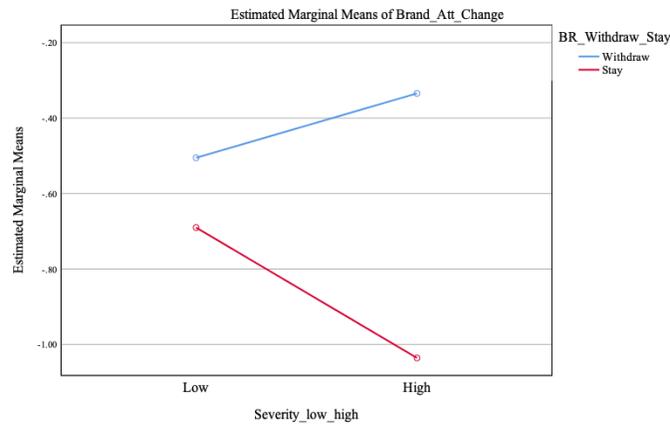


Figure 5.1.1: Means plot interaction effect

RQ5 aimed to reveal if a higher level of discrepancy between the controversial behavior and the sponsor's brand values negatively affect the sponsor's brand image. The output from table 5.1.1 indicates that when discrepancy is present, the evaluation of the sponsor's brand increases with .134 ( $\beta = .134, p > .05$ ). Meaning that when the action of the sponsor object's controversial behavior is in discrepancy with the sponsor's brand values, the sponsor's brand is evaluated more favorably. However, the p-value for discrepancy was greater than .05, and having discrepancy or not therefore yields the same outcome. Thus, discrepancy does not predict attitude towards the sponsor brand. Consequently, RQ5 is not supported.

RQ6 concerned if a higher level of fit between the sponsor object and the sponsor brand increases the negative impact from the controversial behavior on the sponsor's brand image. According to the output from table 5.1.1, the evaluation of the sponsor's brand increases with .024 when there is a high level of fit ( $\beta = .024, p > .05$ ). Nonetheless, the output did not find the values to be significant ( $p > .05$ ). Hence, a higher level of fit does not increase the negative impact from a controversial behavior. Consequently, the level of fit does not explain the relationship as it is not a significant predictor of the attitude towards the sponsor's brand image. Choosing a sponsor object based on fit will therefore not "save" the brand's image in case of a controversiality. Accordingly, RQ6 is not supported.

Table 5.1.1: Multiple Regression for Brand\_Att\_Change

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	-2.440	2.234		-1.092	.275
	Like/dislike	-.046	.144	-.015	-.318	.750
	Severity_low_high	-.043	.133	-.014	-.324	.746
	Discrepancy_No_Yes	.134	.132	.043	1.011	.313
	BR_Withdraw_Stay	-.453	.132	-.146	-3.424	.001
	Fit	.024	.040	.028	.608	.544
	Being around homosexuals sometimes makes me uncomfortable.	.107	.047	.109	2.275	.023
	I often feel sorry for homosexuals.	-.036	.038	-.041	-.941	.347
	Homosexuals should have the same legal rights as heterosexuals in all areas such as non-discrimination at work and the right to marry and have children.	.082	.050	.078	1.635	.103
	People who say demeaning or hateful things about other groups based on their religion, sexual orientation, race or ethnicity should be severely punished.	-.169	.043	-.178	-3.907	.000
	People should have the freedom to say politically incorrect things even if they hurt some individual or group.	.004	.044	.004	.092	.927
	We should forgive and forget politically incorrect statements of people if they apologize for them afterwards.	.074	.046	.074	1.591	.112
	Society has become too politically correct.	.029	.045	.029	.641	.522

Note: Fit for model  $R^2 = .086$ ,  $R^2_{adj} = .064$ ,  $F(12, 513) = 4.001$ ,  $p < .05$

Even though brand response was the only moderator that significantly predicts attitude towards the sponsor brand, other trends can be observed when conducting a one-way ANOVA (Appendix 5). Looking at Figure 5.1.2, differences in direction based on condition can be observed. Within Like/Dislike the dislike condition gives higher and more negative evaluation ( $N = 235$ ,  $M = -.715$ ,  $SD = 1.571$ ) than the like condition ( $N = 291$ ,  $M = -.577$ ,  $SD = 1.538$ ). Similarly, the condition of high severity gives more negative evaluation ( $N = 267$ ,  $M = -.676$ ,  $SD = 1.712$ ) than low severity ( $N = 259$ ,  $M = -.601$ ,  $SD = 1.372$ ), but the differences were remarkably low. Lastly, no discrepancy between brand values and sponsor object's behavior gave more negative evaluation ( $N = 268$ ,  $M = -.701$ ,  $SD = 1.593$ ) than

actually discrepancy ( $N = 258, M = -.574, SD = 1.510$ ). In other words, the sponsor’s brand was rated negatively in all conditions. However, when the respondents were exposed to either the dislike, low severity and no discrepancy condition, they overall evaluated Adidas more negatively than they did in their counterpart conditions.

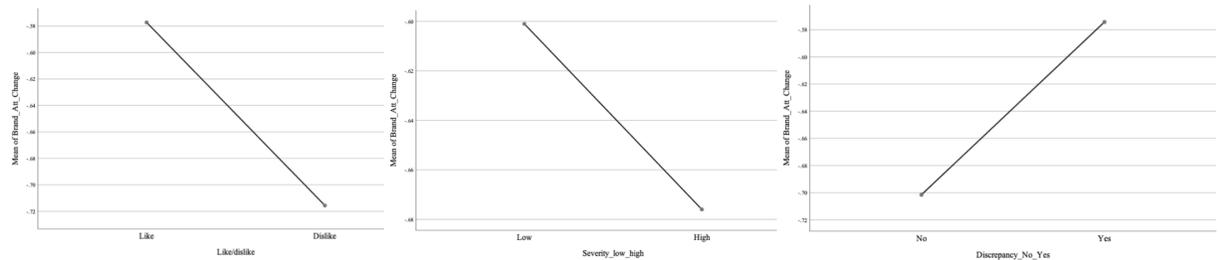


Figure 5.1.2: Means plots

Regarding the political correctness questions, two statements were found to be significant (“*Being around homosexuals sometimes makes me uncomfortable*” and “*People who say demeaning or hateful things about other groups based on their religion, sexual orientation, race or ethnicity should be severely punished*” ( $\beta = .107, p < .05$ ), ( $\beta = -.169, p < .05$ ) respectively). Accordingly, the more uncomfortable one is being around homosexuals, the more favorably they evaluated the brand. Additionally, a higher agreement with that “*people who say demeaning or hateful things should be severely punished*”, evaluated the brand more negatively. Hence, people’s agreement and/or viewpoint on political correctness do to some degree explain the relationship between a controversial behavior and the sponsor’s brand image.

In conclusion, Brand Response ( $\beta = -.453, p < .05$ ) and two political correctness statements significantly contributed to the model. However, the remaining nine predictors did not significantly contribute to the model ( $p > .05$ ).

## 5.2 Attitude towards the sponsor object

To analyze the attitude change towards the sponsor object, the six personality items meant to measure the attitude towards the sponsor object were computed into one variable (Object\_Att\_Change,  $\alpha = .899$ ). Further, by using Object\_Att\_Change as dependent variable and performing identical analysis as in section 5 and 5.1, output

revealed some interesting results. First, a one-way ANOVA with post-hoc Tukey HSD test was conducted with Object\_Att\_Change as dependent variable, and CONDITION as independent variable (Appendix 6). Compared to the results when using Brand\_Att\_Change as dependent, the post-hoc test showed significant results between certain of the groups ( $p < .05$ ), showing that there exist differences between the groups.

A multiple regression analysis identical to the one in section 5.1 was conducted to further analyze the data with attitude towards the sponsor object as dependent. Again, by using the enter method the results from the regression presented in table 5.2.1 indicated that the model explained 30.9% of the variance and the model was a significant predictor of the attitude towards the sponsor object  $F(12, 513) = 19.098, p < .05$ . Both Like/Dislike ( $\beta = 1.575, p < .05$ ) and Severity\_Low\_High ( $\beta = -.392, p < .05$ ) significantly contributed to the model along with six of the PC statements (*Being around homosexuals makes me uncomfortable*) ( $\beta = .077, p < .05$ ), *"I often feel sorry for homosexuals"* ( $\beta = -.077, p < .05$ ), *"Homosexuals should have the same legal rights as heterosexuals in all areas such as non-discrimination at work, and the right to marry and have children"* ( $\beta = -.098, p < .05$ ), *"People who say demeaning or hateful things about other groups based on their religion, sexual orientation, race or ethnicity should be severely punished"* ( $\beta = -.108, p < .05$ ), *"People should have the freedom to say politically incorrect things even if they hurt some individual or group"* ( $\beta = .130, p < .05$ ), and *"We should forgive and forget politically incorrect statements of people if they apologize for them afterwards"* ( $\beta = .126, p < .05$ )). Since a two-tailed test was used due to interest in both the positive and negative tails of the distribution, the PC statement *"Being around homosexuals makes me uncomfortable"* were accepted as significant with a p-value of .092. In short, the results indicate that political correctness explain the attitude towards sponsor object to a greater extent than with attitude towards the sponsor brand.

Table 5.2.1: Multiple Regression for Object\_Att\_Change

*Coefficients<sup>a</sup>*

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.634	2.161		-2.607	.009
	Like/dislike	1.575	.139	.454	11.343	.000
	Severity_low_high	-.392	.129	-.114	-3.051	.002
	Discrepancy_No_Yes	.147	.128	.043	1.148	.252
	BR_Withdraw_Stay	-.118	.128	-.034	-.924	.356
	Fit	.030	.038	.031	.777	.438
	Being around homosexuals sometimes makes me uncomfortable.	.077	.046	.070	1.687	.092
	I often feel sorry for homosexuals.	-.077	.037	-.078	-2.063	.040
	Homosexuals should have the same legal rights as heterosexuals in all areas such as non-discrimination at work and the right to marry and have children.	-.098	.049	-.084	-2.025	.043
	People who say demeaning or hateful things about other groups based on their religion, sexual orientation, race or ethnicity should be severely punished.	-.108	.042	-.102	-2.583	.010
	People should have the freedom to say politically incorrect things even if they hurt some individual or group.	.130	.042	.129	3.074	.002
	We should forgive and forget politically incorrect statements of people if they apologize for them afterwards.	.126	.045	.114	2.807	.005
	Society has become too politically correct.	.036	.043	.033	.831	.406

Note: Fit for model  $R^2 = .309$ ,  $R^2_{adj} = .293$ ,  $F(12, 513) = 19.098$ ,  $p < .05$

To conclude, for both the sponsor brand and the sponsor object - a controversial behavior will result in a more negative evaluation than before the incident. Additionally, none of the examined factors will be able to provide significant effects to turn the image positive.

Table 5.2.2: Summary of findings

Research Question	Description	Result
RQ1	<i>Will a higher liking of the sponsor object reduce the negative impact from a controversial behavior on the sponsor's brand image?</i>	Not supported
RQ2	<i>Will the perceived level of severity of a sponsor object's controversial behavior influence the sponsor's brand image, so that the more severe, the more harm?</i>	Not supported
RQ3	<i>Will the sponsor object's controversial behavior negatively affect the sponsor's brand image if the brand does not react to the controversial behavior (i.e. continuing the sponsorship deal)?</i>	Supported
RQ4	<i>If the perceived severity of the controversial behavior is low, will the termination from the sponsorship cause more harm than good for the sponsor's brand image?</i>	Supported
RQ5	<i>Will a higher level of discrepancy between the controversial behavior and the sponsor's brand values, negatively affect the sponsor's brand image?</i>	Not supported
RQ6	<i>Will a higher level of fit between the sponsor object and the sponsor brand increase the negative impact from the controversial behavior on the sponsor's brand image?</i>	Not supported

## 6.0 Discussion and implications

The present study aimed to address the effect a sponsor object's controversial behavior in social media has on the sponsor's brand image, by looking at the change in attitude towards the sponsor's brand. The findings can be useful for managers for several reasons.

First, the main finding was that brand response was a significant predictor of the evaluation of the sponsor's brand image. This suggests that brand response is a determining factor on how consumers perceive the sponsor's brand after a controversy, and results further show that staying is more damaging for the brand's image than withdrawing. It is arguable that this is because when a brand distances themselves from a controversy by withdrawing from a sponsorship, they signal no acceptance of that kind of behavior. However, withdrawing from the sponsorship will not save the brand's image - the present findings show that even though the brand was rated more positively when the brand withdrew from the sponsorship, the rating is nevertheless more negative than before the controversial incident. In other words - when a controversial incident occurs - the brand cannot

prevent negative image perceptions, but they can lessen the damage. Therefore, managers should carefully consider their response in case of a controversiality from the sponsor object. Results give reasons to recommend that the brand withdraws from a sponsorship if the object acts controversially on social media, and clearly communicate that the behavior is the reason for the withdrawal. This recommendation is especially relevant when the severity of the scandal is high.

Second, it provides managers with guidance when choosing a sponsor object. Liking, discrepancy and severity indicated that whether a brand uses a liked or disliked sponsor object, whether there is a discrepancy or not between the brand's values and the sponsor object's behavior, and whether the sponsor object is involved in a high or low severity scandal - the outcome stays the same. In other words, they all have a negative effect on brand attitudes. This contradicts Chien, Kelly & Weeks' (2016) theory suggesting that higher degree of severity will cause higher engagement to the controversial behavior. However, it supports previous findings stating that negative press regarding a celebrity's scandal causes damaging associations linked to the brand, and thus negatively influences consumer attitudes (Till & Shimp, 1998; Agyemang, 2011; Erdogan, 1999; Ferrand & Pages, 1999). Since brand response is the only moderator that directly concerns the brand's actions, it is natural that this has the most effect on the perceived image. The remaining moderators more directly concern the sponsor object and his behavior and can explain why liking and severity were significant predictors of the sponsor object's image and not the sponsor's brand image. Based on these results, managers can be recommended to mostly consider other aspects than whether the sponsor object is a well-liked or disliked person or whether the fit is high or low. Instead of liking, managers should debate considering other characteristics such as work ethics and morals as these might be more useful for the relationship to work.

Lastly, even though most of the present findings affect the sponsor object and not the sponsor brand, the brand should pay attention to the possible negative spillover effects emerged from the incident that taint the object's associations. An overall recommendation to managers is therefore to carefully consider the type of person they choose to collaborate with, as this study shows that there does not exist a perfect cure to fix the brand's image after a scandal. Hence, the importance of

spending enough time to find a sponsor object that will not exhibit controversial behavior in the first place should be highlighted.

## **7.0 Limitations and future research**

While this study found that the controversial incident presented in the stimuli were indeed perceived as controversial, it is important to note that these results might suffer from social desirability bias. Meaning that the respondents might answer what they believe the common folk would perceive as right or wrong. The same applies for the stimuli regarding political correctness. Further, since homosexuality is highly accepted by most communities in the Western World, a discrimination against homosexuals is seen as severe regardless. Thus, the severity measure in this study might be biased as the level of severity in the Tweets were measured in relation to each other and not each Tweet isolated in the pretest. Hence, the Tweet measured as low severe might have been perceived with a different level of severity than it initially was. Future research could shed more light on this theme by performing a similar study with a more polarized topic such as gun violence or immigration, as this might provide interesting results. Furthermore, one could look at the differences between countries, cultures and political standpoint to further investigate divergence.

It is possible that the survey in total had a too ambitious design and too many conditions, which required a high number of respondents. Even though the statistically required number was met, we believe that a higher number of respondents would give both more and stronger results. With few respondents in each condition, the answer of one single respondent greatly affects the data, which weakens the results's reliability. Additionally, data in Qualtrics showed that a great amount of respondents did not complete the survey, which signals that the survey might have been a bit too long or too difficult. Therefore, future research can possibly include more respondents in a simplified design.

Furthermore, the article consisted of three different manipulations; severity, discrepancy and brand response. Hence, it would be reasonable to assume that it was demanding for the respondents to consider all aspects when making up a holistic opinion about the sponsor object and sponsor brand. Especially the manipulation of

discrepancy could have been difficult to notice as it was only manipulated by a short sentence in the middle of the article. It might have been optimistic to believe that the respondents would notice a few words describing Adidas' values, and thereby determining if those words contradict with the behavior of the sponsor object.

The respondents in the dislike condition were asked to name an athlete they dislike. It is possible to believe that some respondents might have struggled with this part, especially the respondents who are not really into sports and did not especially dislike any athlete.

Lastly, future research should further explore the aspects of duration and spillover effects. Since the present study measures attitude change within the same survey and thus same time period, there are possible unrevealed effects yet to be found. Theory states that a long-term sponsorship relationship will create the perception that a seemingly unrelated collaboration will be seen as fitting because of the sponsorship link that has been created over time (Olson & Thjømmøe, 2011). Therefore, this phenomenon can possibly create spillover effects of associations from the sponsor object's changing image to the sponsor brand. In addition, researchers might find interesting results by looking at a real contraversality case than a fictitious one. Hence, researchers should be motivated to do a similar study with a real case, and measure the attitude change over a longer period of time.

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## 9.0 Appendices

### *Appendix 1: Survey*

---

#### Start of Block: Intro

Dear participant,

Thank you for participating in this study.

The study aims at investigating sponsorships and will take approximately 6 minutes.

The survey is anonymous, and all data will be treated confidentially.

There are no right or wrong answers, we are merely interested in your honest opinions.

Participating in this study is voluntary, and you have the right to withdraw at any time.

Click the "next" button once you are ready to start!

#### End of Block: Intro

---

#### Start of Block: Evaluate Adidas



Please evaluate the brand Adidas using the scale below  
 I think that Adidas is:

	1	2	3	4	5	6	7	
Bad	<input type="radio"/>	Good						
Dishonest	<input type="radio"/>	Honest						
Unreliable	<input type="radio"/>	Reliable						
Unidentifiable	<input type="radio"/>	Identifiable						
Unlikeable	<input type="radio"/>	Likeable						
Unappealing	<input type="radio"/>	Appealing						

End of Block: Evaluate Adidas

---

Start of Block: Liking

**Please think of a male athlete you greatly admire that has not retired from active competition.**

-----

**Please think of a male athlete you greatly dislike that has not retired from active competition.**

-----

Write the name of this athlete here.

\_\_\_\_\_

End of Block: Liking

---

Start of Block: Sponsor object



Please evaluate  $\{Q51/ChoiceTextEntryValue\}$  using the scale below

I think that  $\{Q51/ChoiceTextEntryValue\}$  is:

	1	2	3	4	5	6	7	
Bad	<input type="radio"/>	Good						
Unidentifiable	<input type="radio"/>	Identifiable						
Dishonest	<input type="radio"/>	Honest						
Unreliable	<input type="radio"/>	Reliable						
Unlikeable	<input type="radio"/>	Likeable						
Unappealing	<input type="radio"/>	Appealing						

End of Block: Sponsor object

Start of Block: Admire/Fit

**Adidas, one of the world's largest multinational sportswear manufacturer, recently announced a sponsorship deal with  $\{Q51/ChoiceTextEntryValue\}$  for the upcoming season.**

Please answer the following questions related to Adidas' sponsorship of  $\{Q51/ChoiceTextEntryValue\}$

-----

I think that there is a logical connection between Adidas and  $\${Q51/ChoiceTextEntryValue}$

- Strongly disagree
  - Disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Agree
  - Strongly agree
- 

$\${Q51/ChoiceTextEntryValue}$  and Adidas fit together well

- Strongly disagree
  - Disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Agree
  - Strongly agree
-

It makes sense to me that Adidas sponsors  $\{Q51/ChoiceTextEntryValue\}$

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

**End of Block: Admire/Fit**

---

**Start of Block: Info**

On the next page, you will be presented with a news article. It is important for the completion of this study that you read the article carefully, as you will be asked questions related to it later.

**End of Block: Info**

---

**Start of Block: Conditions**

*Condition 1: Low severity, no discrepancy, withdraw*

## **§{Q51/ChoiceTextEntryValue} RECEIVES CRITICISM AFTER TWITTER INCIDENT**

**§{Q51/ChoiceTextEntryValue} criticized in social media after a shocking gay-shaming Tweet.**

§{Q51/ChoiceTextEntryValue} has received a lot of negative attention in social media for posting what his critics say is a very homophobic statement on Twitter. On March 12., the athlete Tweeted “Standing in line at a coffee shop in LA talking with the man in front of me. He orders a skinny caramel latte. I couldn't tell he was gay!!!”



The tweet caused an explosion of angry replies such as “@§{Q51/ChoiceTextEntryValue}, are you genuinely homophobic? How can you be so narrow-minded?” and “@§{Q51/ChoiceTextEntryValue}, this is one hundred percent discriminating to all homosexual people out there”. The controversy also led to some supportive comments from §{Q51/ChoiceTextEntryValue}'s fans such as “Come on people, it was just a stupid Tweet. Relax!!” one wrote. Another wrote “Can people stop taking everything so god damn serious. Jeeez”. The few such supportive replies, however, were greatly overwhelmed by the large number of negative comments.

The critics also expressed anger at Adidas, saying their new sponsorship of §{Q51/ChoiceTextEntryValue} directly contradicts their stated corporate values of performance and passion, and strongly suggested that the sports equipment company end their sponsorship agreement with §{Q51/ChoiceTextEntryValue}. In response, Adidas released a statement saying they were "fully committed to equal treatment and rights to all people regardless of their religion, sexual orientation, race or ethnicity", and that they were immediately terminating their relationship with §{Q51/ChoiceTextEntryValue}.

[\\${Q51/ChoiceTextEntryValue}](#) has so far not issued any comment about the controversy or the termination of the sponsorship with Adidas.

---

*Condition 2: Low severity, no discrepancy, stay*

## **§{Q51/ChoiceTextEntryValue} RECEIVES CRITICISM AFTER TWITTER INCIDENT**

### **§{Q51/ChoiceTextEntryValue} criticized in social media after a shocking gay-shaming Tweet.**

§{Q51/ChoiceTextEntryValue} has received a lot of negative attention in social media for posting what his critics say is a very homophobic statement on Twitter. On March 12., the athlete Tweeted “Standing in line at a coffee shop in LA talking with the man in front of me. He orders a skinny caramel latte. I couldn't tell he was gay!!!”



The tweet caused an explosion of angry replies such as “@§{Q51/ChoiceTextEntryValue}, are you genuinely homophobic? How can you be so narrow-minded?” and “@§{Q51/ChoiceTextEntryValue}, this is one hundred percent discriminating to all homosexual people out there”. The controversy also led to some supportive comments from §{Q51/ChoiceTextEntryValue}'s fans such as “Come on people, it was just a stupid Tweet. Relax!!” one wrote. Another wrote “Can people stop taking everything so god damn serious. Jeeez”. The few such supportive replies, however, were greatly overwhelmed by the large number of negative comments.

The critics also expressed anger at Adidas, saying their new sponsorship of §{Q51/ChoiceTextEntryValue} directly contradicts their stated corporate values of performance and passion, and strongly suggested that the sports equipment company end their sponsorship agreement with §{Q51/ChoiceTextEntryValue}. In response to the incident, Adidas announced their continued support for §{Q51/ChoiceTextEntryValue}, and that it is important to support free speech rights even when speech is controversial.

§{Q51/ChoiceTextEntryValue} has so far not issued any comment about the controversy or the continued sponsorship with Adidas.

*Condition 3: Low severity, discrepancy, stay*

## **\${Q51/ChoiceTextEntryValue} RECEIVES CRITICISM AFTER TWITTER INCIDENT**

**\${Q51/ChoiceTextEntryValue} criticized in social media after a shocking gay-shaming Tweet.**

**\${Q51/ChoiceTextEntryValue}** has received a lot of negative attention in social media for posting what his critics say is a very homophobic statement on Twitter. On March 12., the athlete Tweeted “Standing in line at a coffee shop in LA talking with the man in front of me. He orders a skinny caramel latte. I couldn't tell he was gay!!!”



The tweet caused an explosion of angry replies such as “@\${Q51/ChoiceTextEntryValue}, are you genuinely homophobic? How can you be so narrow-minded?” and “@\${Q51/ChoiceTextEntryValue}, this is one hundred percent discriminating to all homosexual people out there”. The controversy also led to some supportive comments from **\${Q51/ChoiceTextEntryValue}**'s fans such as “Come on people, it was just a stupid Tweet. Relax!!” one wrote. Another wrote “Can people stop taking everything so god damn serious. Jeeez”. The few such supportive replies, however, were greatly overwhelmed by the large number of negative comments.

The critics also expressed anger at Adidas, saying their new sponsorship of **\${Q51/ChoiceTextEntryValue}** directly contradicts their stated corporate values of diversity and integrity, and strongly suggested that the sports equipment company end their sponsorship agreement with **\${Q51/ChoiceTextEntryValue}**. In response to the incident, Adidas announced their continued support for **\${Q51/ChoiceTextEntryValue}**, and that it is important to support free speech rights even when speech is controversial.

**\${Q51/ChoiceTextEntryValue}** has so far not issued any comment about the controversy or the continued sponsorship with Adidas.

*Condition 4: Low severity, discrepancy, withdraw*

## **#{Q51/ChoiceTextEntryValue} RECEIVES CRITICISM AFTER TWITTER INCIDENT**

**#{Q51/ChoiceTextEntryValue} criticized in social media after a shocking gay-shaming Tweet.**

#{Q51/ChoiceTextEntryValue} has received a lot of negative attention in social media for posting what his critics say is a very homophobic statement on Twitter. On March 12., the athlete Tweeted “Standing in line at a coffee shop in LA talking with the man in front of me. He orders a skinny caramel latte. I couldn't tell he was gay!!!”



The tweet caused an explosion of angry replies such as “@#{Q51/ChoiceTextEntryValue}, are you genuinely homophobic? How can you be so narrow-minded?” and “@#{Q51/ChoiceTextEntryValue}, this is one hundred percent discriminating to all homosexual people out there”. The controversy also led to some supportive comments from #{Q51/ChoiceTextEntryValue}'s fans such as “Come on people, it was just a stupid Tweet. Relax!!!” one wrote. Another wrote “Can people stop taking everything so god damn serious. Jeeez”. The few such supportive replies, however, were greatly overwhelmed by the large number of negative comments.

The critics also expressed anger at Adidas, saying their new sponsorship of #{Q51/ChoiceTextEntryValue} directly contradicts their stated corporate values of diversity and integrity, and strongly suggested that the sports equipment company end their sponsorship agreement with #{Q51/ChoiceTextEntryValue}. In response, Adidas released a statement saying they were "fully committed to equal treatment and rights to all people regardless of their religion, sexual orientation, race or ethnicity",

and that they were immediately terminating their relationship with \${Q51/ChoiceTextEntryValue}.

\${Q51/ChoiceTextEntryValue} has so far not issued any comment about the controversy or the termination of the sponsorship with Adidas.

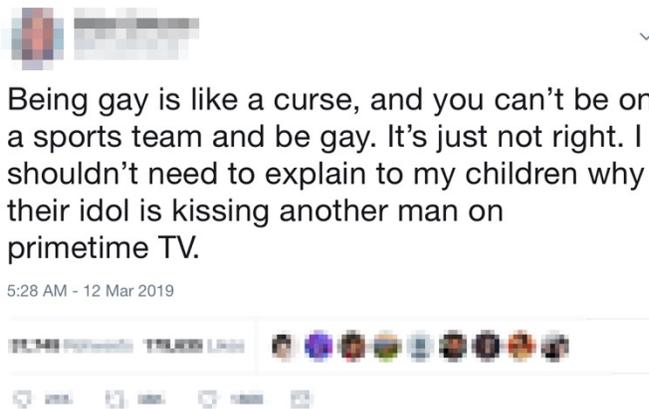
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*Condition 5) High severity, no discrepancy, withdraw*

## **`{Q51/ChoiceTextEntryValue}` RECEIVES CRITICISM AFTER TWITTER INCIDENT**

### **`{Q51/ChoiceTextEntryValue}` criticized in social media after a shocking gay-shaming Tweet.**

`{Q51/ChoiceTextEntryValue}` has received a lot of negative attention in social media for posting what his critics say is a very homophobic statement on Twitter. On March 12., the athlete Tweeted “Being gay is like a curse, and you can’t be on a sports team and be gay. It’s just not right. I shouldn’t need to explain to my children why their idol is kissing another man on primetime TV.”



The tweet caused an explosion of angry replies such as “@`{Q51/ChoiceTextEntryValue}`, are you genuinely homophobic? How can you be so narrow-minded?” and “@`{Q51/ChoiceTextEntryValue}`, this is one hundred percent discriminating to all homosexual people out there”. The controversy also led to some supportive comments from `{Q51/ChoiceTextEntryValue}`'s fans such as “Come on people, it was just a stupid Tweet. Relax!!” one wrote. Another wrote “Can people stop taking everything so god damn serious. Jeeez”. The few such supportive replies, however, were greatly overwhelmed by the large number of negative comments.

The critics also expressed anger at Adidas, saying their new sponsorship of `{Q51/ChoiceTextEntryValue}` directly contradicts their stated corporate values of performance and passion, and strongly suggested that the sports equipment company end their sponsorship agreement with `{Q51/ChoiceTextEntryValue}`. In response, Adidas released a statement saying they were “fully committed to equal treatment and rights to all people regardless of their religion, sexual orientation, race or ethnicity”,

and that they were immediately terminating their relationship with \${Q51/ChoiceTextEntryValue}.

\${Q51/ChoiceTextEntryValue} has so far not issued any comment about the controversy or the termination of the sponsorship with Adidas.

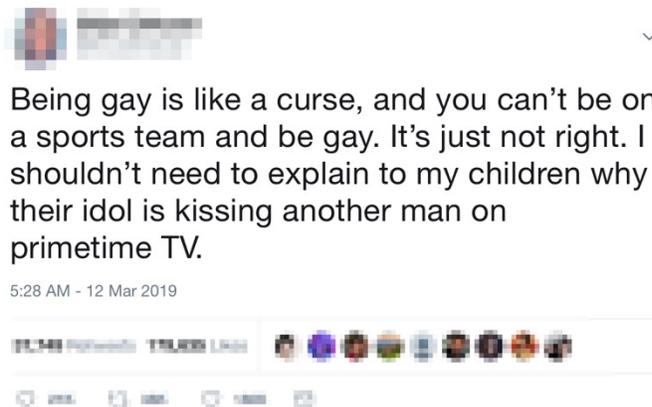
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*Condition 6: High severity, discrepancy, withdraw*

## **}\${Q51/ChoiceTextEntryValue} RECEIVES CRITICISM AFTER TWITTER INCIDENT**

### **}\${Q51/ChoiceTextEntryValue} criticized in social media after a shocking gay-shaming Tweet.**

}\${Q51/ChoiceTextEntryValue} has received a lot of negative attention in social media for posting what his critics say is a very homophobic statement on Twitter. On March 12., the athlete Tweeted “Being gay is like a curse, and you can’t be on a sports team and be gay. It’s just not right. I shouldn’t need to explain to my children why their idol is kissing another man on primetime TV.”



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and that they were immediately terminating their relationship with \${Q51/ChoiceTextEntryValue}.

\${Q51/ChoiceTextEntryValue} has so far not issued any comment about the controversy or the termination of the sponsorship with Adidas.

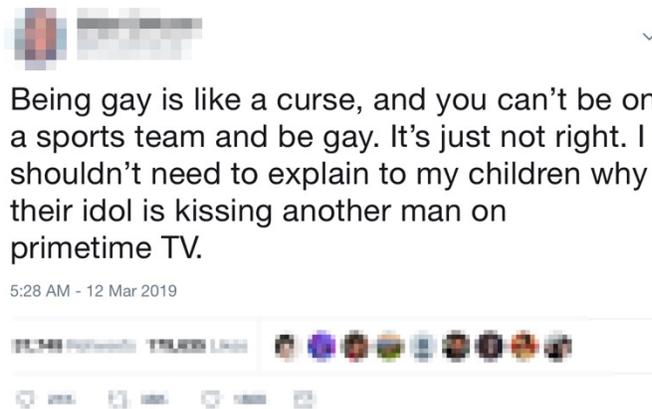
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*Condition 7: High severity, discrepancy, stay*

## **#{Q51/ChoiceTextEntryValue} RECEIVES CRITICISM AFTER TWITTER INCIDENT**

### **#{Q51/ChoiceTextEntryValue} criticized in social media after a shocking gay-shaming Tweet.**

#{Q51/ChoiceTextEntryValue} has received a lot of negative attention in social media for posting what his critics say is a very homophobic statement on Twitter. On March 12., the athlete Tweeted “Being gay is like a curse, and you can’t be on a sports team and be gay. It’s just not right. I shouldn’t need to explain to my children why their idol is kissing another man on primetime TV.”



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The critics also expressed anger at Adidas, saying their new sponsorship of #{Q51/ChoiceTextEntryValue} directly contradicts their stated corporate values of diversity and integrity, and strongly suggested that the sports equipment company end their sponsorship agreement with #{Q51/ChoiceTextEntryValue}. In response to the incident, Adidas announced their continued support

for [§{Q51/ChoiceTextEntryValue}](#) and that it is important to support free speech rights even when speech is controversial.

[§{Q51/ChoiceTextEntryValue}](#) has so far not issued any comment about the controversy or the continued sponsorship with Adidas.

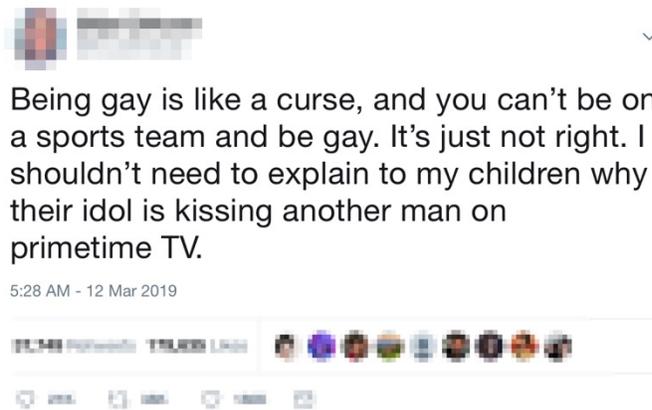
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*Condition 8: High severity, no discrepancy, stay*

## **§{Q51/ChoiceTextEntryValue} RECEIVES CRITICISM AFTER TWITTER INCIDENT**

### **§{Q51/ChoiceTextEntryValue} criticized in social media after a shocking gay-shaming Tweet.**

§{Q51/ChoiceTextEntryValue} has received a lot of negative attention in social media for posting what his critics say is a very homophobic statement on Twitter. On March 12., the athlete Tweeted “Being gay is like a curse, and you can’t be on a sports team and be gay. It’s just not right. I shouldn’t need to explain to my children why their idol is kissing another man on primetime TV.”



The tweet caused an explosion of angry replies such as “@§{Q51/ChoiceTextEntryValue}, are you genuinely homophobic? How can you be so narrow-minded?” and “@§{Q51/ChoiceTextEntryValue}, this is one hundred percent discriminating to all homosexual people out there”. The controversy also led to some supportive comments from §{Q51/ChoiceTextEntryValue}'s fans such as “Come on people, it was just a stupid Tweet. Relax!” one wrote. Another wrote “Can people stop taking everything so god damn serious. Jeeez”. The few such supportive replies, however, were greatly overwhelmed by the large number of negative comments.

The critics also expressed anger at Adidas, saying their new sponsorship of §{Q51/ChoiceTextEntryValue} directly contradicts their stated corporate values of performance and passion, and strongly suggested that the sports equipment company end their sponsorship agreement with §{Q51/ChoiceTextEntryValue}. In response to the incident, Adidas announced their continued support

for  $\{Q51/ChoiceTextEntryValue\}$  and that it is important to support free speech rights even when speech is controversial.

$\{Q51/ChoiceTextEntryValue\}$  has so far not issued any comment about the controversy or the continued sponsorship with Adidas.

**End of Block: Conditions**

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**Start of Block: Severity**



In which channel did  $\{Q51/ChoiceTextEntryValue\}$  post?

- Twitter
- Instagram
- Facebook
- LinkedIn
- Snapchat



How would you rate the severity of  $\{Q51/ChoiceTextEntryValue\}$ 's behavior depicted in the news story?

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
It's no big deal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's a very serious problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I personally don't care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It hurts me a great deal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Severity

Start of Block: Sponsor object after



After what you learned in the news article, please evaluate  $\{Q51/ChoiceTextEntryValue\}$  using the scale below

I think that  $\{Q51/ChoiceTextEntryValue\}$  is:

	1	2	3	4	5	6	7	
Bad	<input type="radio"/>	Good						
Unidentifiable	<input type="radio"/>	Identifiable						
Unappealing	<input type="radio"/>	Appealing						
Dishonest	<input type="radio"/>	Honest						
Unreliable	<input type="radio"/>	Reliable						
Unlikeable	<input type="radio"/>	Likeable						

End of Block: Sponsor object after

Start of Block: Adidas after



After what you learned in the news article, please evaluate the brand Adidas using the scale below

I think that Adidas is:

	1	2	3	4	5	6	7	
Dishonest	<input type="radio"/>	Honest						
Unidentifiable	<input type="radio"/>	Identifiable						
Unlikeable	<input type="radio"/>	Likeable						
Unappealing	<input type="radio"/>	Appealing						
Bad	<input type="radio"/>	Good						
Unreliable	<input type="radio"/>	Reliable						

**End of Block: Adidas after**

---

**Start of Block: PC**

Please evaluate your agreement with the following statements

-----

Being around homosexuals sometimes makes me uncomfortable.

- Strongly disagree
  - Disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Agree
  - Strongly agree
- 

I often feel sorry for homosexuals.

- Strongly disagree
  - Disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Agree
  - Strongly agree
-

Homosexuals should have the same legal rights as heterosexuals in all areas such as non-discrimination at work, and the right to marry and have children.

- Strongly disagree
  - Disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Agree
  - Strongly agree
- 

People who say demeaning or hateful things about other groups based on their religion, sexual orientation, race, or ethnicity should be severely punished.

- Strongly disagree
  - Disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Agree
  - Strongly agree
-

People should have the freedom to say politically incorrect things even if they hurt some individual or group.

- Strongly disagree
  - Disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Agree
  - Strongly agree
- 

We should forgive and forget politically incorrect statements of people if they apologize for them afterwards.

- Strongly disagree
  - Disagree
  - Somewhat disagree
  - Neither agree nor disagree
  - Somewhat agree
  - Agree
  - Strongly agree
-

Society has become too politically correct.

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

**End of Block: PC**

---

**Start of Block: Demographics**

**Gender**

- Male
  - Female
- 

**What is your age?**

---

---

**What is your nationality?**

---

---

Level of education

- Lower than high school
  - High school
  - Bachelor's degree
  - Master's degree
  - PhD
- 

**Påskekonkurranse!**

**Write down your e-mail in the text box below if you want to participate in the contest of winning a bag full of candy.** Your e-mail will only be used to draw a winner and as contact information if you win. All data will be stored separately from the questionnaire and destroyed upon the prize allocation.

PS! only for participants living in Norway.

---

End of Block: Demographics

---

Start of Block: End

The news article that you read, the sponsorship relationship between `#{Q51/ChoiceTextEntryValue}` and Adidas, and the behavior of `#{Q51/ChoiceTextEntryValue}` are fictitious and made up only for the purpose of this study.

End of Block: End

**Appendix 2: One-way ANOVA with Post Hoc Tests (Sponsor Brand Attitude)**

*ANOVA*

Brand Att Change

	Sum of Squares	df	Mean Square	F
Between Groups	59.439	15	3.963	1.674
Within Groups	1207.078	510	2.367	
Total	1266.517	525		

*Multiple Comparisons*

Dependent Variable: Brand\_Att\_Change

Tukey HSD

(I) CONDITION	(J) CONDITION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Like, High, Yes, Withdraw	Like, High, Yes, Stay	.70002	.34411	.805	-.4849	1.8849
	Like, High, No, Withdraw	.17755	.36616	1.000	-1.0833	1.4384
	Like, High, No, Stay	1.11430	.35685	.126	-.1145	2.3431
	Like, Low, Yes, Withdraw	.53239	.36616	.987	-.7285	1.7932
	Like, Low, Yes, Stay	.33205	.34643	1.000	-.8608	1.5249
	Like, Low, No, Withdraw	.06626	.34190	1.000	-1.1110	1.2436
	Like, Low, No, Stay	.58833	.34885	.950	-.6129	1.7896
	Dislike, High, Yes, Withdraw	.01031	.37717	1.000	-1.2884	1.3090
	Dislike, High, Yes, Stay	.68888	.37717	.906	-.6099	1.9876
	Dislike, High, No, Withdraw	.52527	.34885	.982	-.6760	1.7265
	Dislike, High, No, Stay	1.05649	.37329	.255	-.2289	2.3419
	Dislike, Low, Yes, Withdraw	.73848	.38130	.858	-.5745	2.0514
	Dislike, Low, Yes, Stay	.51626	.38569	.994	-.8118	1.8443
	Dislike, Low, No, Withdraw	.19527	.38130	1.000	-1.1177	1.5082
Dislike, Low, No, Stay	.74353	.35979	.785	-.4954	1.9824	
Like, High, Yes, Stay	Like, High, Yes, Withdraw	-.70002	.34411	.805	-1.8849	.4849
	Like, High, No, Withdraw	-.52247	.37018	.990	-1.7972	.7522
	Like, High, No, Stay	.41428	.36097	.999	-.8287	1.6572
	Like, Low, Yes, Withdraw	-.16763	.37018	1.000	-1.4423	1.1071
	Like, Low, Yes, Stay	-.36797	.35067	1.000	-1.5755	.8395
	Like, Low, No, Withdraw	-.63376	.34621	.904	-1.8259	.5584
	Like, Low, No, Stay	-.11169	.35307	1.000	-1.3274	1.1041
	Dislike, High, Yes, Withdraw	-.68971	.38107	.912	-2.0019	.6225
	Dislike, High, Yes, Stay	-.01114	.38107	1.000	-1.3233	1.3010
	Dislike, High, No, Withdraw	-.17475	.35307	1.000	-1.3905	1.0410
	Dislike, High, No, Stay	.35647	.37723	1.000	-.9425	1.6554
	Dislike, Low, Yes, Withdraw	.03846	.38516	1.000	-1.2878	1.3647
	Dislike, Low, Yes, Stay	-.18376	.38951	1.000	-1.5250	1.1575
	Dislike, Low, No, Withdraw	-.50475	.38516	.995	-1.8310	.8215
Dislike, Low, No, Stay	.04351	.36388	1.000	-1.2095	1.2965	
Like, High, No, Withdraw	Like, High, Yes, Withdraw	-.17755	.36616	1.000	-1.4384	1.0833
	Like, High, Yes, Stay	.52247	.37018	.990	-.7522	1.7972
	Like, High, No, Stay	.93675	.38205	.509	-.3788	2.2523
	Like, Low, Yes, Withdraw	.35484	.39077	1.000	-.9907	1.7004
	Like, Low, Yes, Stay	.15450	.37234	1.000	-1.1276	1.4366
	Like, Low, No, Withdraw	-.11129	.36813	1.000	-1.3789	1.1563
	Like, Low, No, Stay	.41078	.37459	.999	-.8791	1.7006
	Dislike, High, Yes, Withdraw	-.16724	.40110	1.000	-1.5484	1.2139
	Dislike, High, Yes, Stay	.51133	.40110	.997	-.8698	1.8925
	Dislike, High, No, Withdraw	.34772	.37459	1.000	-.9421	1.6376
	Dislike, High, No, Stay	.87894	.39745	.689	-.4896	2.2475

	Dislike, Low, Yes, Withdraw	.56093	.40498	.992	-.8336	1.9554
	Dislike, Low, Yes, Stay	.33871	.40912	1.000	-1.0701	1.7475
	Dislike, Low, No, Withdraw	.01772	.40498	1.000	-1.3768	1.4122
	Dislike, Low, No, Stay	.56598	.38480	.985	-.7590	1.8910
Like, High, No, Stay	Like, High, Yes, Withdraw	-1.11430	.35685	.126	-2.3431	.1145
	Like, High, Yes, Stay	-.41428	.36097	.999	-1.6572	.8287
	Like, High, No, Withdraw	-.93675	.38205	.509	-2.2523	.3788
	Like, Low, Yes, Withdraw	-.58191	.38205	.979	-1.8975	.7336
	Like, Low, Yes, Stay	-.78225	.36318	.729	-2.0328	.4683
	Like, Low, No, Withdraw	-1.04804	.35886	.209	-2.2837	.1877
	Like, Low, No, Stay	-.52597	.36549	.988	-1.7845	.7325
	Dislike, High, Yes, Withdraw	-1.10399	.39261	.266	-2.4559	.2479
	Dislike, High, Yes, Stay	-.42542	.39261	.999	-1.7773	.9265
	Dislike, High, No, Withdraw	-.58903	.36549	.966	-1.8475	.6695
	Dislike, High, No, Stay	-.05781	.38888	1.000	-1.3969	1.2812
	Dislike, Low, Yes, Withdraw	-.37582	.39658	1.000	-1.7414	.9897
	Dislike, Low, Yes, Stay	-.59804	.40080	.983	-1.9782	.7821
	Dislike, Low, No, Withdraw	-.91903	.39658	.611	-2.2846	.4465
	Dislike, Low, No, Stay	-.37077	.37594	1.000	-1.6653	.9238
Like, Low, Yes, Withdraw	Like, High, Yes, Withdraw	-.53239	.36616	.987	-1.7932	.7285
	Like, High, Yes, Stay	.16763	.37018	1.000	-1.1071	1.4423
	Like, High, No, Withdraw	-.35484	.39077	1.000	-1.7004	.9907
	Like, High, No, Stay	.58191	.38205	.979	-.7336	1.8975
	Like, Low, Yes, Stay	-.20034	.37234	1.000	-1.4824	1.0818
	Like, Low, No, Withdraw	-.46613	.36813	.997	-1.7337	.8015
	Like, Low, No, Stay	.05594	.37459	1.000	-1.2339	1.3458
	Dislike, High, Yes, Withdraw	-.52208	.40110	.996	-1.9032	.8590
	Dislike, High, Yes, Stay	.15649	.40110	1.000	-1.2246	1.5376
	Dislike, High, No, Withdraw	-.00712	.37459	1.000	-1.2970	1.2827
	Dislike, High, No, Stay	.52410	.39745	.995	-.8445	1.8927
	Dislike, Low, Yes, Withdraw	.20609	.40498	1.000	-1.1884	1.6006
	Dislike, Low, Yes, Stay	-.01613	.40912	1.000	-1.4249	1.3926
	Dislike, Low, No, Withdraw	-.33712	.40498	1.000	-1.7316	1.0574
	Dislike, Low, No, Stay	.21114	.38480	1.000	-1.1139	1.5362
Like, Low, Yes, Stay	Like, High, Yes, Withdraw	-.33205	.34643	1.000	-1.5249	.8608
	Like, High, Yes, Stay	.36797	.35067	1.000	-.8395	1.5755
	Like, High, No, Withdraw	-.15450	.37234	1.000	-1.4366	1.1276
	Like, High, No, Stay	.78225	.36318	.729	-.4683	2.0328
	Like, Low, Yes, Withdraw	.20034	.37234	1.000	-1.0818	1.4824
	Like, Low, No, Withdraw	-.26579	.34850	1.000	-1.4658	.9342
	Like, Low, No, Stay	.25628	.35532	1.000	-.9672	1.4798
	Dislike, High, Yes, Withdraw	-.32174	.38316	1.000	-1.6411	.9976
	Dislike, High, Yes, Stay	.35683	.38316	1.000	-.9625	1.6762
	Dislike, High, No, Withdraw	.19322	.35532	1.000	-1.0303	1.4167
	Dislike, High, No, Stay	.72444	.37934	.871	-.5818	2.0307
	Dislike, Low, Yes, Withdraw	.40643	.38723	1.000	-.9269	1.7398
	Dislike, Low, Yes, Stay	.18421	.39156	1.000	-1.1641	1.5325
	Dislike, Low, No, Withdraw	-.13678	.38723	1.000	-1.4701	1.1966
	Dislike, Low, No, Stay	.41148	.36607	.999	-.8490	1.6720
Like, Low, No, Withdraw	Like, High, Yes, Withdraw	-.06626	.34190	1.000	-1.2436	1.1110
	Like, High, Yes, Stay	.63376	.34621	.904	-.5584	1.8259
	Like, High, No, Withdraw	.11129	.36813	1.000	-1.1563	1.3789
	Like, High, No, Stay	1.04804	.35886	.209	-1.877	2.2837
	Like, Low, Yes, Withdraw	.46613	.36813	.997	-.8015	1.7337
	Like, Low, Yes, Stay	.26579	.34850	1.000	-.9342	1.4658
	Like, Low, No, Stay	.52207	.35091	.984	-.6862	1.7304
	Dislike, High, Yes, Withdraw	-.05595	.37908	1.000	-1.3613	1.2494
	Dislike, High, Yes, Stay	.62262	.37908	.960	-.6827	1.9279

	Dislike, High, No, Withdraw	.45901	.35091	.996	-.7493	1.6673	
	Dislike, High, No, Stay	.99023	.37521	.374	-.3018	2.2822	
	Dislike, Low, Yes, Withdraw	.67222	.38318	.931	-.6472	1.9917	
	Dislike, Low, Yes, Stay	.45000	.38756	.999	-.8845	1.7845	
	Dislike, Low, No, Withdraw	.12901	.38318	1.000	-1.1904	1.4485	
	Dislike, Low, No, Stay	.67727	.36179	.887	-.5685	1.9231	
Like, Low, No, Stay	Like, High, Yes, Withdraw	-.58833	.34885	.950	-1.7896	.6129	
	Like, High, Yes, Stay	.11169	.35307	1.000	-1.1041	1.3274	
	Like, High, No, Withdraw	-.41078	.37459	.999	-1.7006	.8791	
	Like, High, No, Stay	.52597	.36549	.988	-.7325	1.7845	
	Like, Low, Yes, Withdraw	-.05594	.37459	1.000	-1.3458	1.2339	
	Like, Low, Yes, Stay	-.25628	.35532	1.000	-1.4798	.9672	
	Like, Low, No, Withdraw	-.52207	.35091	.984	-1.7304	.6862	
	Dislike, High, Yes, Withdraw	-.57802	.38535	.982	-1.9049	.7489	
	Dislike, High, Yes, Stay	.10055	.38535	1.000	-1.2264	1.4275	
	Dislike, High, No, Withdraw	-.06306	.35768	1.000	-1.2947	1.1686	
	Dislike, High, No, Stay	.46816	.38155	.998	-.8457	1.7820	
	Dislike, Low, Yes, Withdraw	.15015	.38939	1.000	-1.1907	1.4910	
	Dislike, Low, Yes, Stay	-.07207	.39370	1.000	-1.4277	1.2836	
	Dislike, Low, No, Withdraw	-.39306	.38939	1.000	-1.7339	.9478	
	Dislike, Low, No, Stay	.15520	.36836	1.000	-1.1132	1.4236	
	Dislike, High, Yes, Withdraw	Like, High, Yes, Withdraw	-.01031	.37717	1.000	-1.3090	1.2884
		Like, High, Yes, Stay	.68971	.38107	.912	-.6225	2.0019
Like, High, No, Withdraw		.16724	.40110	1.000	-1.2139	1.5484	
Like, High, No, Stay		1.10399	.39261	.266	-.2479	2.4559	
Like, Low, Yes, Withdraw		.52208	.40110	.996	-.8590	1.9032	
Like, Low, Yes, Stay		.32174	.38316	1.000	-.9976	1.6411	
Like, Low, No, Withdraw		.05595	.37908	1.000	-1.2494	1.3613	
Like, Low, No, Stay		.57802	.38535	.982	-.7489	1.9049	
Dislike, High, Yes, Stay		.67857	.41117	.958	-.7372	2.0944	
Dislike, High, No, Withdraw		.51496	.38535	.994	-.8120	1.8419	
Dislike, High, No, Stay		1.04618	.40761	.425	-.3574	2.4497	
Dislike, Low, Yes, Withdraw		.72817	.41496	.931	-.7007	2.1570	
Dislike, Low, Yes, Stay		.50595	.41900	.998	-.9368	1.9487	
Dislike, Low, No, Withdraw		.18496	.41496	1.000	-1.2439	1.6138	
Dislike, Low, No, Stay	.73323	.39529	.895	-.6279	2.0943		
Dislike, High, Yes, Stay	Like, High, Yes, Withdraw	-.68888	.37717	.906	-1.9876	.6099	
	Like, High, Yes, Stay	.01114	.38107	1.000	-1.3010	1.3233	
	Like, High, No, Withdraw	-.51133	.40110	.997	-1.8925	.8698	
	Like, High, No, Stay	.42542	.39261	.999	-.9265	1.7773	
	Like, Low, Yes, Withdraw	-.15649	.40110	1.000	-1.5376	1.2246	
	Like, Low, Yes, Stay	-.35683	.38316	1.000	-1.6762	.9625	
	Like, Low, No, Withdraw	-.62262	.37908	.960	-1.9279	.6827	
	Like, Low, No, Stay	-.10055	.38535	1.000	-1.4275	1.2264	
	Dislike, High, Yes, Withdraw	-.67857	.41117	.958	-2.0944	.7372	
	Dislike, High, No, Withdraw	-.16361	.38535	1.000	-1.4905	1.1633	
	Dislike, High, No, Stay	.36761	.40761	1.000	-1.0359	1.7712	
	Dislike, Low, Yes, Withdraw	.04960	.41496	1.000	-1.3793	1.4785	
	Dislike, Low, Yes, Stay	-.17262	.41900	1.000	-1.6154	1.2702	
	Dislike, Low, No, Withdraw	-.49361	.41496	.998	-1.9225	.9352	
Dislike, Low, No, Stay	.05465	.39529	1.000	-1.3065	1.4158		
Dislike, High, No, Withdraw	Like, High, Yes, Withdraw	-.52527	.34885	.982	-1.7265	.6760	
	Like, High, Yes, Stay	.17475	.35307	1.000	-1.0410	1.3905	
	Like, High, No, Withdraw	-.34772	.37459	1.000	-1.6376	.9421	
	Like, High, No, Stay	.58903	.36549	.966	-.6695	1.8475	
	Like, Low, Yes, Withdraw	.00712	.37459	1.000	-1.2827	1.2970	
	Like, Low, Yes, Stay	-.19322	.35532	1.000	-1.4167	1.0303	
	Like, Low, No, Withdraw	-.45901	.35091	.996	-1.6673	.7493	
Like, Low, No, Stay	.06306	.35768	1.000	-1.1686	1.2947		

	Dislike, High, Yes, Withdraw	-51496	.38535	.994	-1.8419	.8120
	Dislike, High, Yes, Stay	.16361	.38535	1.000	-1.1633	1.4905
	Dislike, High, No, Stay	.53122	.38155	.991	-.7826	1.8451
	Dislike, Low, Yes, Withdraw	.21321	.38939	1.000	-1.1276	1.5540
	Dislike, Low, Yes, Stay	-.00901	.39370	1.000	-1.3647	1.3467
	Dislike, Low, No, Withdraw	-.33000	.38939	1.000	-1.6708	1.0108
	Dislike, Low, No, Stay	.21826	.36836	1.000	-1.0501	1.4867
Dislike, High, No, Stay	Like, High, Yes, Withdraw	-1.05649	.37329	.255	-2.3419	.2289
	Like, High, Yes, Stay	-.35647	.37723	1.000	-1.6554	.9425
	Like, High, No, Withdraw	-.87894	.39745	.689	-2.2475	.4896
	Like, High, No, Stay	.05781	.38888	1.000	-1.2812	1.3969
	Like, Low, Yes, Withdraw	-.52410	.39745	.995	-1.8927	.8445
	Like, Low, Yes, Stay	-.72444	.37934	.871	-2.0307	.5818
	Like, Low, No, Withdraw	-.99023	.37521	.374	-2.2822	.3018
	Like, Low, No, Stay	-.46816	.38155	.998	-1.7820	.8457
	Dislike, High, Yes, Withdraw	-1.04618	.40761	.425	-2.4497	.3574
	Dislike, High, Yes, Stay	-.36761	.40761	1.000	-1.7712	1.0359
	Dislike, High, No, Withdraw	-.53122	.38155	.991	-1.8451	.7826
	Dislike, Low, Yes, Withdraw	-.31801	.41143	1.000	-1.7347	1.0987
	Dislike, Low, Yes, Stay	-.54023	.41551	.996	-1.9710	.8905
	Dislike, Low, No, Withdraw	-.86122	.41143	.769	-2.2779	.5555
	Dislike, Low, No, Stay	-.31296	.39158	1.000	-1.6613	1.0354
Dislike, Low, Yes, Withdraw	Like, High, Yes, Withdraw	-.73848	.38130	.858	-2.0514	.5745
	Like, High, Yes, Stay	-.03846	.38516	1.000	-1.3647	1.2878
	Like, High, No, Withdraw	-.56093	.40498	.992	-1.9554	.8336
	Like, High, No, Stay	.37582	.39658	1.000	-.9897	1.7414
	Like, Low, Yes, Withdraw	-.20609	.40498	1.000	-1.6006	1.1884
	Like, Low, Yes, Stay	-.40643	.38723	1.000	-1.7398	.9269
	Like, Low, No, Withdraw	-.67222	.38318	.931	-1.9917	.6472
	Like, Low, No, Stay	-.15015	.38939	1.000	-1.4910	1.1907
	Dislike, High, Yes, Withdraw	-.72817	.41496	.931	-2.1570	.7007
	Dislike, High, Yes, Stay	-.04960	.41496	1.000	-1.4785	1.3793
	Dislike, High, No, Withdraw	-.21321	.38939	1.000	-1.5540	1.1276
	Dislike, High, No, Stay	.31801	.41143	1.000	-1.0987	1.7347
	Dislike, Low, Yes, Stay	-.22222	.42272	1.000	-1.6778	1.2334
	Dislike, Low, No, Withdraw	-.54321	.41871	.996	-1.9850	.8986
	Dislike, Low, No, Stay	.00505	.39923	1.000	-1.3696	1.3797
Dislike, Low, Yes, Stay	Like, High, Yes, Withdraw	-.51626	.38569	.994	-1.8443	.8118
	Like, High, Yes, Stay	.18376	.38951	1.000	-1.1575	1.5250
	Like, High, No, Withdraw	-.33871	.40912	1.000	-1.7475	1.0701
	Like, High, No, Stay	.59804	.40080	.983	-.7821	1.9782
	Like, Low, Yes, Withdraw	.01613	.40912	1.000	-1.3926	1.4249
	Like, Low, Yes, Stay	-.18421	.39156	1.000	-1.5325	1.1641
	Like, Low, No, Withdraw	-.45000	.38756	.999	-1.7845	.8845
	Like, Low, No, Stay	.07207	.39370	1.000	-1.2836	1.4277
	Dislike, High, Yes, Withdraw	-.50595	.41900	.998	-1.9487	.9368
	Dislike, High, Yes, Stay	.17262	.41900	1.000	-1.2702	1.6154
	Dislike, High, No, Withdraw	.00901	.39370	1.000	-1.3467	1.3647
	Dislike, High, No, Stay	.54023	.41551	.996	-.8905	1.9710
	Dislike, Low, Yes, Withdraw	.22222	.42272	1.000	-1.2334	1.6778
	Dislike, Low, No, Withdraw	-.32099	.42272	1.000	-1.7766	1.1346
	Dislike, Low, No, Stay	.22727	.40343	1.000	-1.1619	1.6164
Dislike, Low, No, Withdraw	Like, High, Yes, Withdraw	-.19527	.38130	1.000	-1.5082	1.1177
	Like, High, Yes, Stay	.50475	.38516	.995	-.8215	1.8310
	Like, High, No, Withdraw	-.01772	.40498	1.000	-1.4122	1.3768
	Like, High, No, Stay	.91903	.39658	.611	-.4465	2.2846
	Like, Low, Yes, Withdraw	.33712	.40498	1.000	-1.0574	1.7316

	Like, Low, Yes, Stay	.13678	.38723	1.000	-1.1966	1.4701
	Like, Low, No, Withdraw	-.12901	.38318	1.000	-1.4485	1.1904
	Like, Low, No, Stay	.39306	.38939	1.000	-.9478	1.7339
	Dislike, High, Yes, Withdraw	-.18496	.41496	1.000	-1.6138	1.2439
	Dislike, High, Yes, Stay	.49361	.41496	.998	-.9352	1.9225
	Dislike, High, No, Withdraw	.33000	.38939	1.000	-1.0108	1.6708
	Dislike, High, No, Stay	.86122	.41143	.769	-.5555	2.2779
	Dislike, Low, Yes, Withdraw	.54321	.41871	.996	-.8986	1.9850
	Dislike, Low, Yes, Stay	.32099	.42272	1.000	-1.1346	1.7766
	Dislike, Low, No, Stay	.54826	.39923	.993	-.8264	1.9229
Dislike, Low, No, Stay	Like, High, Yes, Withdraw	-.74353	.35979	.785	-1.9824	.4954
	Like, High, Yes, Stay	-.04351	.36388	1.000	-1.2965	1.2095
	Like, High, No, Withdraw	-.56598	.38480	.985	-1.8910	.7590
	Like, High, No, Stay	.37077	.37594	1.000	-.9238	1.6653
	Like, Low, Yes, Withdraw	-.21114	.38480	1.000	-1.5362	1.1139
	Like, Low, Yes, Stay	-.41148	.36607	.999	-1.6720	.8490
	Like, Low, No, Withdraw	-.67727	.36179	.887	-1.9231	.5685
	Like, Low, No, Stay	-.15520	.36836	1.000	-1.4236	1.1132
	Dislike, High, Yes, Withdraw	-.73323	.39529	.895	-2.0943	.6279
	Dislike, High, Yes, Stay	-.05465	.39529	1.000	-1.4158	1.3065
	Dislike, High, No, Withdraw	-.21826	.36836	1.000	-1.4867	1.0501
	Dislike, High, No, Stay	.31296	.39158	1.000	-1.0354	1.6613
	Dislike, Low, Yes, Withdraw	-.00505	.39923	1.000	-1.3797	1.3696
	Dislike, Low, Yes, Stay	-.22727	.40343	1.000	-1.6164	1.1619
	Dislike, Low, No, Withdraw	-.54826	.39923	.993	-1.9229	.8264

*Brand\_Att\_Change*

Tukey HSD<sup>a,b</sup>

CONDITION	N	Subset for alpha = 0.05	
		I	
Like, High, No, Stay	34		-1.2647
Dislike, High, No, Stay	29		-1.2069
Dislike, Low, No, Stay	33		-.8939
Dislike, Low, Yes, Withdraw	27		-.8889
Like, High, Yes, Stay	39		-.8504
Dislike, High, Yes, Stay	28		-.8393
Like, Low, No, Stay	37		-.7387
Like, Low, Yes, Withdraw	31		-.6828
Dislike, High, No, Withdraw	37		-.6757
Dislike, Low, Yes, Stay	26		-.6667
Like, Low, Yes, Stay	38		-.4825
Dislike, Low, No, Withdraw	27		-.3457
Like, High, No, Withdraw	31		-.3280
Like, Low, No, Withdraw	40		-.2167
Dislike, High, Yes, Withdraw	28		-.1607
Like, High, Yes, Withdraw	41		-.1504
Sig.			.217

**Appendix 3: One-way ANOVA with Brand Response.**

*Descriptives*

**Brand Att Change**

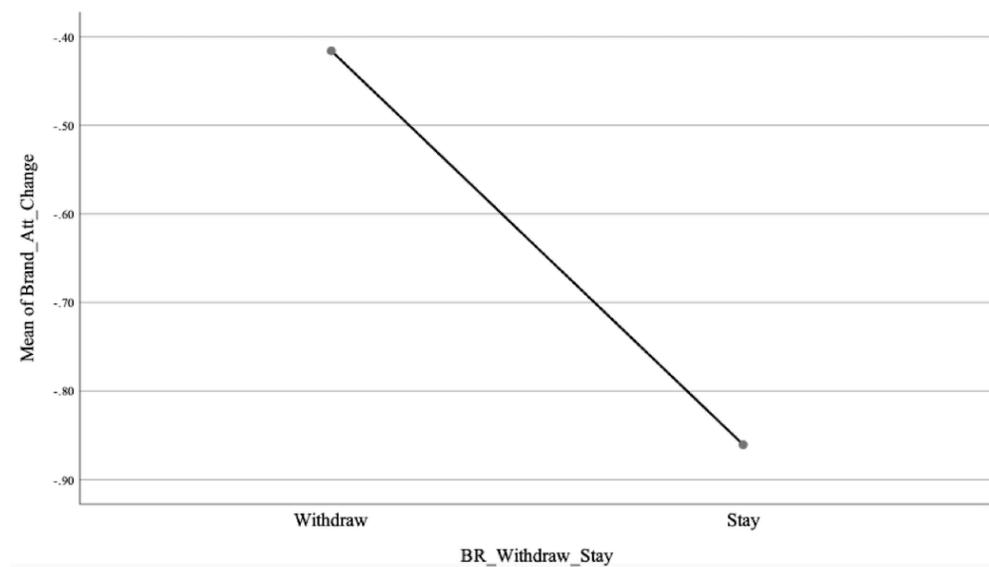
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Withdraw	262	-.4160	1.46498	.09051	-.5942	-.2378	-6.00	4.00
Stay	264	-.8605	1.60842	.09899	-1.0554	-.6656	-5.50	3.00
Total	526	-.6391	1.55319	.06772	-.7721	-.5061	-6.00	4.00

*ANOVA*

**Brand Att Change**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.975	1	25.975	10.972	.001
Within Groups	1240.541	524	2.367		
Total	1266.517	525			

*Means plot*



**Appendix 4: 2x2 between subjects factorial ANOVA.**

*Severity, Brand response = IV, Brand attitude = DV.*

*Between-Subjects Factors*

		Value Label	N
Severity_low_high	1.00	Low	259
	2.00	High	267
BR_Withdraw_Stay	1.00	Withdraw	262
	2.00	Stay	264

*Tests of Between-Subjects Effects*

Dependent Variable: Brand\_Att\_Change

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	35.763 <sup>a</sup>	3	11.921	5.056	.002
Intercept	216.218	1	216.218	91.705	.000
Severity	1.003	1	1.003	.426	.514
Brand_Response	25.794	1	25.794	10.940	.001
Severity * Brand_Response	8.756	1	8.756	3.714	.055
Error	1230.754	522	2.358		
Total	1481.361	526			
Corrected Total	1266.517	525			

a. R Squared = .028 (Adjusted R Squared = .023)

*1. Grand Mean*

Dependent Variable: Brand\_Att\_Change

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
-.642	.067	-.773	-.510

*2. Severity\_low\_high*

Dependent Variable: Brand\_Att\_Change

Severity_low_high	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Low	-.598	.095	-.785	-.410
High	-.685	.094	-.870	-.501

3. *BR\_Withdraw\_Stay*

Dependent Variable: Brand Att Change

BR_Withdraw_Stay	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Withdraw	-.420	.095	-.606	-.233
Stay	-.863	.095	-1.049	-.677

4. *Severity\_low\_high \* BR\_Withdraw\_Stay*

Dependent Variable: Brand Att Change

Severity_low_high	BR_Withdraw_Stay	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Low	Withdraw	-.505	.137	-.775	-.236
	Stay	-.690	.133	-.951	-.430
High	Withdraw	-.335	.131	-.592	-.077
	Stay	-1.036	.135	-1.300	-.771

**Appendix 5: One-way ANOVAs**

*Like/Dislike*

*Descriptives*

Brand Att Change

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Like	291	-.5773	1.53835	.09018	-.7548	-.3998	-6.00	3.00
Dislike	235	-.7156	1.57130	.10250	-.9175	-.5137	-5.67	4.00
Total	526	-.6391	1.55319	.06772	-.7721	-.5061	-6.00	4.00

*ANOVA*

Brand Att Change

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.486	1	2.486	1.031	.310
Within Groups	1264.031	524	2.412		
Total	1266.517	525			

*Severity\_Low\_High*

*Descriptives*

Brand Att Change

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Low	259	-.6010	1.37248	.08528	-.7690	-.4331	-6.00	3.00
High	267	-.6760	1.71217	.10478	-.8823	-.4697	-6.00	4.00
Total	526	-.6391	1.55319	.06772	-.7721	-.5061	-6.00	4.00

*ANOVA*

Brand Att Change

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.740	1	.740	.306	.580
Within Groups	1265.777	524	2.416		
Total	1266.517	525			

*Discrepancy\_No\_Yes*

*Descriptives*

Brand Att Change

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
No	268	-.7015	1.59334	.09733	-.8931	-.5099	-6.00	3.00
Yes	258	-.5743	1.51072	.09405	-.7595	-.3891	-6.00	4.00
Total	526	-.6391	1.55319	.06772	-.7721	-.5061	-6.00	4.00

*ANOVA*

Brand Att Change

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.127	1	2.127	.881	.348
Within Groups	1264.390	524	2.413		
Total	1266.517	525			

**Appendix 6: One-way ANOVA with Post Hoc Tests (Sponsor Object Attitude)**

*ANOVA*

**Object Att Change**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	354.024	15	23.602	9.919	.000
Within Groups	1213.554	510	2.380		
Total	1567.578	525			

*Multiple Comparisons*

Dependent Variable: Object\_Att\_Change

Tukey HSD

(I) CONDITION	(J) CONDITION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Like, High, Yes, Withdraw	Like, High, Yes, Stay	-.34355	.34504	1.000	-1.5316	.8445
	Like, High, No, Withdraw	-.69329	.36715	.880	-1.9575	.5709
	Like, High, No, Stay	.08154	.35780	1.000	-1.1505	1.3136
	Like, Low, Yes, Withdraw	-.91372	.36715	.482	-2.1779	.3505
	Like, Low, Yes, Stay	-1.17801	.34736	.059	-2.3741	.0181
	Like, Low, No, Withdraw	-1.25915*	.34282	.024	-2.4396	-.0787
	Like, Low, No, Stay	-.41343	.34978	.999	-1.6179	.7910
	Dislike, High, Yes, Withdraw	-1.97938*	.37818	.000	-3.2816	-.6772
	Dislike, High, Yes, Stay	-2.24129*	.37818	.000	-3.5435	-.9391
	Dislike, High, No, Withdraw	-1.99901*	.34978	.000	-3.2034	-.7946
	Dislike, High, No, Stay	-1.80081*	.37429	.000	-3.0896	-.5120
	Dislike, Low, Yes, Withdraw	-2.31316*	.38232	.000	-3.6296	-.9967
	Dislike, Low, Yes, Stay	-2.14056*	.38673	.000	-3.4722	-.8089
	Dislike, Low, No, Withdraw	-2.20822*	.38232	.000	-3.5247	-.8918
	Dislike, Low, No, Stay	-1.81596*	.36075	.000	-3.0582	-.5737
Like, High, Yes, Stay	Like, High, Yes, Withdraw	.34355	.34504	1.000	-.8445	1.5316
	Like, High, No, Withdraw	-.34974	.37118	1.000	-1.6278	.9284
	Like, High, No, Stay	.42509	.36194	.999	-.8212	1.6714
	Like, Low, Yes, Withdraw	-.57017	.37118	.978	-1.8483	.7079
	Like, Low, Yes, Stay	-.83446	.35161	.569	-2.0452	.3763
	Like, Low, No, Withdraw	-.91560	.34713	.375	-2.1109	.2797
	Like, Low, No, Stay	-.06988	.35401	1.000	-1.2889	1.1491
	Dislike, High, Yes, Withdraw	-1.63584*	.38209	.002	-2.9515	-.3201
	Dislike, High, Yes, Stay	-1.89774*	.38209	.000	-3.2134	-.5820
	Dislike, High, No, Withdraw	-1.65546*	.35401	.000	-2.8745	-.4365
	Dislike, High, No, Stay	-1.45726*	.37824	.012	-2.7597	-.1548
	Dislike, Low, Yes, Withdraw	-1.96961*	.38619	.000	-3.2994	-.6398
	Dislike, Low, Yes, Stay	-1.79701*	.39055	.001	-3.1418	-.4522
	Dislike, Low, No, Withdraw	-1.86467*	.38619	.000	-3.1945	-.5349
	Dislike, Low, No, Stay	-1.47242*	.36486	.006	-2.7288	-.2161
Like, High, No, Withdraw	Like, High, Yes, Withdraw	.69329	.36715	.880	-.5709	1.9575
	Like, High, Yes, Stay	.34974	.37118	1.000	-.9284	1.6278

	Like, High, No, Stay	.77483	.38307	.812	-.5442	2.0939
	Like, Low, Yes, Withdraw	-.22043	.39181	1.000	-1.5696	1.1287
	Like, Low, Yes, Stay	-.48472	.37333	.996	-1.7702	.8008
	Like, Low, No, Withdraw	-.56586	.36912	.978	-1.8369	.7051
	Like, Low, No, Stay	.27986	.37559	1.000	-1.0134	1.5732
	Dislike, High, Yes, Withdraw	-1.28610	.40217	.103	-2.6709	.0987
	Dislike, High, Yes, Stay	-1.54800*	.40217	.013	-2.9328	-.1632
	Dislike, High, No, Withdraw	-1.30573*	.37559	.045	-2.5990	-.0124
	Dislike, High, No, Stay	-1.10753	.39851	.285	-2.4798	.2647
	Dislike, Low, Yes, Withdraw	-1.61987*	.40607	.007	-3.0181	-.2216
	Dislike, Low, Yes, Stay	-1.44727*	.41022	.038	-2.8598	-.0347
	Dislike, Low, No, Withdraw	-1.51493*	.40607	.019	-2.9132	-.1167
	Dislike, Low, No, Stay	-1.12268	.38583	.214	-2.4512	.2059
Like, High, No, Stay	Like, High, Yes, Withdraw	-.08154	.35780	1.000	-1.3136	1.1505
	Like, High, Yes, Stay	-.42509	.36194	.999	-1.6714	.8212
	Like, High, No, Withdraw	-.77483	.38307	.812	-2.0939	.5442
	Like, Low, Yes, Withdraw	-.99526	.38307	.402	-2.3143	.3238
	Like, Low, Yes, Stay	-1.25955*	.36415	.048	-2.5135	-.0056
	Like, Low, No, Withdraw	-1.34069*	.35982	.020	-2.5797	-.1017
	Like, Low, No, Stay	-.49497	.36647	.994	-1.7568	.7669
	Dislike, High, Yes, Withdraw	-2.06092*	.39366	.000	-3.4164	-.7054
	Dislike, High, Yes, Stay	-2.32283*	.39366	.000	-3.6784	-.9673
	Dislike, High, No, Withdraw	-2.08055*	.36647	.000	-3.3424	-.8187
	Dislike, High, No, Stay	-1.88235*	.38992	.000	-3.2250	-.5397
	Dislike, Low, Yes, Withdraw	-2.39470*	.39764	.000	-3.7639	-1.0255
	Dislike, Low, Yes, Stay	-2.22210*	.40188	.000	-3.6059	-.8383
	Dislike, Low, No, Withdraw	-2.28976*	.39764	.000	-3.6590	-.9205
	Dislike, Low, No, Stay	-1.89750*	.37695	.000	-3.1955	-.5995
Like, Low, Yes, Withdraw	Like, High, Yes, Withdraw	.91372	.36715	.482	-.3505	2.1779
	Like, High, Yes, Stay	.57017	.37118	.978	-.7079	1.8483
	Like, High, No, Withdraw	.22043	.39181	1.000	-1.1287	1.5696
	Like, High, No, Stay	.99526	.38307	.402	-.3238	2.3143
	Like, Low, Yes, Stay	-.26429	.37333	1.000	-1.5498	1.0212
	Like, Low, No, Withdraw	-.34543	.36912	1.000	-1.6164	.9256
	Like, Low, No, Stay	.50029	.37559	.995	-.7930	1.7936
	Dislike, High, Yes, Withdraw	-1.06567	.40217	.367	-2.4505	.3192
	Dislike, High, Yes, Stay	-1.32757	.40217	.077	-2.7124	.0573
	Dislike, High, No, Withdraw	-1.08529	.37559	.224	-2.3786	.2080
	Dislike, High, No, Stay	-.88710	.39851	.678	-2.2593	.4851
	Dislike, Low, Yes, Withdraw	-1.39944*	.40607	.050	-2.7977	-.0012
	Dislike, Low, Yes, Stay	-1.22684	.41022	.177	-2.6394	.1857
	Dislike, Low, No, Withdraw	-1.29450	.40607	.106	-2.6927	.1037
	Dislike, Low, No, Stay	-.90225	.38583	.595	-2.2308	.4263
Like, Low, Yes, Stay	Like, High, Yes, Withdraw	1.17801	.34736	.059	-.0181	2.3741
	Like, High, Yes, Stay	.83446	.35161	.569	-.3763	2.0452
	Like, High, No, Withdraw	.48472	.37333	.996	-.8008	1.7702
	Like, High, No, Stay	1.25955*	.36415	.048	.0056	2.5135
	Like, Low, Yes, Withdraw	.26429	.37333	1.000	-1.0212	1.5498

	Like, Low, No, Withdraw	-.08114	.34944	1.000	-1.2844	1.1221
	Like, Low, No, Stay	.76458	.35627	.734	-.4622	1.9914
	Dislike, High, Yes, Withdraw	-.80138	.38419	.773	-2.1243	.5215
	Dislike, High, Yes, Stay	-1.06328	.38419	.291	-2.3862	.2596
	Dislike, High, No, Withdraw	-.82101	.35627	.621	-2.0478	.4058
	Dislike, High, No, Stay	-.62281	.38036	.961	-1.9325	.6869
	Dislike, Low, Yes, Withdraw	-1.13515	.38826	.207	-2.4721	.2018
	Dislike, Low, Yes, Stay	-.96255	.39261	.509	-2.3144	.3893
	Dislike, Low, No, Withdraw	-1.03021	.38826	.364	-2.3672	.3067
	Dislike, Low, No, Stay	-.63796	.36705	.936	-1.9019	.6259
Like, Low, No, Withdraw	Like, High, Yes, Withdraw	1.25915*	.34282	.024	.0787	2.4396
	Like, High, Yes, Stay	.91560	.34713	.375	-.2797	2.1109
	Like, High, No, Withdraw	.56586	.36912	.978	-.7051	1.8369
	Like, High, No, Stay	1.34069*	.35982	.020	.1017	2.5797
	Like, Low, Yes, Withdraw	.34543	.36912	1.000	-.9256	1.6164
	Like, Low, Yes, Stay	.08114	.34944	1.000	-1.1221	1.2844
	Like, Low, No, Stay	.84572	.35185	.546	-.3658	2.0573
	Dislike, High, Yes, Withdraw	-.72024	.38009	.877	-2.0290	.5886
	Dislike, High, Yes, Stay	-.98214	.38009	.412	-2.2909	.3267
	Dislike, High, No, Withdraw	-.73986	.35185	.763	-1.9514	.4717
	Dislike, High, No, Stay	-.54167	.37622	.988	-1.8371	.7538
	Dislike, Low, Yes, Withdraw	-1.05401	.38421	.306	-2.3770	.2690
	Dislike, Low, Yes, Stay	-.88141	.38860	.648	-2.2195	.4567
	Dislike, Low, No, Withdraw	-.94907	.38421	.496	-2.2721	.3739
	Dislike, Low, No, Stay	-.55682	.36276	.978	-1.8059	.6923
Like, Low, No, Stay	Like, High, Yes, Withdraw	.41343	.34978	.999	-.7910	1.6179
	Like, High, Yes, Stay	.06988	.35401	1.000	-1.1491	1.2889
	Like, High, No, Withdraw	-.27986	.37559	1.000	-1.5732	1.0134
	Like, High, No, Stay	.49497	.36647	.994	-.7669	1.7568
	Like, Low, Yes, Withdraw	-.50029	.37559	.995	-1.7936	.7930
	Like, Low, Yes, Stay	-.76458	.35627	.734	-1.9914	.4622
	Like, Low, No, Withdraw	-.84572	.35185	.546	-2.0573	.3658
	Dislike, High, Yes, Withdraw	-1.56596*	.38639	.006	-2.8964	-2.3555
	Dislike, High, Yes, Stay	-1.82786*	.38639	.000	-3.1583	-.4974
	Dislike, High, No, Withdraw	-1.58559*	.35864	.001	-2.8205	-.3507
	Dislike, High, No, Stay	-1.38739*	.38258	.028	-2.7047	-.0700
	Dislike, Low, Yes, Withdraw	-1.89973*	.39044	.000	-3.2442	-.5553
	Dislike, Low, Yes, Stay	-1.72713*	.39475	.002	-3.0864	-.3678
	Dislike, Low, No, Withdraw	-1.79479*	.39044	.001	-3.1392	-.4504
	Dislike, Low, No, Stay	-1.40254*	.36935	.015	-2.6743	-.1307
Dislike, High, Yes, Withdraw	Like, High, Yes, Withdraw	1.97938*	.37818	.000	.6772	3.2816
	Like, High, Yes, Stay	1.63584*	.38209	.002	.3201	2.9515
	Like, High, No, Withdraw	1.28610	.40217	.103	-.0987	2.6709
	Like, High, No, Stay	2.06092*	.39366	.000	.7054	3.4164
	Like, Low, Yes, Withdraw	1.06567	.40217	.367	-.3192	2.4505
	Like, Low, Yes, Stay	.80138	.38419	.773	-.5215	2.1243
	Like, Low, No, Withdraw	.72024	.38009	.877	-.5886	2.0290
	Like, Low, No, Stay	1.56596*	.38639	.006	.2355	2.8964

	Dislike, High, Yes, Stay	-.26190	.41227	1.000	-1.6815	1.1577
	Dislike, High, No, Withdraw	-.01963	.38639	1.000	-1.3501	1.3108
	Dislike, High, No, Stay	.17857	.40870	1.000	-1.2287	1.5859
	Dislike, Low, Yes, Withdraw	-.33377	.41607	1.000	-1.7665	1.0989
	Dislike, Low, Yes, Stay	-.16117	.42012	1.000	-1.6078	1.2855
	Dislike, Low, No, Withdraw	-.22884	.41607	1.000	-1.6615	1.2038
	Dislike, Low, No, Stay	.16342	.39635	1.000	-1.2013	1.5282
Dislike, High, Yes, Stay	Like, High, Yes, Withdraw	2.24129*	.37818	.000	.9391	3.5435
	Like, High, Yes, Stay	1.89774*	.38209	.000	.5820	3.2134
	Like, High, No, Withdraw	1.54800*	.40217	.013	.1632	2.9328
	Like, High, No, Stay	2.32283*	.39366	.000	.9673	3.6784
	Like, Low, Yes, Withdraw	1.32757	.40217	.077	-.0573	2.7124
	Like, Low, Yes, Stay	1.06328	.38419	.291	-.2596	2.3862
	Like, Low, No, Withdraw	.98214	.38009	.412	-.3267	2.2909
	Like, Low, No, Stay	1.82786*	.38639	.000	.4974	3.1583
	Dislike, High, Yes, Withdraw	.26190	.41227	1.000	-1.1577	1.6815
	Dislike, High, No, Withdraw	.24228	.38639	1.000	-1.0882	1.5728
	Dislike, High, No, Stay	.44048	.40870	.999	-.9668	1.8478
	Dislike, Low, Yes, Withdraw	-.07187	.41607	1.000	-1.5046	1.3608
	Dislike, Low, Yes, Stay	.10073	.42012	1.000	-1.3459	1.5474
	Dislike, Low, No, Withdraw	.03307	.41607	1.000	-1.3996	1.4658
	Dislike, Low, No, Stay	.42532	.39635	1.000	-.9394	1.7901
Dislike, High, No, Withdraw	Like, High, Yes, Withdraw	1.99901*	.34978	.000	.7946	3.2034
	Like, High, Yes, Stay	1.65546*	.35401	.000	.4365	2.8745
	Like, High, No, Withdraw	1.30573*	.37559	.045	.0124	2.5990
	Like, High, No, Stay	2.08055*	.36647	.000	.8187	3.3424
	Like, Low, Yes, Withdraw	1.08529	.37559	.224	-.2080	2.3786
	Like, Low, Yes, Stay	.82101	.35627	.621	-.4058	2.0478
	Like, Low, No, Withdraw	.73986	.35185	.763	-.4717	1.9514
	Like, Low, No, Stay	1.58559*	.35864	.001	.3507	2.8205
	Dislike, High, Yes, Withdraw	.01963	.38639	1.000	-1.3108	1.3501
	Dislike, High, Yes, Stay	-.24228	.38639	1.000	-1.5728	1.0882
	Dislike, High, No, Stay	.19820	.38258	1.000	-1.1192	1.5156
	Dislike, Low, Yes, Withdraw	-.31415	.39044	1.000	-1.6586	1.0303
	Dislike, Low, Yes, Stay	-.14155	.39475	1.000	-1.5008	1.2177
	Dislike, Low, No, Withdraw	-.20921	.39044	1.000	-1.5536	1.1352
	Dislike, Low, No, Stay	.18305	.36935	1.000	-1.0888	1.4549
Dislike, High, No, Stay	Like, High, Yes, Withdraw	1.80081*	.37429	.000	.5120	3.0896
	Like, High, Yes, Stay	1.45726*	.37824	.012	.1548	2.7597
	Like, High, No, Withdraw	1.10753	.39851	.285	-.2647	2.4798
	Like, High, No, Stay	1.88235*	.38992	.000	.5397	3.2250
	Like, Low, Yes, Withdraw	.88710	.39851	.678	-.4851	2.2593
	Like, Low, Yes, Stay	.62281	.38036	.961	-.6869	1.9325
	Like, Low, No, Withdraw	.54167	.37622	.988	-.7538	1.8371
	Like, Low, No, Stay	1.38739*	.38258	.028	.0700	2.7047
	Dislike, High, Yes, Withdraw	-.17857	.40870	1.000	-1.5859	1.2287
	Dislike, High, Yes, Stay	-.44048	.40870	.999	-1.8478	.9668
	Dislike, High, No, Withdraw	-.19820	.38258	1.000	-1.5156	1.1192

	Dislike, Low, Yes, Withdraw	-.51235	.41253	.997	-1.9329	.9082
	Dislike, Low, Yes, Stay	-.33974	.41662	1.000	-1.7743	1.0948
	Dislike, Low, No, Withdraw	-.40741	.41253	1.000	-1.8279	1.0131
	Dislike, Low, No, Stay	-.01515	.39263	1.000	-1.3671	1.3368
Dislike, Low, Yes, Withdraw	Like, High, Yes, Withdraw	2.31316*	.38232	.000	.9967	3.6296
	Like, High, Yes, Stay	1.96961*	.38619	.000	.6398	3.2994
	Like, High, No, Withdraw	1.61987*	.40607	.007	.2216	3.0181
	Like, High, No, Stay	2.39470*	.39764	.000	1.0255	3.7639
	Like, Low, Yes, Withdraw	1.39944*	.40607	.050	.0012	2.7977
	Like, Low, Yes, Stay	1.13515	.38826	.207	-.2018	2.4721
	Like, Low, No, Withdraw	1.05401	.38421	.306	-.2690	2.3770
	Like, Low, No, Stay	1.89973*	.39044	.000	.5553	3.2442
	Dislike, High, Yes, Withdraw	.33377	.41607	1.000	-1.0989	1.7665
	Dislike, High, Yes, Stay	.07187	.41607	1.000	-1.3608	1.5046
	Dislike, High, No, Withdraw	.31415	.39044	1.000	-1.0303	1.6586
	Dislike, High, No, Stay	.51235	.41253	.997	-.9082	1.9329
	Dislike, Low, Yes, Stay	.17260	.42385	1.000	-1.2869	1.6321
	Dislike, Low, No, Withdraw	.10494	.41983	1.000	-1.3407	1.5506
	Dislike, Low, No, Stay	.49719	.40030	.997	-.8812	1.8756
Dislike, Low, Yes, Stay	Like, High, Yes, Withdraw	2.14056*	.38673	.000	.8089	3.4722
	Like, High, Yes, Stay	1.79701*	.39055	.001	.4522	3.1418
	Like, High, No, Withdraw	1.44727*	.41022	.038	.0347	2.8598
	Like, High, No, Stay	2.22210*	.40188	.000	.8383	3.6059
	Like, Low, Yes, Withdraw	1.22684	.41022	.177	-.1857	2.6394
	Like, Low, Yes, Stay	.96255	.39261	.509	-.3893	2.3144
	Like, Low, No, Withdraw	.88141	.38860	.648	-.4567	2.2195
	Like, Low, No, Stay	1.72713*	.39475	.002	.3678	3.0864
	Dislike, High, Yes, Withdraw	.16117	.42012	1.000	-1.2855	1.6078
	Dislike, High, Yes, Stay	-.10073	.42012	1.000	-1.5474	1.3459
	Dislike, High, No, Withdraw	.14155	.39475	1.000	-1.2177	1.5008
	Dislike, High, No, Stay	.33974	.41662	1.000	-1.0948	1.7743
	Dislike, Low, Yes, Withdraw	-.17260	.42385	1.000	-1.6321	1.2869
	Dislike, Low, No, Withdraw	-.06766	.42385	1.000	-1.5271	1.3918
	Dislike, Low, No, Stay	.32459	.40451	1.000	-1.0683	1.7175
Dislike, Low, No, Withdraw	Like, High, Yes, Withdraw	2.20822*	.38232	.000	.8918	3.5247
	Like, High, Yes, Stay	1.86467*	.38619	.000	.5349	3.1945
	Like, High, No, Withdraw	1.51493*	.40607	.019	.1167	2.9132
	Like, High, No, Stay	2.28976*	.39764	.000	.9205	3.6590
	Like, Low, Yes, Withdraw	1.29450	.40607	.106	-.1037	2.6927
	Like, Low, Yes, Stay	1.03021	.38826	.364	-.3067	2.3672
	Like, Low, No, Withdraw	.94907	.38421	.496	-.3739	2.2721
	Like, Low, No, Stay	1.79479*	.39044	.001	.4504	3.1392
	Dislike, High, Yes, Withdraw	.22884	.41607	1.000	-1.2038	1.6615
	Dislike, High, Yes, Stay	-.03307	.41607	1.000	-1.4658	1.3996
	Dislike, High, No, Withdraw	.20921	.39044	1.000	-1.1352	1.5536
	Dislike, High, No, Stay	.40741	.41253	1.000	-1.0131	1.8279
	Dislike, Low, Yes, Withdraw	-.10494	.41983	1.000	-1.5506	1.3407
	Dislike, Low, Yes, Stay	.06766	.42385	1.000	-1.3918	1.5271

	Dislike, Low, No, Stay	.39226	.40030	1.000	-.9861	1.7706
Dislike, Low, No, Stay	Like, High, Yes, Withdraw	1.81596*	.36075	.000	.5737	3.0582
	Like, High, Yes, Stay	1.47242*	.36486	.006	.2161	2.7288
	Like, High, No, Withdraw	1.12268	.38583	.214	-.2059	2.4512
	Like, High, No, Stay	1.89750*	.37695	.000	.5995	3.1955
	Like, Low, Yes, Withdraw	.90225	.38583	.595	-.4263	2.2308
	Like, Low, Yes, Stay	.63796	.36705	.936	-.6259	1.9019
	Like, Low, No, Withdraw	.55682	.36276	.978	-.6923	1.8059
	Like, Low, No, Stay	1.40254*	.36935	.015	.1307	2.6743
	Dislike, High, Yes, Withdraw	-.16342	.39635	1.000	-1.5282	1.2013
	Dislike, High, Yes, Stay	-.42532	.39635	1.000	-1.7901	.9394
	Dislike, High, No, Withdraw	-.18305	.36935	1.000	-1.4549	1.0888
	Dislike, High, No, Stay	.01515	.39263	1.000	-1.3368	1.3671
	Dislike, Low, Yes, Withdraw	-.49719	.40030	.997	-1.8756	.8812
	Dislike, Low, Yes, Stay	-.32459	.40451	1.000	-1.7175	1.0683
	Dislike, Low, No, Withdraw	-.39226	.40030	1.000	-1.7706	.9861

Tukey HSD<sup>a,b</sup>

CONDITION	N	Subset for alpha = 0.05				
		1	2	3	4	5
Like, High, No, Stay	34	-2.5490				
Like, High, Yes, Withdraw	41	-2.4675	-2.4675			
Like, High, Yes, Stay	39	-2.1239	-2.1239			
Like, Low, No, Stay	37	-2.0541	-2.0541			
Like, High, No, Withdraw	31	-1.7742	-1.7742	-1.7742		
Like, Low, Yes, Withdraw	31	-1.5538	-1.5538	-1.5538	-1.5538	
Like, Low, Yes, Stay	38	-1.2895	-1.2895	-1.2895	-1.2895	-1.2895
Like, Low, No, Withdraw	40		-1.2083	-1.2083	-1.2083	-1.2083
Dislike, High, No, Stay	29			-.6667	-.6667	-.6667
Dislike, Low, No, Stay	33			-.6515	-.6515	-.6515
Dislike, High, Yes, Withdraw	28			-.4881	-.4881	-.4881
Dislike, High, No, Withdraw	37			-.4685	-.4685	-.4685
Dislike, Low, Yes, Stay	26				-.3269	-.3269
Dislike, Low, No, Withdraw	27				-.2593	-.2593
Dislike, High, Yes, Stay	28					-.2262
Dislike, Low, Yes, Withdraw	27					-.1543
Sig.		.084	.084	.059	.064	.195