

Dissolving sport sponsorships

A research on how fans emotionally react and what the role of the implicit theories of emotion is

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Preface

In front of you is my master thesis with the title 'Dissolving sports sponsorships: How do fans emotionally react and what is the role of the implicit theories of emotion?'. This thesis has been written as a final product in order to successfully complete the Master in Business Administration with the specialization in Marketing. The specific topic stems from my passion in sports marketing, and sport sponsorships in particular, which made me curious about the effects of sponsorship termination on fans.

I would like to take the opportunity to thank my supervisor, Dr. Nina Belei, for her excellent guidance and advice during the process of writing this thesis. Due to her help, writing this thesis has been a pleasure and a useful experience. I would also like to thank the respondents who took the time to fill in my questionnaire. That is, without them writing this thesis would not have been possible. Lastly, I would also like to thank my fellow students, friends and family for their support and feedback during the process.

I hope you enjoy reading this thesis.

Floris van Wijck

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Abstract

Purpose- The purpose of the study at hand is to reassess the originally negative relationship between sponsorship termination on attitudes of supporters in a more specific manner by focussing on the affective component of attitude. Additionally, the aim of the current study is to research the role of the implicit theories of emotion in the assumed negative relation between sponsorship termination and affective response by distinguishing differences in affective response between people with entity beliefs and people with incremental beliefs.

Design- In this research, an online experiment is conducted with three different scenarios. These scenarios consist of two different causes of termination (forced and chosen) as well as one control group. After being exposed to a fictive news article, the affective response was measured after which respondents filled in additional questions about their behavioral intentions and their beliefs about the malleability of emotions.

Findings- Results indicate that negative affect is not impacted by sponsorship termination, while it lowers positive affect and in case of a chosen termination also increases hostile affect. Additionally, no differences were found between people with incremental beliefs and people with entity beliefs, indicating that the affective response does not depend on the implicit theories of emotion. Finally, the results show no differences between people with incremental beliefs and people with entity beliefs with regards to behavioral intentions, although significant effects were found from the interaction effect between sponsorship termination and the score on the implicit theories of emotion scale for complaining behavior and in case of a chosen termination also for negative word of mouth.

Implications- Sponsorship termination is not perceived as an emotionally negative event, while it does impact affective response of supporters in specific ways. Sponsor managers should therefore expect to minimally profit from the upside of positive affect, while they do not need to worry so much about the consequences of negative affect. Additionally, sponsor managers that choose to terminate a sponsorship agreement should expect an instream of negative word of mouth and increased levels of hostile affect, and therefore communicate carefully about the termination. Finally, the implicit theories of emotion should be reevaluated as a predictor of emotional outcomes.

Limitations- This research depends on the imagination of respondents, since no real scenarios could be used. Additionally, self-report questionnaires are commonly known to be prone to self-report bias. Besides, the sample used in the study is relatively small, which caused a failure to meet an assumption for the statistical tests used in the analysis. Moreover, the design in the study allowed for respondents to fill in their own preferred club and sponsor, which resulted in a large variety of clubs and sponsors, with as a result, a large variety of factors that are of influence on the relationship between supporter, club and sponsor.

Originality- This study is the first to focus on affective response in relation with sponsorship termination and consider the implicit theories as a predictor in this highly emotional environment.

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Chapter 1: Introduction

With an astonishing predicted \$48.4 billion, the global spend on sports sponsorships is expected to be higher than ever before according to marketing and research organization World Advertising Research Center (WARC) (Brownsell, 2020). The 5% increase is the strongest growth within the sports sponsorship market in over a decade. However, these numbers and predictions were all before COVID-19 spoiled numerous sporting events including the EURO 2020 soccer championships and the Tokyo 2020 Olympics, thereby affecting the industry as a whole. Sports agency Two Circles forecast a decrease in global sponsorship spend of 37%, resulting in a \$28.9 billion worldwide spend (Brownsell, 2020). With the pandemic also effecting decision making in sports sponsorships in general, a study found that 37% of participating firms are choosing to decrease sponsorship investments in the upcoming year (Brownsell, 2020).

It goes without saying that the COVID-19 pandemic has a detrimental effect on sports sponsorships in general. Denton (2020) states that the pandemic has multiple consequences on the sports sponsorship industry, including the loss of income but also the risk of future investments and termination of current sponsorships. However, based on recent market research by Brand Essence (2019), the global sports sponsorships industry is predicted to reach a value of \$86.6 billion by 2025. It is therefore safe to assume the industry is far from full decline. Possibly one of the main reasons as to why sponsorships remain an interesting marketing tool is the empirically proven fact that sponsorships can help enhance corporate image and increase both loyalty and awareness among the target group (Cornwell & Coote, 2005; Ko, Kim, Claussen, & Kim, 2008). Besides, sponsorships have a proven positive impact on the attitude consumers form towards the corporate sponsor (Nicholls, Roslow, & Laskey, 1994; Till & Busler, 2000; Ko & Kim, 2014).

The rise in sponsorship terminations despite various proven positive effects raises the question as to what happens to the positive effects of sport sponsorships when the relationship is terminated. When assessing the still relatively sparse literature regarding the effects of exiting a sponsorship, it appears that the consequences are mainly negative with regards to the attitude that consumers form towards the sponsor. When compared to sponsors continuing the agreement, more negative attitudes are formed towards the sponsors exiting the partnership (Grohs, Kopfer, & Woisetschlager, 2015). The study by Grohs, Kopfer and Woisetschläger (2015) also concludes that there are several conditions that mediate these negative effects, such as the sponsor-object fit, availability of back-up sponsors, relative importance of sponsor to the club and the overall performance of the sponsor object. Additionally, Ruth and Strizhakova (2012) also examined the effect of sponsorship termination in relation to the attitude of consumers and found that contextual factors such as the stated motives for the exit, duration of the sponsorship and the level of customer involvement influenced the overall negative effect of the sponsorship exit on the attitudes of consumers. Besides, Dick and Uhrich (2017) found empirical

evidence for a more negative response of the consumers if the exit from a sponsorship was chosen, as opposed to a forced exit. In a subsequent study, Dick (2018) found that the negative effects of sponsorship termination are also mitigated when the sponsor exits gradually from the engagement.

Since there is no specific academic literature that solely takes the effects of sponsorship termination on affective response in account, Heider's (1946) balance theory of attitude change is considered to be a suitable predictor on how consumers might affectively react to sponsorship termination. This theory is based on the cognitive consistency between attitudes and behaviors. To elaborate, a cognitive balance might be interrupted when a sponsor acts to the disadvantage of a sports team of a person's liking (Dick & Uhrich, 2017). Therefore, affective response of consumers is also assumed to be negatively impacted when a sponsorship of their favorite team is terminated, especially since the nature of sports creates an environment in which fans are highly emotionally involved with their favorite teams (Capella, 2002). However, there is a difference in how people think about, handle and experience their emotions (Tamir, John, Srivastava, & Gross, 2007; Livingstone, 2012). Hence, there can also be a difference in how the fans think about, handle and see the event of sponsorship termination involving their favorite team. There could be, for instance, one consumer that experiences a sponsorship termination in a very profound manner because he or she is very concerned with the sports club, leaving him or her very emotionally effected. On the other hand there could be a consumer who experiences a sponsorship termination rather lightly because he or she is not as much concerned with that sports team, resulting in very little emotional change. Besides, if someone believes his or her emotions are malleable and he or she is in control of his or her emotions, it could be the case that this person is less negatively affected by the news of sponsorship termination compared to someone that is convinced that he or she is not in control of his or her emotions (Tamir et al, 2007; Livingstone, 2012). Therefore, the implicit theories of emotion, which evolve around the differences in beliefs about the malleability of emotions, will be considered as a possible moderator for the relationship between sponsorship termination and affective response.

1.1 Objective

The objective of the current study is to find out to what extent the implicit theories of emotion moderate the assumed negative influence of sponsorship termination on the affective response of consumers. Besides, the aim also is to study the role of implicit theories of emotion in the extent to which someone forms negative behavioral intentions after being exposed to sponsorship termination. During the current study, the following research question has a central role: *To what extent is there a difference between the extent to which entity and incremental beliefs emotionally experience the sponsorship termination as negative and is there a difference in behavioral intentions between entity and incremental beliefs after being exposed to sponsorship termination?* In order to get insightful answers to this research

question, relevant literature will be studied, after which an experiment will be outlined from which theoretical and managerial implications will be derived.

1.2 Contributions

Assessing the influence of the implicit theories of emotion on the relationship between sponsorship termination and affective response contributes to existing literature for both managerial and academic purposes.

1.2.1 Theoretical contribution

The study at hand will add and contribute to the existing literature on sports sponsorship termination in two different ways. Firstly by examining the negative effects on attitude in a more specific way by focussing on the affective component. Secondly, it will also provide more in depth knowledge on the extent of negative effects of sponsorship termination by zooming in on implicit theories of emotion. The study at hand will therefore be relevant to current literature by focussing on the role of implicit theories of emotion and discuss possible means of mitigating negative affective responses, after assessing the assumed differences for entity and incremental theorists. By doing so, the current study seeks to accumulate knowledge on whether the implicit theories of emotion can influence and predict the extent of negativity in affective responses and to what extent the initial negative response is translated into negative behavioral intentions for both incremental and entity theorists. Lastly, the current study also extends current literature on the implicit theories of emotion by examining its effects in an environment where respondents are highly emotionally attached to the subject that is used as a stimulus (i.e. the football club).

1.2.2 Managerial contribution

In terms of managerial relevance, the current study will provide key insights for marketing managers of firms that have to or choose to terminate sponsorship relations by providing knowledge on what to expect when a sponsorship agreement will come to an end. More specifically, the current study will provide insight into the emotional reaction of supporters of the sponsored property and will lay out the behavioral intentions of supporters when they are confronted with sponsorship termination. This way, sponsor- or marketing managers can make well-grounded decisions with regards to the possible termination of current sponsorship contracts.

1.3 Outline of the study

This thesis will be divided into five chapters. The first chapter gave a general introduction into the central topic in the present study and provided the research objective and research question. The second chapter will dive deeper into the theoretical framework and shed light on the relevant knowledge out of which the hypotheses will follow. The following chapter will describe the methodology of the research and explain how this research will be conducted. In chapter four the results of the current study will be provided after which chapter five will provide conclusions, interpretations, discussion and insights. Finally, chapter five will also go into detail on the limitations and possibilities for future research.

Chapter 2: Literature review

In this chapter the literature related to the research topic will be discussed. A clear overview will be provided into the definitions and concepts used in established studies as well as the differences and similarities across various studies on relevant topics.

2.1 Sport sponsoring

Since sports sponsoring, and the termination of it, is the central concept within the current study, a clear overview of what sponsorship is, what sponsorship objectives are commonly used, how these are measured by the sponsorship managers and what the overall outcomes of sponsorships are is necessary. After all, it is crucial to understand how sponsorships influence consumers or fans in the first place before the effects of termination can be discussed.

2.1.1 Definitions and concepts

The origins of sport sponsorships lie within the classification of the so called marketing mix ingredients (Meenaghan, 1983). To elaborate further, McCarthy, (1981) proposed four ingredients as a set of marketing components. These four elements; Product, Price, Promotion and Place, all contribute to an overall marketing image set on beforehand by the marketing manager. Meenaghan (1983) suggests that sponsorship is an element used to boost the promotion category within the marketing mix.

After reviewing several limited or restrictive definitions of sponsorship, Meenaghan (1983) suggested the following definition of sponsorships which takes into account the breadth of sponsorship activities and provides a sufficient rigorous base for theoretical examinations: *“The provision of assistance either financial or in kind to an activity by a commercial organization for the purpose of achieving commercial objectives”* (Meenaghan, 1983). A more practical definition of sponsoring is *“a cash or in-kind fee paid to a property (typically in sports, arts, entertainment, or causes) in return for access to the exploitable commercial potential of that property”* (IEG, 2017).

As the central topic in the study at hand is specified to sponsorships in sports, finding out why sports are a popular form of sponsorship is relevant. Dixon and Lucas (1982) provide insight into why sports is widely used for sponsorships: *‘Sport is popular as a sponsorship activity because it has two potential markets: the participant and the spectator. Although individuals may choose not to participate, there is scarcely any civilization that is without a developed interest in some activities that could broadly be considered sports’*. Additionally, Frey and Eitzen (1991) describe sports as a universal structure that involves millions of people around the world either passively engaged or actively participating. It is a social involvement that is incomparable to any other phenomenon except religion (Frey & Eitzen, 1991).

2.1.2 Objectives of sponsorships

As stated by Meenaghan (1983), there are two different environments with whom a business should interact. The task environment consists of suppliers and rivals, whereas the public environment consists of government entities, banks, and the general public. In order to make these interactions easier, it is important to project a favorable image (Abratt, Clayton, & Pitt, 1987). Businesses engage in sponsorship fields that have no direct relationship with their business for this reason (Abratt et al., 1987).

In the study by Abratt et al.(1987) corporate objectives in sports sponsoring played a central role. Product-related objectives, sales objectives, media coverage objectives, guest hospitality objectives, and personal objectives are the five principal kinds of sponsorship objectives identified by the study.

A more recent study by Cliffe and Motion (2005) showed that sponsorship has been widely studied as an advertising-type medium, with most of the research focusing on one or more of these areas: recall and recognition, image transfer and corporate branding. However, Cliffe and Motion (2005) also concluded that sponsorships may be used as a primary driver of brand strategy to provide customers with a more immersive experience and add value to the brand by using both functional and nonfunctional brand values (Cliffe & Motion, 2005). Sponsorships allow brands to leverage brand experiences that would otherwise be impossible to achieve by tying the event experience to the brand. (Cliffe & Motion, 2005).

As described above, customers are often indicated as the target group of sponsorship activities. However, with the broadness of sponsorship activities in mind, several other audiences can be distinguished and targeted via sponsorships. Cornwell and Kwon (2019) reviewed sponsorship related research from 1996 to 2017 and derived an overview of the top audiences of sponsorships. The main audience, or target group, for sponsorships are first and foremost the consumers. Secondly, employees and organizational audiences such as stockholders are also considered to be one of the most important audiences when it comes to sponsorships. Other audiences such as governments and nongovernmental organizations also belong to the audiences within sponsoring but are less commonly directly targeted (Cornwell & Kwon, 2019).

2.1.3 Measuring sponsorship effectiveness

The topic of sponsorship effectiveness is rather challenging, mainly due to two reasons. Firstly, there are uncontrollable environmental factors that can influence the objectives set within the sponsorship. For example, there could be a case where competitive effort is lowered or increased which can be of impact on sales levels (Crompton, 2004). This was for example the case in AFC Ajax's impressive 2018-2019 Champions League run, which nearly doubled their revenues and significantly helped both ticket- and merchandise sales (Sport Business, 2020). Secondly, sponsorships are often used within a platform

that include multiple other promotional tools. This makes the impact of one singular sponsorship harder to measure since it is harder to isolate (Crompton, 2004).

By assessing the existing sponsorship literature, it becomes clear that over the past few decades, sponsorship effectiveness is hardly ever successfully measured, if measured at all (Meenaghan, 1983). Additionally, Waite (1979) found that the vast majority of companies claiming sponsorship effectiveness had little to no actual evaluation to substantiate these claims. The reason for the little amount of effectiveness evaluation also translates into the critique on misapplications of sponsorship measures. According to Meenaghan and O'Sullivan (2013) this is due to the different and less amenable nature of sponsorships. He states that although the versatility of sponsorship may render the measurement process more challenging, it does not prohibit measurement.

Often the effectiveness of sponsorship was measured using redundant exposure centered effects, stemming from the advertisement literature (Meenaghan & O' Sullivan, 2013). However, it is also believed that consumer attitudes toward sponsors are important outcome factors that should be addressed when evaluating sponsorship effectiveness (Ko, Chang, Park, & Herbst, 2017; Speed & Thompson, 2000; Madrigal, 2001; Ko and Kim, 2014).

One of the key differences that sets sponsorship apart from the classic advertisement methods, and also the reason why only exposure metrics are inadequate for sponsorships, is the ability to 'touch' rather than just 'reach'. In their study, Meenaghan and O'Sullivan (2013) described the future of sponsorship metrics as follows *'sponsorship has the capacity to deliver on the full range of brand related objectives from awareness creation and image development through to brand affinity, consumer bonding and impact on sales, but it is toward the latter end of this consumer engagement continuum – in the areas of consumer connection, bonding and action – that sponsorship effectiveness metrics must in future be focused.'*

In conclusion, there has yet to be agreed on a theoretical framework that fully captures the versatile components of sponsorships, although the boundaries of this framework have been set. The effectiveness of sponsorships should be measured on the basis of its key determinants; brand experience, engagement and involvement (Meenaghan and O'Sullivan, 2013). Cornwell and Kwon (2019) agree, noting that sponsoring aims are shifting from an ad space and property asset exchange model to an engagement network view.

2.1.4 Positive effects of sponsorship

The recently more important role of sponsorships within the marketing mix, as described above, has shed an important light on the positive effects of sponsorships within marketing literature. Fahy, Farrelly, and Quester (2004) have investigated the relationship between sponsorship and competitive advantages, concluding that sponsorships should be viewed as a strategic activity capable of generating a long-term competitive advantage in the marketplace, if resourced and structured correctly. Moreover, according to Cliffe and Motion (2005) sponsorship of sports, the arts, charity, and entertainment has become a significant part of corporate strategy and Cornwell and Kwon (2019) describe sponsoring as ‘‘a multifaceted strategic decision’’. Sponsorships, according to both Cornwell and Coote (2005), and Ko et al (2008), improve business image and generate sales chances by increasing target group awareness and loyalty.

Moreover, Madrigal (2001) studied sponsorship in the context of collegiate sports and found that there is a positive relation between the perceived benefits derived by a corporate sponsorship and the attitude towards the sponsors products. Additionally, within the marketing and advertising literature there is empirical evidence that a well-structured sponsorship can positively impact several variables such as consumer recall and awareness (Cornwell, Weeks, & Roy, 2005), as well as the overall image of the sponsor and their products (Gwinner & Eaton, 1999) and attitudes towards the sponsor (Speed & Thompson, 2000). To elaborate further on sponsorship attitudes, Dalakas and Levin (2005) studied attitudes toward sponsors in the NASCAR environment and found that fans develop positive attitudes towards the sponsor, when the sponsor supports their favorite driver. On the other hand, they also concluded that fans develop negative attitudes toward a sponsor when that sponsor supports their least favorite driver (Dalakas & Levin, 2005). Lastly, Ko and his colleagues (2008) reported that positive images of the corporate sponsor directly impacted the purchase intention for the sponsors products.

The current study will use the reported positive effects of sponsorship on the attitudes of consumers to develop hypotheses, which can be found at the end of section 2.2 and at the end of section 2.4, and investigate what happens to the attitude of consumers when the sponsorship is terminated. In order to successfully do so, a clear overview of sponsorship termination and the consequences has to be provided.

2.2 Sponsorship termination

As the sport sponsoring in general has been considered, more focus on the ending of these sponsorships will be applied. This section will dive deeper into the definitions and concepts of sponsorship termination literature and will investigate causes as well as consequences. This concept is crucial to understand since sponsorship termination is the stimulus that triggers the affective response in the study at hand.

2.2.1 Definitions and concepts

In recent years, not only the overall effects of sponsorships have been studied, but a significant amount of literature has also focused on the effects of ending sponsorships. One of the first to touch on the sponsorship termination subject was Meenaghan (2001), claiming that “exiting from a sponsorship has to be carefully managed to minimize damage and preserve goodwill.” Taking a more focused view on the ending of sponsorship, several studies have found empirical evidence that termination of sponsorships does indeed negatively influence consumers attitudes toward the exiting sponsor (Grohs et al., 2013; Ruth & Strizhakova, 2012; Dick & Uhrich, 2017; Dick, 2018). A suitable example of a sponsorship termination is the case of FC Barcelona and Turkish tire manufacturer Lassa. In 2019 this sponsorship relation was ended due to the fact that Lassa was no longer capable of continuing the annual €5 million sponsor fee. In that same year, FC Barcelona additionally saw both Audi and Gillette not renew their long-term sponsorship deals, leaving the Spanish club with a total of €15 million annual missing revenue (Sports Pro Media, 2019). Following the theoretical suggestions of Grohs et al., (2013) and Ruth & Strizhakova (2012), these terminations might have had a negative impact on the attitudes of consumers towards Lassa, Audi and Gillette, possibly leading to less favorable brand perceptions (e.g. cognitive consequences), negative affect (e.g. affective consequences) and lower purchase intentions (e.g. behavioral consequences).

In current literature, Heider’s (1946) balance theory of attitude change is considered to be a suitable predictor on how consumers react to sponsorship termination. This theory is based on the cognitive consistency between attitudes and behaviors. To elaborate, a cognitive balance might be interrupted when a sponsor acts to the disadvantage of a sports team of a person’s liking (Dick & Uhrich, 2017).

Some concepts that have been linked to the ending of sponsorships are gradual vs entire exit (Dick, 2018), chosen vs forced exits (Dick & Uhrich, 2017) and sponsorship duration, perceived fit, financial dependency and team performance (Grohs et al., 2013). The following section will go into more detail on these concepts and how they are related to sponsorships, attitudes from consumers and the overall consequences of sponsorship termination.

2.2.3 Consequences of sponsorship termination

Ruth and Strizhakova (2012) studied the response of consumers towards an exiting sponsor in an art event environment and found several results regarding attitudinal changes of consumers. Their research showed that contextual factors such as the stated motives for the exit, duration of the sponsorship and the level of customer involvement influenced the overall negative effect of the sponsorship exit on the attitudes of consumers. To be more precise, they found that blatant sales-oriented motives for sponsorship termination caused negative consequences for consumer attitudes towards the exiting brand.

In addition, Ruth and Strizhakova (2012) found that high involvement supporters show signs of gratitude when long-term sponsorships come to an end and that the negative effects of exiting from a sponsorship are less strong when the partnership was of a long duration. Besides, the authors reported that the overall negative effect was mitigated for the combination of low involvement supporters and a shorter rather than longer duration of the sponsorship, which can most likely be attributed to these consumers' lack of overall interest in the event domain.

Grohs et al., (2013) studied the consequences of consumer attitudes towards a sponsor that withdrew from sponsorship under several conditions and found empirical evidence that withdrawal, or termination, indeed negatively influences the attitudes consumers have towards the sponsor. They discovered that when the relationship is longer rather than short, the perceived fit between the sponsor and the team is high, and the team's financial dependent on the sponsor is high, the negative influence is larger.

Dick and Uhrich (2017), who studied the difference between a chosen and forced exit from a sponsorship and the effects these types of exits have on consumers' response, also replicated results from the studies mentioned above. A forced exit means that the sponsor is driven towards ending the relationship due to situational circumstances such as financial difficulties. This was for example the case in the example of FC Barcelona and Turkish tire manufacturer Lassa, as described earlier (Sports Pro Media, 2019). Chosen exits are on the other hand described as when the sponsor decides to end the relationship with no compelling reason for it. This was, for example, the case with Nike and football superstar Neymar. Nike ended the sponsorship with the Brazilian striker before the contract expired but did not disclose a specific reason for termination. However, as the end-date was still in prospect, Nike deliberately chose to exit from a fifteen-year partnership (Sport Business, 2020). In their study, Dick and Uhrich (2017) found empirical evidence for a more negative response if the exit from a sponsorship was chosen, as opposed to a forced exit.

In a subsequent study, Dick (2018) found that the negative effects of sponsorship termination are also mitigated when the sponsor exits gradually from the engagement. Often professional sport clubs have a sponsorship system that has several layers ranging from, for example, main partners to regional partners or specific suppliers. A good example of how a sponsor gradually exits from a sponsorship is the case of Dutch football club PSV and Philips. After 34 years the electronics company decided to end the main partnership but continued the relationship, with a smaller annual fee, with their logo on the sleeve of PSV's kit and their name still on the stadium (AD, 2015). This example corresponds with the exemplary case of English soccer club Liverpool and Danish beer brand Carlsberg, given by Dick (2018) in his study. Carlsberg was Liverpool's main shirt sponsor for 17 years, when they decided to end that contract

in 2010. However, Carlsberg is nowadays still connected to Liverpool as official beer partner (Liverpool, 2021).

Within the context of the study at hand, the assumed negative effects of sponsorship termination will be reexamined within an environment that focuses on a specific component of the consumers attitudes, rather than distinguishing deciding factors at the sponsors end of the model. The current study will therefore extend the existing literature by focusing on affective response of consumers in particular with the following hypothesis:

H1: Sponsorship termination has a negative effect on affective response of the consumers

2.3 Affective response

At the foundation of affective response is the general concept of attitude, which consists of three main components; cognition, affect and behavior. An attitude can, according to Ajzen and Fishbein (1975) best be described as ‘‘a learned predisposition to respond in a consistently favorable manner with respect to a given object.’’ With regards to the current study, the object to which consumers form their attitude would be the sponsor of their favorite professional sports team. The affective component represents favorable and unfavorable feelings and is also widely known as the realm of emotions. It includes feelings, emotions and physiological reactions and can even be defined as a ‘gut’ reaction (Ostrom, 1969). Affective response, according to Haile, Gallagher, and Robertson (2015) refers to ‘‘the general psychological state of an individual, including but not limited to emotions and mood, within a given situation.’’ (Zhang, 2013) defines emotions as ‘‘an affective state induced by or attributed to a specific stimulus. Emotions typically arise as reactions to situational events and objects in one’s environment that are relevant to the needs, goals or concerns of an individual.’’ When translating this to the study at hand, the expectation is that when a sponsor decides to terminate the sponsorship relationship with the favorite sports team of an individual, emotions with a negative valence will arise because the termination affects their concerns about the club. The term ‘‘emotion’’ refers to a person’s subjective feelings. The sensation lasts only as long as the supporting cognition, perceptions, or other elicitors are active, and it disappears as soon as the person is no longer in that state. (Russell 2003; Scherer 2005). Moreover, Russell and Barrett (1999) found that the more arousing an affective state is, the higher chance a behavioral response will be given. With regards to the current study, where affective response is studied in an environment where fans are highly emotionally connected to their favorite club, it is assumed that anything that, in the perception of the fan, hurts their favorite sports team will cause significant affective arousal.

In the existing marketing and advertising literature attitudes and its variables are proven to be important indicators of behavioral intentions (MacKenzie & Lutz, 1989). In their study, Mackenzie and Lutz (1989) discovered that one’s attitude about an advertisement has a considerable favorable impact on

one's attitude toward a brand, influencing purchase intent indirectly. Ajzen (1975) also states that once developed, an attitude creates a consistent response to a certain stimulus item, implying that attitudes have an impact on behavior. In subsequent studies, Ajzen (1991;2001) found that, according to the theory of planned behavior, establishing a good attitude is critical since it has a direct impact on consumer purchase intent and, eventually, consuming behavior. Within the context of sponsorships, one of the main objectives is “to create and maintain positive consumer attitudes towards the sponsor”, according to Cornwell and Maignan (2013).

Although the distinction of the three categorizations within attitudes are evident, there has been thorough research on the underlying relationship of these three components and the overall evaluative homogeneity among them (Ostrom, 1969). The latter is an assumption of the cognitive consistency theories of attitude (McGuire, 1966) and suggests that people aim to maintain evaluative homogeneity in the responses they discharge. This means that people strive to display a balanced response, even though the underlying balance in the components of attitude is disrupted. Moreover, several researchers have placed the demonstration of consistency within the three components of attitude as a central topic within their study and concluded that consistency is indeed a significantly dominant factor, suggesting that any of the three components would be an adequate index of attitude (Harding, Kutner, Proshansky, & Chein, 1954; Fishbein, 1966).

However, in more recent research, affect has been researched as a key factor in decision-making and consumer behavior, and is recognized to play a major role in influencing everyday cognitive and behavioral functions (Bandyopadhyay, Pammi, & Srinivasan, 2013). To elaborate further, Isen, Means, Patrick, & Nowicki (1982) found that consumers that are in a more positive emotional state are inclined to decrease decision complexity and experience shorter decision times. Additionally, because it has the ability to impact behavior without interfering with other cognitive processes, affect has become a more important component (Clark & Isen, 1982).

The study at hand focuses on the affective response in particular because of the high emotional connection consumers have with their favorite sports team. The context of football fans creates an ideal situation to study the effects of a termination that directly involves their favorite team and how they emotionally react to that termination.

2.4 Implicit theories of emotion

After reviewing affective response, this section will go into more detail on the implicit theories of emotion and how this theory relates to affect and emotion in particular. Since affective response is a key variable in the current study, more focus on a theory that is of impact on emotions is necessary,

especially in the environment where emotional connection is expected to be high, like it is the case with football fans and their favorite club.

2.4.1 Definitions and concepts

The implicit theories of emotion find their origin in the studies by Dweck and her colleagues (Dweck, 1986;1996;1999; Dweck, Chiu, & Hong, 1995; Dweck & Leggett, 1988). They placed the malleability of personal attributes such as intelligence and emotions as a central concept in several studies. The key distinction within the implicit theories is between people who carry entity beliefs as opposed to people who have incremental beliefs. According to this theory, entity beliefs evolve around attributes being fixed and impossible to change. Incremental beliefs, on the other hand, state that attributes are malleable and therefore can be changed, improved or modified (Dweck & Leggett, 1988). The theory is implicit due to people often not being aware of their beliefs explicitly, although it has an impact on several aspects in their lives (Livingstone, 2012).

People who possess incremental beliefs see personal attributes such as intelligence and emotions as malleable and controllable, as opposed to entity believers. The latter type of people see personal attributes as fixed and impossible to control (Dweck, 1996). The vast majority of research on the implicit theories have been with regards to intelligence and academic improvement.

Additionally, in more recent studies, several researchers were able to distinguish implicit theories of intelligence from implicit theories of morality (Chiu, Dweck, Tong, & Fu, 1997; Dweck et al., 1995) and implicit theories of personality (Beer, 2002; Chiu, Hong, & Dweck, 1997). Important distinctions within these categories of implicit theories are that entity believers tend to hold moral beliefs in which duties within a given system are seen as fundamental, whereas incremental theorists hold moral beliefs in which moral principles such as human rights are seen as fundamental (Chiu, Dweck, Tong & Fu, 1997). To elaborate further on the implicit theories of personality, Chiu, Hong and Dweck (1997) found that people who view personal traits as fixed (entity theorists) were better able to predict behavior by making use of trait-relevant information. This concept of using traits as the main unit of analysis in social perception is referred to as lay dispositionism. In line with their prediction, Chiu, Hong and Dweck (1997) found empirical evidence for a causal relationship between the implicit theories of emotion and lay dispositionism, by showcasing better behavioral predictions and stronger trait inferences by those people who hold entity beliefs.

The implicit theories of intelligence are also applicable to external phenomena, according to Dweck et al, (1995). An excellent example is that if someone sees the world as flexible, he or she is more likely to want to actively improve it than if they see the world as stable. In the case of the latter, he or she will only try to predict and understand it, but not try to actively change it (Livingstone, 2012).

The implicit theories stem from two types of response patterns identified by Dweck in the late 1970's. One being the helplessness-oriented kind of response while the other is more mastery-oriented. The first category responded to failure with withdrawal of effort, intense distress and avoidance of opportunities to improve their skill level (Diener & Dweck, 1978; Dweck, 1975). The mastery-oriented response maintained task engagement and did not experience the challenge as failure due to the fact that they interpreted it as a sign to change their strategy or to improve their skill level (Diener & Dweck, 1978).

The implicit theories of intelligence are closely related to the regulation of intellectual functioning, meaning that entity believers are less likely to change their intellectual functioning as they believe this is fixed and cannot be changed, even if they wanted to. Tamir, Srivastava, Gross and John (2007) proposed that, following the same logic, "implicit theories of emotion are closely related to the regulation of emotion." They suggested that implicit theories of emotion should be related to emotion regulation efficacy. In this context, incremental beliefs should lead to the mindset that emotions are malleable and therefore it is more likely that these individuals believe they have the ability to control their emotions. On the other hand, entity beliefs should lead towards the conviction that emotions are fixed and therefore these people are less prone to believe that they can control their feelings. Moreover, Tamir et al. (2007) found that people with incremental beliefs are more likely to use anticipatory strategies of emotion regulation such as cognitive reappraisal. This emotion regulation strategy is can be defined as "an antecedent-focused strategy that involves construing an emotion-eliciting event in a way that changes its emotional impact before it occurs" (Gross, 1998; Gross & John, 2003). In other words, cognitive reappraisal is a strategy to cope with emotions by changing the meaning of the event and by doing so changing the emotional impact of the event. For example, it could be the case that a supporter of a football club reads a statement about the termination of the main sponsorship of his favorite football club. Instead of letting that event directly impact his/her emotions, he or she will change the way they see or interpret that news (e.g. for example by seeing it as an opportunity for the club to find an even better paying sponsor) and thereby change the way that news impacts their feelings. The study of Tamir and colleagues (2007) will be elaborated on further in paragraph 2.4.3.

Additionally, Livingstone (2012) studied the implicit theories of emotion by means of five sub-studies. In study 1 and 2, she placed the implicit theories of emotion in relation to overall well-being and emotion regulation, thereby replicating the findings from earlier studies. In study 3, Livingstone (2012) assessed the effects of implicit theories of emotion on emotion regulation and experience during exposure to an emotion-eliciting event. In the last two studies, she studied the relation of the implicit theories of emotion and the patterns of helplessness and mastery emotion regulation. The key findings imply that the stronger the incremental beliefs of someone, the more use they make of regulation strategies that are linked to more positive and less negative affect. The same results hold for coping strategies; people with

stronger incremental beliefs, as opposed to entity beliefs, are more likely to utilize coping mechanisms that are associated with greater positive and less negative affect.

2.4.3 Consequences for affective response

Over the years, several researchers have focused on the implicit theories of emotion and how this concept relates to social outcomes (Tamir et al., 2007), regulation of negative affect (Kappes & Schikowski, 2013) and overall emotion regulation and experience (Livingstone, 2012). This section will dive deeper into the actual consequences of these implicit theories of emotion on the affective component of attitude.

Tamir et al (2007) placed the implicit theories of emotion in a longitudinal, social environment by investigating students who undergo a major life transition, attending college. The authors found that the implicit theories of emotion are directly linked to emotional and social adjustment during this transition. The first key outcome was that students who possessed entity beliefs showed weaker emotion control self-efficacy and used less cognitive reappraisal. Self-efficacy evolves around the belief whether or not a certain domain, or personal attribute such as emotion, is controllable. Moreover, people who have higher self-efficacy, and therefore believe a certain domain is controllable, are more likely to control that specific domain and therefore learn more adaptive regulation strategies over time. This ultimately results in more successful self-regulation (Tamir & Mauss, 2011).

Additionally, students with entity beliefs had more negative emotional experiences and received less social support from new friends. Overall, the students with entity beliefs showed lower well-being and greater depressive symptoms over the course of their first year as compared to students with incremental beliefs, who reported fewer negative and more positive emotions throughout. At the end of their first term in college, students with entity beliefs reported lower levels of happiness and more depressed symptoms, as well as poor social adjustment. Moreover, Tamir and colleagues (2007) found that individual differences in emotion regulation self-efficacy were found to partially mediate emotional outcomes, leading to the conclusion that implicit theories of emotion can have long-term repercussions for socioemotional functioning. From a theoretical point of view, it will be interesting to see whether or not the results from earlier studies on the implicit theories of emotion will be maintained within an environment where emotional connection and the affective arousal is relatively high. To be more precise, Tamir et al (2007) studied the implicit theories of emotion in a more general social environment and without deliberately exposing participants to negative experience. This study, however, will expose the participants to a negative affective experience that involves a brand (i.e. their favorite football club) that the respondents are relatively highly involved with and assess whether or not the results hold, meaning that incremental beliefs will indeed result in less negative affect and entity beliefs more so result in negative affect.

In line with the study from Tamir et al (2007), Livingstone (2012) investigated the implicit theories of emotion and the effect they have on the use of emotion regulation strategies and emotional experiences. She concluded that incremental theorists had greater positive emotion and less negative emotion, with the relation mediated by the use of more active coping and adaptive emotion control mechanisms, in contrast to people with entity beliefs. Livingstone (2012) also highlighted that, under the condition that emotions are experienced naturally (i.e., without trying to reappraise the emotions), there is no difference between emotional experience for incremental beliefs versus entity beliefs. However, when asked to reappraise (i.e., change the way they see the event and therefore try to change the emotional impact of the event) incremental theorists experienced more neutral affect compared to entity theorists who experienced more negative affect. Finally, according to the findings, incremental theorists were more prone to blame their failure or success on their emotion regulation method. (Livingstone, 2012).

The most recent research on implicit theories of emotion studied the implicit theories in relation to the regulation of negative affect in particular (Kappes & Shikowski, 2013). Their study showed that, in line with the prior studies, the stronger the beliefs in an entity theory, the more negative affective experiences. Moreover, Kappes and Shikowski (2013) reported that people who strongly believe in the entity theory were more likely to avoid the affective stimuli, they additionally reported more feelings of discomfort during exposure to the stimuli. Even after controlling for negative affect after exposure, the study showed that feelings of discomfort remained, implying that the implicit theories of emotion were related to how much people are bothered by negative affect, rather than the intensity they experience negative affect. Finally, Kappes and Shikowski (2013) found that entity theorists tend to avoid negative affect, while incremental theorists are likely to accept it. To elaborate further, avoidance in this case relates to the unwillingness to experience negative affect which causes the person to actively try to avoid the event as a whole to avoid experiencing the negative affect that comes with the event. Acceptance relates to undergoing the event and facing the emotional experience that the event causes, before eventually processing and accepting it.

When applied to the study at hand, the implicit theories of emotion can be a suitable moderator that can possibly mitigate the original negative effects of sponsorship termination on the affective response of consumers. As described above, incremental beliefs are proven to have a significant effect on the regulation of emotions (e.g. via cognitive reappraisal or other regulation strategies) and the overall experience of emotions. Following the line of argumentation from Kappes and Shikowski (2013), football supporters with incremental beliefs are more likely to accept negative affect, whereas football supporters with entity beliefs are likely to experience more negative affect and are therefore more likely to avoid it. To be more precise, acceptance of the negative affect within the boundaries of the present study will mean that fans with incremental beliefs experience, process and accept the termination and the emotional impact that it has, without further influencing their behavior. Avoidance in this case means

that fans with entity beliefs are more likely to experience, not process and therefore avoid further exposure to the termination, eventually possibly leading to behavior disengagement (Livingstone, 2012) and impacting overall well-being (Kappes & Shikowski, 2013). Moreover, when placing the results of Livingstone (2012) within the boundaries of the study at hand, football supporters with incremental beliefs are more likely to use more active coping and regulation strategies for their emotional experiences. This means that when they are confronted with negative affect in the form of sponsorship termination, they are less likely to experience the termination as negative because of their choice of regulation strategies. Lastly, following Tamir and colleagues (2007) line of argumentation, football fans with entity beliefs about their emotions should report more negative affect since the likelihood of successful self-efficacy is lower because they tend to make less use of cognitive reappraisal as opposed to football fans with incremental beliefs. This leads to the following hypotheses:

H2: Consumers with entity beliefs will experience more negative affect when confronted with sponsorship termination compared to consumers with incremental beliefs

H3: Consumers with incremental beliefs will display less negative behavioral intentions towards the sponsor compared to consumers with entity beliefs

Chapter 3: Methodology

Up until now the theoretical foundation of this thesis has been discussed with regards to the topic of sponsorship termination and affective response to that event. Based on the relevant literature hypotheses have been formulated. This section will go into more detail on how these hypotheses are tested within the study at hand. A description of the research design and stimuli development will be provided, as well as a concrete explanation of how affective response and the implicit theories of emotion are measured. Lastly, this section will also focus on how this has been collected and the sample that was addressed within the current study.

3.1 Research design

In order to effectively assess the assumed negative effects of sponsorship termination on affective response and the mediating role of the implicit theories of emotion, an experiment is regarded to be the best suited research method for the current study. According to Hair, Barbin, Money and Samouel (2003), an experiment is best described as “causal designs in which a researcher controls a potential cause and observes any corresponding change in hypothesized effects”. The experiment within the study at hand has two different scenarios which are manipulated, and one control group that was not exposed to a treatment, to assess the effect on affective response of the consumers. The first scenario exposed the respondents to an event where the sponsor of their favorite football team has terminated the sponsorship contract due to a forced reason (COVID-19). The second scenario exposed respondents to the event where the sponsor chose to terminate the sponsor contract due to sponsorship budget reallocation. Finally, the third group has not been exposed to sponsorship termination and is used as a baseline measure of affect towards the sponsor. The respondents have been randomly assigned to either one of these three groups.

3.2 Stimuli development

In order to assess the relationship between sponsorship termination and the affective response of consumers, a stimulus that is coherent with the specifications of the current study is essential. The first and arguably most important criterion with regards to the stimulus is that it should involve a real soccer team, since this thesis researches the negative effects of a sponsorship termination in a highly emotional environment. Therefore, the respondents should actually be emotionally very attached. The stimulus in this study is the termination of a sponsorship, but since the timely and monetary resources are limited, waiting for a real sponsorship termination scenario is not possible. In order to recreate the real scenario as best as possible, a real football club and a real sponsor of that particular football team have been used in a fictive manner (i.e. respondents were asked to treat the scenario as if it was real).

As described earlier, the respondents have been divided into three groups, each exposed to a different scenario regarding their favorite football club and its main sponsor. Group one saw a fictive news statement regarding the ending of the sponsorship between their favorite club and its main sponsor that contained the message that the sponsor opted to end the six-year sponsorship due to financial difficulties as a result of the COVID-19 pandemic. Group two saw a similar news statement, but this second scenario spread the message that the sponsor chose to end the partnership because they are looking to relocate their marketing budget with a different sports team. The third group formed the control group and saw a neutral news statement about the partnership, after which they filled in a questionnaire with regards to their affect towards the sponsor, their beliefs about the malleability of emotions and their general information without the exposure to the stimulus and therefore without manipulation.

To be more precise, the respondents received a questionnaire that asked them for their favorite team and their main sponsor (or if they could not think of the main sponsor, any other sponsor of their favorite club). After they filled in their team and sponsor, the survey informed them via a fictive news statement that the sponsor terminated the sponsorship with their club, with the reason for termination depending on which group they were in. The news statements can be found in appendix 2. Important to note here is that the control group saw a neutral news statement without the fictive news of the termination and was questioned about their feelings towards the sponsor as a baseline measure. The other two groups answered, after they read the news statement, questions about how they emotionally felt towards the sponsor. A detailed description of how their affective response has been measured will be elaborated on in section 3.2. After completing the questions about their emotional response to the news statement, the respondent answered questions about the implicit theories of emotion and whether they think emotions are malleable or fixed. Lastly, the participants were questioned about their behavioral intentions and the control variables as well as more general information such as age, gender and level of education. The control variables that have been considered during the study at hand are the level of involvement as a supporter, the perceived abandonment of the football club and the perceived extent of negative consequences for the football club. These variables are believed to be of importance when assessing the relationship between sponsorship termination and the affective response of consumers. To elaborate further on the proposed control variables, both perceived abandonment and perceived negative consequences for the club have been used in the study by Dick and Uhrich (2017), with results indicating that the negative impacts of a chosen exit are particularly high when the club's projected negative effects are substantial. Besides, the perceived abandonment was empirically proven to have a mediating role in the relationship between consumers' attitudes and the type of exit (e.g. chosen vs forced). With regards to the level of emotional involvement as a supporter, Russell and Barrett (1999) state that the more arousing an affective state is, the higher the probability is that a behavioral response will be given. Translating that to the current study, it is relevant to control for the level of emotional involvement since football fans are often highly emotionally connected to their favorite sports team and therefore assumed

to be highly aroused by the manipulated scenario. This may influence the results and thus it is needed to control for the level of emotional involvement. Therefore, they have been measured so that during the analysis they can be controlled for, eventually leading to more precise assessment of the actual relationship between the key variables (e.g. sponsorship termination and affective response) in the study at hand.

3.2 Concept measurement

In order to measure the central constructs in the current study in a valid and reliable manner, operationalization is necessary. In order to meet these research criteria, scales and measurement models from renowned existing literature have been relied upon and will be further elaborated on in the section below.

3.2.1 Affective response

Indicators of emotion are based on the widely studied circumplex model of Russell (2003).

This model gives structure to the affective reactions based on two independent dimensions that can be distinguished; pleasure and arousal. Both dimensions range from the one extreme end to the other, see appendix 1. In previous literature on the implicit theories of emotion and its influence on affective response the Positive And Negative Activation Schedule (PANAS) (Watson, Clark, & Tellegen, 1988) has been used. This theoretically reliable and valid scale for positive and negative affect (Crawford & Henry, 2004) consists of 20 items, as can be seen below. The renown PANAS scale, which was derived via factor analysis from the mood checklist by (Zevon & Tellegen, 1982) will also be used in the study at hand.

Positive affect indicators	Negative affect indicators
Determined	Distressed
Excited	Upset
Attentive	Hostile
Inspired	Irritable
Strong	Nervous
Interested	Scared
Active	Jittery
Enthusiastic	Afraid
Proud	Ashamed
Alert	Guilty

Table 1: PANAS schedule overview (Watson, Clark & Tellegen 1988; Crawford & Henry, 2004).

Respondents indicated the extent to which they experienced each of the positive and negative emotions after they read the news article about the termination of the sponsorship between their favorite club and their sponsor. They rated the extent to which they experienced the specific emotions on a 5-point scale, with indicators ranging from 1 (very slightly or not at all), 2 (a little), 3 (moderately), 4 (quite a bit) to 5 (very much).

In addition, the behavioral intentions of the respondents have been measured. These intentions can be either positive or negative and consist of variables such as the extent to which the respondent is likely to purchase from the brand or say positive/negative things about the brand (Zeithaml, Berry, & Parasuraman, 1996). The reasons for adding and measuring the behavioral intentions of respondents are both practical and theoretical. From the practical point of view, the data has been enriched with the intentions of the respondents, which allows the analysis to connect affective response and the beliefs about the malleability of emotions to actual behavioral intentions such as purchase intent and spreading of negative word of mouth. From a theoretical point of view it will also be interesting to see whether the results from earlier studies on the negative effects of sponsorship termination on attitude (Ruth & Srivastava, 2012; Dick & Uhrich, 2017; Dick, 2018) will withstand within the environment of the current study. Moreover, adding behavioral intentions gives the opportunity to connect the distinction in incremental or entity beliefs to possible differences in behavioral intentions, which enriches the current literature. The items in the behavioral intentions scale have been measured using a 5-point Likert scale, ranging from 1 (not likely at all) to 5 (very likely) on which respondents have to indicate how likely it is to say negative things about the brand, (re)purchase products from the company, complain about the brand to external agencies and do less business with the brand.

3.2.2 Implicit theories of emotion

The implicit theories of emotion find their origins with the implicit theories of intelligence, for which Dweck (1999) compiled the Implicit Theories of Intelligence Scale. This renowned scale consists of eight statements about the malleability of attributes such as

- ‘To be honest, people can’t really change how intelligent they are’
- ‘People can learn new things, but they can’t really change their basic intelligence’

Since the current study does not involve intelligence, but rather emotions, the existing scale of intelligence has to be altered to fit the boundaries of this thesis. In the previous studies by Tamir et al (2007) and Livingstone (2012) modifications of the implicit theories of intelligence scale were made to effectively measure the beliefs about emotion. They modified the statements to make them evolve around emotion rather than attributes such as intelligence and made a distinction between two incremental and two entity statements. Examples of the statements that were used by Livingstone (2012) are described below.

- ‘Everyone can learn to control their emotions’
- ‘If they want to, people can change the emotions that they have’
- ‘No matter how hard they try, people can’t really change the emotions that they have’
- ‘The truth is, people have very little control over their emotions’

It must be noted that Livingstone (2012) expanded on the items described above by including an additional 20 items regarding positive and negative affect, resulting in a 24-item scale. After extensive factor analysis, the 24-item scale was reduced to a 12-item scale with optimal results in terms of content validity and internal consistency. This 12-item Emotional Mindset Scale (EMS) (Livingstone, 2012) has also been used within the study at hand.

The respondents rated to what extent they agreed with the statements on a 5-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). It must be noted that both Dweck (1999) and Tamir et al (2007) reversed and averaged the scores to be able to compute an overall score that can precisely indicate whether the respondent possesses incremental or entity beliefs. This study followed the same procedure, as well as the established scoring procedure (higher scores indicate incremental beliefs and lower scores indicate entity beliefs).

3.2.3 Control variables

The items that indicate the level of emotional involvement of supporters are based on the study by Capella (2002). In her research, Capella assessed the levels of sports fan involvement, taking emotional, negative and positive behavior variables into account. Moreover, the study by Capella was tested with a Fan Behavior Questionnaire consisting of 31 items on a 5-point Likert scale. As the study at hand is not so much focused on behavioral variables but rather on emotional response, the emotionality scale of fan involvement has been extracted from the study by Capella (2002). In terms of interpretability, scores on the emotionality scale can range from 6 to 30, with lower scores indicating low emotional involvement and higher scores logically indicating higher levels of emotional involvement. In addition, the emotional brand attachment scale by Thomson, MacInnis, & Park (2005) has been used during the present study in order to assess the level of emotional attachment of the fans to their favorite club. This scale has been tested and validated through five studies, and thus can accurately provide insight and understanding of how attached consumers are via three dimensions (e.g. affection, passion and connection) consisting of a total of 10 items measured on a 5 point Likert scale. The exact items can be found in table 2, which shows a complete overview of all constructs and corresponding items. By adding these two scales, of which one takes the high emotional context into account by being specifically designed for sport fans and one being a more general scale, the level of emotional involvement can be measured adequately.

The indicators for perceived abandonment of the football club and the perceived negative consequences for the club are both based on the study by Dick and Uhrich (2017). They assessed the negative effects of sponsorship termination with regards to the type of exit and considered perceived abandonment as a mediator and the consequences of the termination as a moderator. These variables are therefore proven to be of relevance when assessing sponsorship termination and its effects. The perceived abandonment has been measured using one item where respondents indicated the extent to which they agreed with the following statement: In my opinion, the sponsor has abandoned the club. The perceived negative consequences have also been measured using one item. Following the same procedure, respondents indicated the extent to which they agreed with the following statement: The exit of the sponsor from the sponsorship with the club has negative consequences for the club. In both cases, respondents rated the extent to which they agreed with the statement based on a 5-point scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Construct	Items	Source
Stimuli	<ul style="list-style-type: none"> - COVID-19 pandemic (forced exit) - Reallocation of marketing budget (chosen exit) 	(Dick & Uhrich, 2017)
Affective response	<p>Positive affect</p> <ul style="list-style-type: none"> - Determined - Excited - Attentive - Inspired - Strong - Interested - Active - Enthusiastic - Proud - Alert <p>Negative affect</p> <ul style="list-style-type: none"> - Distressed - Upset - Hostile - Irritable - Nervous - Scared - Jittery - Afraid - Ashamed - Guilty 	(Watson, Clark & Tellege, 1998; Crawford & Henry, 2004)
Behavioral intentions	<ul style="list-style-type: none"> - Word-of-mouth - Purchase intentions - Price sensitivity - Complaining behavior 	(Zeithaml, Berry, & Parasuraman, 1996)
Implicit theories of emotion	<p>Entity beliefs</p> <ul style="list-style-type: none"> - Everyone can control their emotions 	(Tamir et al., 2007; Livingstone, 2012)

	<ul style="list-style-type: none"> - People can change the emotions that they have <p>Incremental beliefs</p> <ul style="list-style-type: none"> - People can't really change the emotions that they have - People have very little control over their emotions <p>Positive emotions</p> <ul style="list-style-type: none"> - You can always influence your positive emotions - There is not much you can do to influence when and how they experience positive emotions - Positive emotions come and go, and there is not much you can do about them - I believe I am in control of my positive emotional experiences <p>Negative emotions</p> <ul style="list-style-type: none"> - You can learn to do something about negative emotions - It is usually not possible to change your negative emotions - When you have negative emotions, you cannot do much to change them - No matter how strong negative emotions are, you can always find a way to change them 	
Level of emotional involvement	<ul style="list-style-type: none"> - Lost sleep - Cause stress - Feel euphoria after a win - Become depressed after a loss - How much money spent on team interests - How much time spent on team interests 	(Capella, 2002)
Level of brand attachment	<ul style="list-style-type: none"> - Affectionate - Friendly - Loved - Peaceful - Passionate - Delighted - Captivated - Connected - Bonded - Attached 	(Thomson, MacInnis & Park, 2005)
Perceived abandonment	<ul style="list-style-type: none"> - In my opinion, the sponsor has abandoned the club. 	(Dick & Uhrich, 2017)
Perceived negative consequences	<ul style="list-style-type: none"> - The exit of the sponsor from the sponsorship with the club has 	(Dick & Uhrich, 2017)

	negative consequences for the club.	
Demographics	<ul style="list-style-type: none"> - Age - Gender - Level of education 	

Table 2: overview of central constructs and the corresponding items

3.3 Data collection

In order to get a sufficient amount of rich data, the sample that has been addressed should also be large enough to provide for these important factors. To ensure this, the chosen population for the current study was Dutch supporters of any football club. Since the structure of the questionnaire did not require a specific club or sponsor but allowed for the respondent to fill in their own preferred club, in reality all football fans of 18 years or older in the Netherlands could participate. The aim within the current study was to gather at least 60 respondents per scenario, with an absolute minimum of 50 per scenario. This will logically result in at least 150 and preferably 180 or more overall qualified respondents. The boundary for participation is that the respondent should be classified as a supporter of any football club, and respondents should be at least 18 years of age.

The procedure of addressing this population began with contacting personal contacts as well as communities of football fans. The survey was spread through several online communication channels, such as Facebook, WhatsApp, Instagram and email. As an incentive to participate, five Bol.com gift cards were raffled at the end for which the respondents have been asked for their email address. Additionally, to ensure respondents fully fill in the questionnaire, the overall time to complete the survey was no longer than fifteen minutes.

3.4 Ethics

This thesis has been conducted in an ethically correct manner, meaning that the author has led the current study to the best of his competence and did not deceive respondents or fabricate, falsify or misrepresent the data, results methods and procedures. Besides, integrity has had a crucial role within the study at hand, meaning that all promises have been kept and that agreements have been acted on. Moreover, the author handled the confidential information gathered throughout the current study with care and respect. In addition, all respondents have been carefully and extensively debriefed about their participation and have been treated with respect, meaning that their privacy, dignity and autonomy have been protected. If respondents wished to end their participation during the research, they were free to do so, and their decision has been respected.

Chapter 4: Results

In this chapter the data gathered during the online experiment will be discussed and analyzed. First, the cleaning of the dataset will be touched upon, after which the sample will be described. Secondly, the data will be summarized and prepared for analysis via factor analysis and reliability checks. Finally, the data will be analyzed through several statistical tests that will provide insights for the answering of the hypothesis.

4.1 Cleaning of the dataset

As previously described in the methodology chapter the online experiment was drawn up as a questionnaire with three scenarios. Scenario one saw a news article about the termination of the sponsorship of their favorite football club and their main sponsor due to COVID-19 consequences, while scenario two saw a news article with the same situation but with budget reallocation as the reason for termination. Scenario three was the control group and saw a neutral news statement about their club of preference and their main sponsor. As the questionnaire forced all participants to answer all the questions there was no way a participant was able to skip certain questions. However, it could still be viable that respondents would quit the questionnaire for any reason whatsoever. This leads to several missing values at certain points in the experiment. 190 people started the experiment, out of which 159 people finished the questionnaire. 18 people only filled in their favorite team and their sponsor but quit before reading the news article. Five people quit before or during the question about the implicit theories of emotions. Four people exited from the questionnaire before or during the questions about their relationship with the football club and three people quit during the questions about their emotions after reading the article. Two more respondents were deleted from the dataset due to their answers on favorite club and sponsor being unserious. The remaining 159 respondents show no missing data and can therefore be included in the next step of cleaning which is filtering out the influential outliers. According to Field (2009), these outliers can influence or bias certain statistical tests since they differ significantly from the rest of the sample. That is, if the outliers are more than three standard deviations away from the mean. Based on the boxplots that were computed to locate these possible outliers, nine more respondents were deleted from the dataset because they were further than three standard deviations away from the mean, leaving a total of 150 respondents that are suitable for analysis. The output regarding the descriptive statistics and box plots can be found in appendix 3.1.

4.1.2 Potential outliers

In order to make sure the results that will be gathered during the data analysis are valid, assessing the possible influential outliers is an important requisite. During the experiment respondents were asked to what extent they found it difficult to imagine themselves into the scenario and to what extent they found it difficult to imagine the news article was real. The threshold that is used to determine whether the outliers in these two variables should be deleted is based on the distance from the mean in terms of standard deviation. Respondents that are further than three standard deviations away from the mean should be excluded from the dataset. For both these variables the 5-point Likert scale ranges from 1(very hard) to 5(not hard at all), meaning that lower scores indicate more trouble with imagining into the scenario and pretending the news article is real. The table below shows the means, medians and corresponding standard deviations for both variables. Analyzing the boxplots yields eight respondents that are considered as an outlier with a score of 2 on both variables. However, none of them are outside the critical threshold of three times the standard deviation. Therefore, no respondents were deleted based on their difficulty to imagine into the scenario or their difficulty in pretending the article is real.

	Mean	Median	SD
Imagine into the scenario	3.97	4.00	.948
Pretend the article is real	3.99	4.00	.847

Table 3: descriptive statistics for potential outliers

4.3 Sample Description

In terms of descriptive questions, respondents were asked for their age, gender, highest completed educational level and current employment status. The following tables will show the distribution for these general characteristics within the sample. As can be seen below, the sample is predominantly made up of males and people within the age category of 18-25. Additionally, most of the respondents in the sample have a bachelor's degree as their highest level of education. Finally, the greater part of the sample is currently employed through waged labor or a student.

	Male	Female	Non-Binary	Total
Scenario 1	37	13	-	50
Scenario 2	41	9	-	50
Scenario 3	38	11	1	50
Total	116	33	1	150

Table 4: Descriptive of gender

	18-25	26-35	36-55	55-87	Total
Scenario 1	27	10	10	3	50
Scenario 2	23	9	13	5	50
Scenario 3	29	11	7	3	50
Total	79	30	30	11	150

Table 5: Descriptive of age

	No education	High School	Some education, but no degree	MBO	Bachelor	Master	Total
Scenario 1	0	7	1	6	29	7	50
Scenario 2	0	3	1	14	24	8	50
Scenario 3	1	5	1	11	22	10	50
Total	1	15	3	31	75	25	150

Table 6: Descriptive of educational level

	Unfit to work	No job, but looking for a job	No job, not looking for a job	Student	Retired	Waged labor	Entrepreneur	Total
Scenario 1	2	0	1	17	2	25	3	50
Scenario 2	1	2	0	13	2	28	4	50
Scenario 3	1	0	0	21	0	27	1	50
Total	4	2	1	51	4	80	8	150

Table 7: Descriptive of employment status

4.4 Data preparation

Since different scales are used in the current study to measure several latent variables such as affective response, data preparation is needed. Via a confirmatory factor analysis, followed by several reliability analyses the items for affective response will eventually be clustered into different factors that can be included in statistical tests. In the following paragraph, this process of factor analysis and reliability analysis will be discussed. Additionally, the variable that reflects the beliefs about malleability of emotion has to be prepared before it can be included in the statistical tests. The scores for each respondent on the negatively worded items in the Implicit Theories of Emotion scale have to be reversed so that they are aligned. After this is successfully recoded, a mean factor score for all respondents can be computed. This means that there will be a new variable that takes the mean of the scores on the twelve items on the scale of implicit theories of emotion. The final step in preparing this variable so that it can be included in the MANOVA test is splitting this mean into two groups based on the median split method. This means that the scores on the implicit theories of emotion scale will be split into two groups, turning it into a dichotomous variable with low scores pointing towards more entity beliefs, and higher scores indicating incremental beliefs.

4.4.1 Factor analysis

Principal components analysis is a technique used to identify or confirm groups of variables that together form a factor (Field, 2009). Within the study at hand, the principal components factor analysis is used to confirm structure among the items in the scale of affective response. Since all items in the scale of affective response represent an emotion, it is assumed that the items correlate with one another. Therefore, oblique rotation is the best suited rotational method to be better able to interpret the results of the factor analysis (Field, 2009). Before running the factor analysis several criteria must be met to be able to continue with the factor analysis procedure. First, the variables included in the factor analysis should be normally distributed. From the table in appendix 3.2.1 it becomes clear that the item 'AR_Schuldig' is problematic in terms of skewness and kurtosis. Therefore, an inverse transformation

is applied after which all items are sufficiently normally distributed. Second, the criteria for the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) and Bartlett's Test of Sphericity must be met. As can be seen in appendix 3.2.2, the results for both KMO and Bartlett's test are sufficient (KMO >.5 and Bartlett's $p < .05$) and it can therefore be concluded that the data is suited for a factor analysis. According to Field (2009), determining the number of extracted factors depends on the total variance explained and the eigenvalues. Extracting four factors yields a total explained variance of 60.9%, with all factors showcasing eigenvalues that are greater than 1, therefore the number of factors extracted will be four. As an additional criteria, all of the items should have at least a communality value of $|.200|$, which is the case according to appendix 3.2.3. The next step in the factor analysis procedure is checking whether there are items that load on multiple factors. These so-called double loaders should then be deleted if they load significantly on two or more factors in order to be able to compute factors that contain items that only load significantly on one specific factor. An overview of the pattern matrix can be found in appendix 3.2.6. The item 'AR_Zenuwachtig' has a significant loading on two factors and it will therefore be deleted. After deletion of this item, the KMO and Bartlett's test have to be reassessed. From appendix 3.2.7 it becomes clear that both values still meet the criteria and therefore the factor analysis can proceed. As there are no longer any double loaders the process of naming the factors can start. Factor 1 will be called 'negative affect' and will contain 'AR_Van_streek', 'AR_Beschaamd', 'AR_Nerveus' and 'AR_Bang'. The second factor will be named 'positive affect' and will consist of 'AR_Opgewonden', 'AR_Trots', 'AR_Enthousiast', 'AR_Sterk', 'AR_Geinspireerd', 'AR_Actief' and 'AR_Vastberaden'. The third factor will be called 'Interest affect' consisting of 'AR_Aandachtig' and 'AR_Geintresseerd'. Lastly, the fourth factor will be called 'Hostile affect' and consists of 'AR_Vijandig', 'AR_Geirriteerd' and 'AR_Bezorgd'.

4.4.2 Reliability analyses

All of the factors that have been formed during the factor analysis should possess high internal consistency. The adequate measure to assess this internal consistency is Cronbach's Alpha (α) (Field, 2009). According to Field (2009) and Hair et al, (2010) the Cronbach's Alpha is ideally above .85, but sufficient if above .60. These criteria show if there is enough internal consistency between the items in that specific factor. Factors with a Cronbach's Alpha value below .60 are considered to have low internal consistency and are therefore unreliable scales. Additionally, this test shows if the alpha can be increased if an item in that factor is deleted. The first factor negative affect consists of four items and has an alpha of .815. Moreover, the alpha does not improve when one of the four items is deleted. Therefore, this factor is considered to have sufficient internal consistency. The second factor positive affect consists of 7 items and has an alpha of .873. Once again, the alpha does not improve when one of the items is deleted. This factor is therefore also considered to have sufficient internal consistency. The third factor interest affect has two items, with an alpha of .613. The alpha does not improve when one of these two items is deleted and therefore it is concluded that this item has met the minimum criteria for internal

consistency. Lastly, the fourth factor hostile affect consists of three items, and has an alpha of .703. However, the alpha improves to .719 if 'AR_Bezorgd' is deleted. Therefore, this item is excluded from factor four which has met the criteria for internal consistency. A summary of the reliability analyses is showcased in table 7. The output of the reliability tests can be found in appendices 4.2.9 – 4.2.12.

	Number of items	Cronbach's Alpha (α)
Negative affect	4	.815
Positive affect	7	.873
Interest affect	2	.613
Hostile affect	2	.719

Table 8: Cronbach's alpha of the four extracted factors

4.5 Data analysis

To answer the research question and check the hypothesis as described in chapter 2, the gathered data will be analyzed through several statistical tests. Since the central concept in the study at hand, which is affective response, is divided into four factors (via the factor analysis as discussed in the previous paragraph) a Multiple Analysis of Variance (MANOVA) is the correct statistical test since that can include all four factors at the same time. Before the hypotheses can be tested using MANOVA, the assumptions that belong to this specific test will be discussed and the suitable covariates will be determined.

4.5.1 Assumptions of MANOVA

According to Hair et al (2019) there are three assumptions to be met for the MANOVA to yield valid results. The first assumption is normality of the distributions across all dependent variables, which in the current study are the four factors of affective response. Since there is no way to check for multivariate normal distributions, the factors will be checked for normality univariately. George and Mallery (2008) argue that skewness and kurtosis values between $|2|$ indicate normal distributions. From the table in appendix 3.1.1 it becomes clear that all affective response factors and the grouping variable of sponsorship termination meet this criterion. Second, the observations within the different groups should be independent from each other. This criterion is also met since the different scenarios do not depend on each other in the answers they yield. Thirdly, the variance-covariance should be equal across the treatment groups. However, from appendix 3.3.1 it becomes clear that there is a significant Box's M test, which leads to the conclusion that there are differences in covariance across the treatment groups. Fortunately, according to Hair et al (2019), the violation is relatively common and should have minimal impact on the analysis if the group sizes are equal, which is the case.

4.5.2 Determining covariates

Is important to check whether there are other variables that influence the dependent variables in the models besides the hypothesized independent variables. Within the questionnaire, several factors have been included to be able to control for the effect they might have on the dependent variables, therefore increasing the statistical precision of the analysis. Within this paragraph the following control variables will be checked, in addition to some general variables (i.e. gender, education level, employment status and age), for suitability as covariates before starting the main analyses:

- The extent to which the respondent found it difficult to imagine themselves in the scenario
- The extent to which the respondent found it difficult to imagine the article was real
- The emotional involvement of the respondent with the football club they support
- The level attachment the respondent has to the football club they support

For the first and third hypothesis, affective response is the dependent variable. According to Hair et al. (2019), an effective covariate should highly correlate with the dependent variable, but not with the independent variable. To assess whether the measured variables are suitable as covariates, both a Pearson and Spearman correlations test is conducted. The results, as shown in the table below, demonstrated that emotional involvement, brand attachment and gender are highly correlated with at least one of the factors within affective response. The complete test output overview of all potential covariates can be found in appendix 3.6.

	Emotional involvement (Pearson)	Brand attachment (Pearson)	Gender (Spearman)		Education level (Spearman)	Age (Pearson)
Negative affect	p = .280 r = .089	p = .604 r = -.043	p = .013 r = .201	Negative word of mouth	p = .001 r = .271	p = .251 r = -.094
Positive affect	p = .198 r = .106	p = .242 r = .096	p = .205 r = -.104	Repurchase intentions	p = .076 r = .145	p = .725 r = .029
Interest affect	p = .001 r = .261	p = .036 r = .171	p = .206 r = -.104	Complaining Behavior	p = .199 r = .105	p = .016 r = -.197
Hostile affect	p = .000 r = .292	p = .181 r = .110	p = .008 r = .215	Buy less from sponsor	p = .035 r = .173	p = .532 r = -.053

Table 9: Significant correlations as pre-test for covariates

From the table it becomes clear that emotional involvement has a positive correlation. This means that the higher the emotional involvement, the higher the interest and hostile affect. The correlations with negative and positive affect are insignificant and can therefore not be interpreted. Additionally, the brand attachment shows a significant positive correlation with interest affect, meaning that the higher the score on brand attachment with the football club, the higher reported interest affect. Lastly, the variable gender displays significant positive correlations with both negative and hostile affect. To elaborate further, this means that the older someone is, the higher they score on negative and hostile affect. Since these three variables have significant correlations with the dependent variables of affective response, they should be included in the MANOVA as covariates.

Now that the suitable covariates have been established for the MANOVA with affective response as the dependent variable, the next step is to determine the right covariates for the MANOVA with behavioral intentions as the dependent variable. The results indicate that education level and age correlate significantly with the variables that determine behavioral intentions. To be more precise, educational level shows a positive Spearman's Rho correlation which means the higher completed educational level of the respondents, the higher they scored on negative word of mouth and the intentions of buying less from the sponsor. Additionally, the older respondents are, the higher they score on complaining behavior. The significant correlations are shown above in table 18. The complete output of the correlation tests can be found in appendix 3.6.

4.5.2 Effects on affective response

For both the first and second hypotheses, the affective response of consumers forms the dependent variable. As stated in chapter 2, the hypotheses with regards to the effects of sponsorship termination on affective response and the role of the implicit theories of emotion in this relationship are as follows:

H1: Sponsorship termination has a negative effect on affective response of the consumers

H2: Consumers with entity beliefs will experience more negative affect when confronted with sponsorship termination compared to consumers with incremental beliefs

According to Hair et al. (2019) the interaction term must always be assessed first when the research contains two or more independent variables. The interaction effect of the implicit theories of emotion and sponsorship termination shows a significant interaction effect $F(8, 282.000) = 2.057, p < .05$; Wilk's $\Lambda = 0.893$, partial $\eta^2 = .055$. This means that the interaction effect explains 5.5% of the variance in affective response. Now that it has become clear that the interaction effect is significant, interpreting the main effects is no longer permitted (Hair et al., 2019). Additionally, it is not yet known on which factor of affective response the interaction has most effect.

	Wilks' Lambda Λ	F	Hypothesis Df	Error Df	Sig	Partial η^2
Scenario groups	.596	10.428	8.000	282.000	.000	.228
ITE Scale	.956	1.624	4.000	141.000	.172	.044
Experiment group * ITE scale	.893	2.057	8.000	282.000	.040	.055

Table 10: Results of the multivariate tests for the interaction

	Negative affect		Positive affect		Interest affect		Hostile affect	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Forced termination	1.60	.70	1.82	.70	3.34	.88	1.93	.69
Chosen termination	1.43	.55	1.83	.67	3.07	1.12	2.03	.89
Control group	1.45	.64	2.88	.88	3.09	.87	1.65	.84

Table 11: Means and Standard deviations for the different scenarios on affective response

From the test of between subject effects it has become clear that the interaction has a significant effect on both negative affect $F(2, 144) = 4.244, p < .05$, partial $\eta^2 = .056$ and hostile affect $F(2, 144) = 3.310, p < .05$, partial $\eta^2 = .044$. This means that the different groups within sponsorship termination differ on negative and hostile affect. To find out where the differences between the three scenarios in terms of these two factors of affective response are, a Hochberg post-hoc test is conducted. Looking further into these two significant effects through this post-hoc analysis, it can be concluded that the interaction effect becomes insignificant for negative affect. However, the significant effect of the interaction of sponsorship termination and the implicit theories of emotion remains significant for the fourth factor, hostile affect. This shows that the control group differs significantly in hostile affect compared to the group that was confronted with chosen sponsorship termination. An overview of the results in the pairwise comparisons is provided below.

Factor	Scenario	Compared to	Mean difference	Std. Error	Sig.	Lower Bound	Upper Bound
Negative affect	1	2	.16	.124	.463	-.14	.46
	1	3	.14	.124	.572	-.16	.44
	2	3	-.02	.124	.998	-.32	.28
Hostile affect	1	2	-.10	.157	.893	-.48	.28
	3	1	-.28	.157	.213	-.66	.10
	3	2	-.38	.157	.050	-.76	.00

Table 12: Results of Hochberg's post-hoc test

Additionally, since the median splitted variable of implicit theories of emotion allows for a simple contrast, it can be assessed whether there are differences in negative and hostile affect based on the respondent being in either the entity or the incremental group. Running this simple contrast showcases that there is a significant difference in hostile affect for people that hold entity beliefs compared to people that have incremental beliefs ($p < .05$). Moreover, the results indicate there is no significant difference in negative affect between people that hold entity beliefs compared to people that hold incremental beliefs. The complete overview of the output for this MANOVA test can be found in appendices 4.4.5 – 4.4.11. Figure 1 shows the plotted means for both entity and incremental respondents within the different groups of sponsorship termination. This also shows the difference between the two types of sponsorship termination and demonstrates a significant difference between a forced and a chosen termination in terms of hostile affect ($p < .05$).

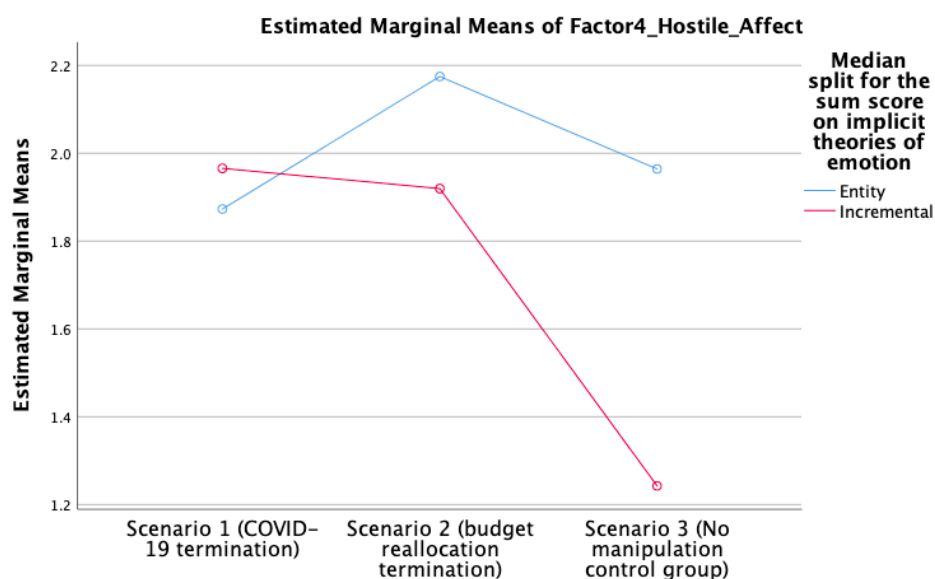


Figure 1: Plotted means for entity vs incremental beliefs

Based on these results the hypotheses with regards to affective response can be answered. Since the interaction term is significant, interpreting the main effect of sponsorship termination on affective response is no longer allowed. Hypothesis one can therefore not be answered at this stage in the analysis. However, the second hypothesis is partially supported based on the results from the data. The analysis showed significant differences between people that hold entity beliefs compared to people that have incremental beliefs about the malleability of their emotions.

Control variables

For the first and second hypotheses the control variables gender, brand attachment and emotional involvement are added to the model. Originally, the results showed that there is a significant difference in hostile affect between people that have entity beliefs compared to people with incremental beliefs. As can be seen in appendix 3.8.1, the MANCOVA with the covariates included in the model indicates that the interaction effect between sponsorship termination and the implicit theories of emotion on affective response is no longer significant when controlled for gender, emotional involvement and brand attachment. This finding leads to the conclusion that there are no effects of sponsorship termination on affective response, when corrected for the level of emotional involvement, the level of attachment to the football club, and the age of the respondent. In other words, when the effects of the covariates on affective response are removed from the model, the sole effect of the interaction between the implicit theories of emotion and sponsorship termination on the affective response of football fans is not significant. There are no differences between people with incremental beliefs versus people with entity beliefs in either the control group or in the groups that were confronted with sponsorship termination in terms of affective response. All in all, the data does not support the second hypothesis.

	Wilks' Lambda	F	Hypothesis Df	Error Df	Sig	Partial η^2
Scenario groups	.589	10.471	8.000	286.000	.000	.233
ITE Scale	.978	.767	4.000	138.000	.548	.022
Experiment group * ITE scale	.906	1.750	8.000	276.000	.087	.048
Gender	.907	3.530	4.000	138.000	.009	.093
Brand attachment	.986	.503	4.000	138.000	.734	.014
Emotional involvement	.903	3.710	4.000	138.000	.007	.097

Table 13: results for the interaction term and the covariates

The insignificance of the interaction effect does however open up the possibility to assess the main effects of the variables in the model. As mentioned, before adding the covariates the interaction term was significant, which made it impossible to assess the main effects. Now that the interaction is insignificant due to the presence of the covariates the main effects can be interpreted. The results show that the main effects of sponsorship termination $F(8,276.000)=10.471$, $p < .05$, Wilks' $\Lambda = .589$, partial $\eta^2 = .233$, gender $F(4,138.000)=3.530$, $p < .05$, Wilks' $\Lambda = .907$, partial $\eta^2 = .093$ and emotional involvement $F(4,138.000)=3.710$, $p < .05$, Wilks' $\Lambda = .903$, partial $\eta^2 = .097$ have significant effect on affective response. Looking further into these results, it becomes clear that sponsorship termination has a significant impact on positive affect $F(2, 141) = 33.446$, $p < .05$, partial $\eta^2 = .322$ and hostile affect $F(2, 141) = 3.994$, $p < .05$, partial $\eta^2 = .054$ when controlled for age, emotional involvement and brand attachment. More specifically, following the simple contrast method, both the chosen and forced sponsorship termination scenario differ significantly from the control group in terms of positive affect, with the control group reporting higher levels of positive affect. It can therefore be concluded that sponsorship termination negatively influences positive affect, when controlled for age, emotional involvement and brand attachment. In addition, the chosen sponsorship termination scenario also has a significantly higher mean score on hostile affect compared to the control group. In line with previous literature, the two different causes for sponsorship termination do seem to have an impact on affective response. To be more precise, chosen terminations yield significantly more hostile affect when compared to the control group as opposed to forced termination. The latter did not significantly differ in terms of hostile affect when compared to either the control group or the chosen termination.

4.5.4 The implicit theories of emotion and behavioral intentions

From previous literature described in chapter 2, it was hypothesized that entity beliefs could impact the way football fans behave towards the sponsor, since they use less active coping strategies when confronted with the negative experience and therefore tend to avoid further exposure to the termination and by doing so display more negative behavioral intentions compared to football fans with incremental beliefs. The hypothesis that corresponds to this line of thought is the following.

H3: Consumers with incremental beliefs will display less negative behavioral intentions towards the sponsor compared to consumers with entity beliefs

To test this final hypothesis a new MANOVA test with the behavioral intentions as dependent variables has to be conducted. Since there are new dependent variables at play here, checking the assumptions is once again the first step in the process. As the observations in the grouping variable do not depend on each other and the factors that compose the behavioral intentions are normally distributed, the only criteria that is not met is the Box's M test for equality in the variance-covariance. However, the violation of this criteria has minimal impact on the validity of the results if the group sizes are equal, according to Hair et al (2019). Moving on to the results of this statistical test, there is a significant interaction

effect of the median split ITE score and sponsorship termination on the behavioral intentions of the respondents in the data. $F(8, 282) = 2.143$, $p < .05$, Wilks' $\Lambda = .889$, partial $\eta^2 = .057$. This means that the interaction effect explains 5.7% of the variance in the factors of behavioral intentions. However, a closer look is needed to determine which factors are significantly impacted.

	Measure	Value	F	Hypothesis Df	Error Df	Sig.	Partial Eta Squared
Scenario groups	Wilks' Lambda	.778	4.709	8.000	282.000	.000	.118
ITE scale	Wilks' Lambda	.972	1.030	4.000	141.000	.394	.028
Interaction effect	Wilks' Lambda	.889	2.143	8.000	282.000	.032	.057

Table 14: Results of the multivariate tests MANOVA for behavioural intentions

	Negative WOM		Repurchase intentions		Complaining behaviour		Buy less intentions	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Forced termination	2.00	1.01	2.92	.94	1.24	.56	2.02	1.17
Chosen termination	2.16	1.06	3.18	.96	1.30	.58	1.68	.89
Control group	1.82	.80	3.24	1.04	1.68	.79	1.72	.70

Table 15: Means and standard deviations for different scenarios on behavioral intentions

The test of between subject effects shows that only complaining behavior is significantly different among the groups of sponsorship termination when controlled for the implicit theories of emotion ($p < .05$). All other factors of behavioral intentions (i.e. negative word of mouth, repurchase intentions, and purchase intentions) are not significantly influenced. The next step is determining which of the groups within the sponsorship termination differ significantly in terms of intentions for complaining behavior. Since there is no equality of variance across the factors, Hochberg's post-hoc test is best suited. The results in the table below show that both scenario 1 (forced termination) and scenario 2 (chosen termination) differ significantly from the control group, but they do not differ compared to each other. This means that sponsorship termination does significantly impact at least one factor of behavioral intentions, but the reason for termination does not seem to matter. From the post-hoc test it also becomes clear that there are indeed no other significant differences between the control group and the respondents

that were confronted with sponsorship termination. The full overview of the post-hoc analysis can be found in appendix 3.5.4.

Factor	Scenario	Compared to	Mean difference	Std. Error	Sig.	Lower Bound	Upper Bound
Complaining behavior	1	2	-.06	.127	.952	-.37	.25
	3	1	.44	.127	.002	.13	.75
	3	2	.38	.127	.010	.07	.69

Table 16: Results for complaining behavior in Hochberg's post-hoc test

In order to correctly answer the third hypothesis, it is critical to check for differences in complaining behavior between the respondents that hold incremental beliefs compared to the respondents that hold entity beliefs. A simple contrast method demonstrates that there is no significant difference between people with entity beliefs compared to people with incremental beliefs for any of the factors that determine behavioral intentions. The results from this contrast analysis are shown in appendix 3.5.5. To conclude on this hypothesis, the data does not support the hypothesis since there are no significant differences between incremental and entity beliefs in terms of indicators for behavioral intentions. There is, however, a significant effect of sponsorship termination on the complaining behavior of respondents in the dataset. This means that respondents that are confronted with sponsorship termination are significantly more likely to complain about the sponsor.

Control variables

Finally, educational level and age are added as control variables to the original model. The results, as shown in appendix 3.9.1, show that the interaction effect of sponsorship termination and the implicit theories of emotion remains significant even when controlled for age and educational level $F(8,278) = 2.566$, $p < .05$, Wilks' $\Lambda = .867$, partial $\eta^2 = .069$. Diving deeper into which of the factors of behavioral intentions is significantly influenced it becomes clear that the results are similar to the original MANOVA, which showed that complaining behavior is significantly impacted $F(2,142) = 5.817$, $p < .05$, partial $\eta^2 = .076$. However, the negative word of mouth factor has also become significant in this MANCOVA $F(2,142) = 2.910$, $p < .05$, partial $\eta^2 = .046$.

Factor	Scenario	Compared to	Mean difference	Std. Error	Sig.	Lower Bound	Upper Bound
Negative word of mouth	1	2	-.212	.187	.261	-.582	.159
	1	3	-.205	.186	.272	-.574	.163
	2	3	-.417	.188	.028	-.788	-.046
Repurchase intentions	1	2	-.208	.201	.302	-.606	.189
	3	1	.318	.200	.114	-.078	.713
	3	2	.109	.201	.588	-.288	.507
Complaining behavior	1	2	-.077	.126	.542	-.326	.172
	3	1	.391	.125	.002	.143	.638
	3	2	.314	.126	.014	.065	.563
Buy less	1	2	.306	.190	.109	-.069	.681
	3	1	-.282	.189	.136	-.655	.090
	3	2	.024	.190	.901	-.351	.399

Table 17: pairwise comparisons with control variables added

A closer look into the differences between groups, and the differences between incremental and entity beliefs is necessary to understand the effects of the control variables. When contrasted with each other, the results show that there are significant differences between the control group and the two groups that were confronted with sponsorship termination in terms of complaining behavior. To be more precise, the control group reports higher levels of intentions to complain about the sponsor than both the forced and the chosen termination groups. Additionally, the results indicate that the chosen termination is also significantly higher compared to the control group in terms of negative word of mouth. This indicates that a chosen termination positively influences the level of negative word of mouth. Finally, when the forced and chosen termination groups are compared to each other, there are no significant differences. The last step in analyzing the respecified model for the third hypothesis is checking whether there are differences between entity and incremental beliefs for any of the indicators of behavioral intentions when corrected for age and educational level. However, the results argue that the original insignificant relationship remains the same, even with the covariates included.

Chapter 5: Discussion

The main objective of this thesis is to study the role of the implicit theories of emotion within a highly emotional environment and assess its impact on a negative emotional experience in the form of sponsorship termination. To be more precise, the goal is to find out if the implicit theories of emotion (partially) mitigate the expected negative effects of sponsorship termination. To answer this question, the hypotheses as stated in chapter 2 were tested and will now be discussed. Besides, an overall discussion of the conclusions will take place where the results are contrasted with existing literature. Lastly, the limitations of the current study will be talked about and implications for both theory and the practical field will be given, as well as some recommendations for future research.

5.1 Conclusions

Based on the results described in chapter 4 there are several conclusions that can be made. First, to answer the first hypothesis, the results indicated that sponsorship termination has a significant effect on positive and hostile affect when controlled for gender, emotional involvement with the club and the level of brand attachment to the club. Respondents in both the chosen and forced causes of sponsorship termination score significantly lower on positive affect when compared to the control group. Besides, the respondents that were confronted with chosen sponsorship termination scored significantly higher on hostile affect compared to the control group. Contrary to previous research, the different causes for the termination only minimally influence the affect of respondents. In other words, no significant differences in affective response were found for respondents that were confronted with a forced termination compared to the respondents that were confronted with a chosen termination. Additionally, opposite to the literature discussed in chapter 2, the results showed no influence of sponsorship termination on negative affect, which is remarkable. This means that sponsorship termination does not impact negative affect but does significantly lower positive affect and that chosen terminations significantly increase hostile affect. The overall conclusion that can be drawn from these results is therefore that sponsorship termination lowers positive affect regardless of the cause, and increases hostile affect if the termination is chosen, when controlled for gender, emotional involvement and brand attachment. This means that when the effects of these covariates are taken into consideration, sponsorship termination still significantly impacts the affect of respondents. To elaborate further on this, gender, emotional involvement and brand attachment were found to significantly correlate with at least one of the factors within affective response, meaning that these variables all to some extent determine variance in affective response. To be more precise, emotional involvement positively correlates with interest and hostile affect, meaning that the higher the emotional involvement, the higher the score on interest and hostile affect. Brand attachment also correlates positively with interest affect, once again meaning that the higher the score on brand attachment, the higher the score on interest affect. Lastly, gender correlates positively with negative and positive affect, meaning that the higher the respondent answered on the answer choices for gender, the higher he or she scored on positive and negative affect.

With the answer choices ranging from 1=male to 2=female, this indicates that females tend to score higher on positive and negative affect. To elaborate further on the variance in affective response, now that the covariates have been included in the analysis and are therefore being controlled for, the statistical precision of the measurement for sponsorship termination is increased because the individual correlations of the covariates are taken out of the overall effects. Hypothesis 1 is, with this in mind, therefore partially supported, since affective response is in fact significantly impacted by sponsorship termination. However, based on previous literature with regards to the negative impact of sponsorship termination on the attitude of supporters (Grohs et al., 2013; Ruth & Strizhakova, 2012); Dick & Uhrich, 2017; Dick, 2018) it was expected that negative affect would be significantly impacted, since affect is an important determinant of consumer attitudes according to Isen et al. (1982), Clark and Isen (1982) and Onurbodur, Brindberg and Coupey (2000), and the attitudes of supporters were found to be negatively impacted in previous literature. Moreover, because people tend to aim for balanced evaluative responses according to the balance theory by McGuire (1966), it was assumed that, since the attitude in general was negatively impacted by sponsorship termination in previous studies, affect specifically would also have been negatively impacted. However, within the current study, negative affect is not significantly higher for the respondents that faced sponsorship termination. A possible explanation why the results of the current study do not correspond to the expected results that were based on the existing theory is that sponsorship termination might not be perceived as a negative emotional experience for supporters. In other words, fans of a specific football club might not evaluate the event of a sponsorship termination as negative in terms of emotions. This explanation implies that the negative results in terms of attitudes towards the exiting sponsor that were found in previous studies might originate from either the behavioral component or the cognitive component of attitude, since the affective component can be ruled out based on the study at hand.

Moving on to the second hypothesis, the results do not support the hypothesis that people with entity beliefs experience more negative affect compared to people with incremental beliefs. Despite that, the data does show that people with incremental beliefs experience significantly less hostile affect contrasted with people that possess entity beliefs. It must, however, be noted that when the covariates are added to the model, the interaction effect turns insignificant. This means that when the effects of emotional involvement, the level of brand attachment and gender are removed from the model (i.e. making it more statistically precise for the measurement of sponsorship termination) there are no significant results and therefore no significant differences between incremental and entity beliefs in terms of affective response. This leads to the overall conclusion that the data does not support the second hypothesis, and that there are therefore no indications for differences between incremental and entity beliefs in terms of affective response to sponsorship termination when controlled for gender, emotional involvement and brand attachment. This result contradicts the study by Kappes and Shikowski (2013), which stated that individuals with entity beliefs would experience more negative affect, regardless of

reappraisal. On the other hand are the results from the current study in line with the research by Livingstone (2012), who stated that people with entity beliefs would not differ in terms of emotional reaction from people with incremental beliefs when emotions are experienced naturally (i.e. without reappraisal). A possible explanation why there were no differences found is that respondents were not asked to actively reappraise their emotions after experiencing them. This could have confirmed Livingstone's (2012) theory and could have emphasized the importance of reappraisal in emotional experiences. Moreover, as described above, the results implicate that sponsorship termination might not be perceived as an emotionally negative event, since negative affect was not impacted significantly. This would also explain why there were no differences found between people with entity and incremental beliefs, since the stimulus (i.e. sponsorship termination) used in the current study is not perceived as negative.

Lastly, the third hypothesis evolves around the expectation that supporters with incremental beliefs will show less negative behavioral intentions towards the sponsor compared to supporters with entity beliefs. This hypothesis was also rejected based on the results, as they indicated that there are no significant differences between incremental and entity beliefs in terms of behavioral intentions, even when controlled for age, and educational level. This might be the result of the balance theory by McGuire (1966), which states that people strive to display balanced evaluative reactions. More specifically, it could be that the respondents consciously reported less negative behavioral intentions, since their reported affective response was not negative as well. Another possible explanation is that affect to a lesser extent influences behavior, which would contradict the studies by Isen et al. (1982), Clark and Isen (1982) and Onurbodur et al. (2000) as described above. However, it would be unlikely to contradict these grounded theories of which results have come to light in multiple studies. More plausible is the explanation that sponsorship termination is not so much perceived as an emotionally negative event. Which would logically explain why respondents' negative affect is not significantly impacted, which in turn would explain why their behavioral intentions are also not negatively impacted. Moreover, during this analysis it does become clear that the interaction between sponsorship termination and the implicit theories of emotion has a significant effect on complaining behavior, with the control group scoring surprisingly higher on complaining behavior compared to the two groups that were confronted with sponsorship termination. Besides, the chosen sponsorship termination differs significantly from the control group in terms of negative word of mouth, with the control group showing lower scores on the likelihood of talking negatively about the sponsor. This leads to the overall conclusion that the hypothesis is not supported in the data since there are no significant differences found between incremental and entity theorists on their behavioral intentions, although there are significant impacts of the interaction on complaining behavior and negative word of mouth.

5.1.1 Answering the research question

The central research question in the current study was as follows:

To what extent is there a difference between the extent to which entity and incremental beliefs emotionally experience the sponsorship termination as negative and is there a difference in behavioral intentions between entity and incremental beliefs after being exposed to sponsorship termination?

The results from the analysis in chapter 4 indicate that there are no significant differences between incremental and entity beliefs with regards to the affective response when the whole model is taken into account (i.e. with the selected covariates included). Additionally, sponsorship termination does not seem to impact negative affect in general. It does, on the other hand, impact positive affect and in the case of a chosen termination it also impacts hostile affect. This means that while the consequences of negative affect are avoided, the upside of positive affect can not be taken advantage of either. Among the consequences of negative affect are increased likelihood of complaining behavior, boycotting, and spreading negative word of mouth (Zeelenberg & Pieters, 2004). On the other hand, as stated, positive affect was significantly lowered by the event of sponsorship termination, meaning that the outcomes of positive affect such as more positive overall image, satisfaction and higher intention to recommend (Prayag, Hosany, Muskat, & Del Chiappa, 2017) will only be profited from minimally after sponsorship termination. However, compared to previous literature where the overall attitude of supporters was found to be negatively impacted, this is a favourable outcome for the sponsors, since direct negative effects are mostly circumvented. The exception here is the case of a chosen termination, in which hostile affect is increased significantly. Subsequently, the chosen termination also yields significantly more intentions to spread negative word of mouth. The results also display that there are no differences between incremental and entity beliefs with regards to the behavioral intentions of supporters. All in all it can be concluded that the implicit theories have an insignificant role in the original effects of sponsorship termination on affective response and behavioral intentions. The most plausible explanation for this conclusion is that the event of sponsorship termination is not, or only minimally, perceived as a negative event. This would both explain why negative affect was not significantly impacted, as well as explain why there were no differences found between people with entity and incremental beliefs, since a prerequisite for observing a different outcome in terms of affect is a stimulus that causes an emotional reaction.

5.2 General discussion of the conclusions

As described in the conclusions above, there are some interesting findings that need further discussion and interpretation. First, the current study found that sponsorship termination does impact affective response in the sense that supporters show lower levels of positive affect. However, the event of termination does not seem to impact negative affect. This conclusion is somewhat ambiguous as it was expected that sponsorship termination would increase negative affect. In contrast, it does not impact negative affect, but does impact positive affect negatively which leads to the implication that negative

and positive affect are independent from each other and lowered positive affect does not translate into more negative affect. Contrasting this finding with existing literature about the interrelatedness and interdependence of positive and negative affect, there are some ambiguities. Both Diener and Emmons (1984) and Schmukle, Egloff, & Burns (2002) in a more recent study, researched the interdependence of positive and negative affect and found small yet significant correlations between state positive and negative affect, while the trait level positive and negative affect turned out uncorrelated. This means that the positive and negative affect when experienced in general are uncorrelated, while positive and negative affect caused by occasion specific aspects are negatively related. The authors stated that specific situations cause opposite movements in positive and negative affect (i.e. when the state positive affect increases, the negative affect decreases and the other way around). Since the affective response in the current study can be classified as state affect due to the measurement of affect concerning the current affect rather than the general affect, there should have been higher levels of negative affect found since positive affect was lowered significantly. The findings in the study at hand therefore contradict the dependence that was found in previous studies. In other words, within the current study, lowered positive affect did not result in higher negative affect, indicating independence between positive and negative affect. A possible explanation is that the current study uses fictional scenarios and therefore depends on the imagination of respondents. In other words, the current study asked respondents how they felt while imagining the scenario was real, rather than measuring how they actually feel at the moment with an actual existing stimulus. Another possible explanation why the results of previous literature with regards to the interdependence of positive affect and negative affect might not have held in the current study is the size of the correlations that were found in previous literature. As described, Schmukle, Egloff, & Burns (2002) found small yet significant correlations between state positive and negative affect. Within the current study, the small correlations might not have been significant due to the sample size being relatively small.

Moreover, the impacted levels of affective response (i.e. lower positive affect and higher hostile affect) seem to minimally influence the behavioral intentions, since there were only minimal effects found on the latter variable. The studies by Isen et al. (1982), Clark and Isen (1982) and Onurbodur et al. (2000) argued that affect has been recognized as an increasingly important component of attitude since it has the ability to influence behavior without interfering with other cognitive processes. This is only minimally supported in the current study. The respondents that were confronted with sponsorship termination were in a significantly lowered state of positive affect yet did report minimal differences in behavioral intentions. Apart from the effect of chosen termination on the intentions to talk negatively about the sponsor and the significantly higher levels of intentions to complain in the control group, no other effects were found on any of the other factors of behavioral intentions. This shows that the less positive affective state of respondents does not translate into an impact on behavioral intentions, which contradicts the study by Onurbodur et al, (2000) who argued that both positive and negative affect have

a consistent and significant relation to overall attitude. This finding could be a result of the cognitive balance theory by (McGuire, 1966). Since negative affect was not significantly impacted, it would make sense for the negative behavioral intentions to not be significantly impacted either, because of the cognitive balance theory. This theory suggests that people aim to maintain evaluative homogeneity in the responses they discharge. Moreover, since the respondents showed no significantly higher negative affect, they would also strive to maintain the balance within their response in terms of negative behavioral intentions, which would then also not be significantly higher since they want to maintain the balance within the components of attitude. This also corresponds to the study by Zeelenberg & Pieters (2004), who found that negative affect leads to increased intentions to engage in complaining behavior, boycotting and spreading negative word of mouth. Since negative affect was not significantly impacted and the sponsorship termination only minimally impacted the behavioral intentions of supporters, this theory is supported.

Additionally, another striking finding in the current study are the significantly higher levels of complaining behavior in the control group. This group was not confronted with sponsorship termination and did therefore not have any stimuli to increase negative behavioral intentions. A conflicting conclusion here would be that sponsorship termination lowers the intention of complaining about the sponsor, since the two scenarios that were actually confronted with sponsorship termination reported lower intentions to complain. To go into more detail on the higher levels of complaining behavior in the control group, a possible explanation for the contrasting result can be found in the study by Ruth and Strizhakova (2012). They found that high involvement supporters show signs of gratitude when long-term sponsorships come to an end. This would mean that the respondents that were confronted with sponsorship termination would not complain about the sponsor, but rather feel grateful when the sponsorship ends. Since emotional involvement did not correlate with any of the factors of behavioral intentions and was therefore deemed as an unsuitable covariate, and the length of the partnership is considered to be outside the boundaries of the current study, there is no definitive answer whether this theory holds as an explanation for the paradoxical finding.

Also, one of the key concepts in the current study are the implicit theories of emotion. As discussed in chapter 5.1, the implicit theories of emotion showed to have minimal impact on both affective response as well as behavioral intentions. This conclusion goes against the existing literature as described in chapter 2, where it was stated that over the first few months of college, incremental beliefs would predict more positive emotions and less negative emotions (Tamir et al., 2007), as well as less negative emotions after being exposed to a single sad video clip (Livingstone, 2012; Kappes and Shikowski, 2013). Different from the previous study by Livingstone (2012), the current study did not manipulate the implicit theories of emotion, but rather measured them via the implicit theories of emotion scale (Tamir et al., 2007) similar to the study by Kappes and Shikowski (2013). Contrary to the study by Kappes and

Shikowski (2013), the study at hand did not measure baseline affect before exposing participants to the stimuli. Similar to the results of Livingstone (2012), the current study did not find any differences between people with incremental beliefs compared to people with entity beliefs under the condition that participants are not asked to actively reappraise their emotions. The current study therefore confirms the current literature with regards to the natural experience of emotions and the equality between incremental and entity beliefs within this context. This conclusion, however, somewhat contradicts the study by Kappes and Shikowski (2013) as they found that emotional outcomes differ between people that possess entity beliefs compared to people that hold incremental beliefs regardless of reappraisal. The outcomes in the current study therefore point towards a reevaluation of the implicit theories of emotion as a predictor of emotional outcomes without reappraisal. The key difference between the current study and the research by Kappes and Shikowski (2013) is the measurement of baseline negative affect. This is especially important since the current study used a format where the respondent could choose their subject (i.e. their favorite football club and their main sponsor) that would form the topic for the stimuli. As a result, a wide variety of clubs and sponsors were chosen which could indicate a wide variety of attitudes towards the different clubs and sponsors. This could have impacted the baseline affect towards either the sponsor or the club, and in turn may have influenced the results in the current study.

Lastly, previous literature on the termination of sports sponsorships provided evidence that different causes of termination influence the response of supporters in terms of attitude towards the sponsor (Dick & Uhrich, 2017). More specifically, in their study, Dick and Uhrich (2017) found significantly more negative consequences in terms of attitude towards the sponsor when the exit was chosen instead of forced. In the current study, however, that theory does not hold as there is no evidence found that indicates differences between chosen and forced terminations in terms of affective response or behavioral intentions. Despite that, there were significant results found for the chosen termination that were not found for the forced termination. To be more precise, the chosen termination yielded significantly more hostile affect compared to the control group, whereas the forced termination did not differ significantly compared to the control group. This points towards a confirmation that different causes for a termination do indeed yield different outcomes compared to no termination, while the differences among the causes are minimal. To conclude, chosen terminations are confirmed to yield more negative outcomes in terms of affective response.

5.3 Theoretical implications

Now that the main conclusions and results of the study at hand have been discussed, it is crucial to elaborate on how they relate to the existing literature. As described in chapter 2, Ruth and Strizhakova (2012) found that blatant sales-oriented motives for sponsorship termination caused negative consequences for consumer attitudes towards the exiting brand. Additionally, Dick and Uhrich (2017)

found empirical evidence for a more negative response if the exit from a sponsorship was chosen, as opposed to a forced exit. These two findings from previous literature are found to be supported in the current study. Chosen termination yields significantly more hostile affect, while the difference between the control group and the forced termination group was insignificant. Also, more negative word of mouth intentions are found for the chosen termination, while for the forced termination no similar statement can be made. The current study therefore confirms the findings of Ruth and Strizhakova (2012) and Dick and Uhrich (2017) with regards to more negative consequences for chosen terminations, compared to a forced exit. Moreover, Ruth and Strizhakova (2012) also stated that high involvement supporters show less signs of negative consequences and even report signs of gratitude when the sponsor has been committed to the property for a longer duration (i.e. ranging from five to ten years). The study at hand, however, contrasts this as emotional involvement was added as a control variable and results indicate that positive and hostile affect are impacted regardless. It must be noted, however, that the study by Ruth and Strizhakova (2012) studied the effects of sponsorship termination on consumers' attitude within a fully manipulated environment. This means that the property, sponsor, duration of the contract and cause for termination were all manipulated. Additionally, another difference with the study of Ruth and Strizhakova (2012), is that they used an arts event as the sponsored property. The current study, although fictive scenarios were used, took a more realistic approach with a manipulated termination but with the actual favorite club and the actual main sponsor, without manipulating the duration of the sponsorship. This provides a more realistic insight into the usage of emotional involvement as a covariate. Since football fans are generally very highly involved with their favorite team (Capella, 2002) and strong emotional responses play a central role in the consumption of sports (Knobloch-Westerwick, David, Eastin, Tamborini, & Greenwood, 2009). All in all, the current study extends current knowledge on emotional involvement as a covariate in studies that relate to sponsorship termination in a way that emotions of consumers can be impacted regardless of their level of involvement with the sponsored property. With regards to the knowledge on sponsorship termination in general, this study extends the current literature by showcasing that the overall negative impact on attitude's of supporters towards the sponsor do not stem from the affective component, since negative affect is not significantly impacted by either a chosen or forced termination. This also indicates that although sponsorship termination is viewed as a negative event in terms of attitude, it is not considered an emotionally negative event. To conclude, more research should be devoted on the components of attitude, and which of these components drive the overall attitude after a sponsorship termination towards a more negative state.

Moving on to the literature regarding the implicit theories of emotion, there are some contrasting conclusions to be made. Livingstone (2012) argues that there is no difference in emotional experience between incremental and entity theorists when emotions are experienced naturally (i.e. without trying to reappraise the emotions). However, Kappes and Shikowski (2013) argue that the stronger the entity beliefs, the more negative experiences one has, regardless of reappraisal. Within the current study,

respondents were not asked to reappraise their emotions, meaning that they experienced them naturally. According to Livingstone (2012), the design of the current study would yield similar results in affective response among the respondents with incremental beliefs versus the respondents with entity beliefs, since there is no reappraisal and therefore there should be no difference. After examining the results, the current study confirms these findings as there are no differences between incremental beliefs versus entity beliefs across all factors of affective response. This conclusion therefore also contradicts the theory of Kappes and Shikowski (2013). It must be noted that it can't be validated whether the theory of Livingstone (2012) holds, since the current study did not include reappraisal and it can therefore not be assessed whether there would have been differences in the affective response of supporters after reappraisal. However, as described, the findings by Kappes and Shikowski (2013) can be contradicted by the findings in the current study since there were no differences between people with incremental beliefs and people with entity beliefs. In general, previous literature on the implicit theories has suggested that the implicit theories of emotion might provide a good framework to understand how individuals respond to aversive events. With the results of the current study in mind, treating the implicit theories of emotion as a clear and proven framework of understanding affective responses of individuals has become less plausible, hence it requires more research. Complementary to this, more research on the implicit theories of emotion in a context where the respondent is highly attached to the subject of the emotionally negative experience, rather than the respondent self, is necessary to conclude whether the implicit theories of emotions can mitigate negative affect caused by the event.

Finally, Kappes and Shikowski (2013) stated that entity theorists tend to avoid negative affect, while incremental theorists are likely to accept it. To be more precise, acceptance of the negative affect within the boundaries of the present study means that fans with incremental beliefs experience, process and accept the termination and the emotional impact that it has, without further influencing their behavior. Avoidance in this case means that fans with entity beliefs are more likely to experience negative affect, not process their affect and therefore avoid further exposure to the negative affect (i.e. in this case the sponsorship termination), eventually possibly leading to behavior disengagement (Livingstone, 2012). This line of argumentation was found to be not supported within the current study. There were no differences found in behavioral intentions for entity theorists compared to incremental theorists. Additionally, the only behavioral factors that are found to be significantly impacted by sponsorship termination are complaining behavior and negative word of mouth. However, surprisingly, the control group reports significantly higher levels of intention to complain about the sponsor and the negative word of mouth is only significant for the chosen termination group compared to the control group. To conclude, the current study contradicts the line of argumentation that entity beliefs would result in high levels of negative behavioral intentions compared to incremental beliefs, and even partially contradicts the literature that predicts negative attitudinal consequences when supporters are confronted with sponsorship termination.

5.4 Practical implications

Besides the theoretical implications there are also some practical contributions of the current study that are of use for sponsor or marketing managers. First, as positive affect was significantly lowered in both termination scenarios, sponsor managers should be aware of lowered levels of positive emotional state of supporters with regards to their brand regardless of the reason for termination and independent from the level of emotional involvement of the supporter. Additionally, sponsor managers that choose to terminate sponsorship agreements with a club should be aware that chosen terminations yield higher levels of hostile affect among supporters on top of the lowered levels of positive affect. Moreover, sponsor managers that willingly terminate a sponsorship contract should expect an influx of negative word of mouth from the supporters from the club they terminated the contract with. To elaborate further, managers of firms that choose to terminate a sponsorship contract should communicate carefully about the termination of a sponsorship. Subsequently, the results of the current study indicate that the factors of behavioral intentions that concern about purchase intentions of supporters are most likely not impacted by termination of the sponsorship with their favorite club. Sponsor managers should, based on the current study, therefore not worry too much about sales numbers going down as a direct result of sponsorship termination.

5.5 Limitations

The current study has yielded some significant results. However, there are also several insignificant effects as well as some conclusions that are contradictory with regards to the existing literature. Hence, it is important to discuss factors that are arguably of influence on the results of the current study. First of all, scenario-based experiments have some disadvantages related to a self-report questionnaire. Experiments tend to be more artificial and rely on participants' imagination (Huang, 2008). This also could have influenced the results within the study at hand, since imaginary scenarios were used, and the results therefore rely on how good the respondents were able to picture themselves into the scenario and how good they were able to imagine that the scenario was real. To avoid the drawbacks of this limitation the best possible way, the questionnaire included two questions about how difficult it was to imagine the news article was real and how hard it was for respondents to imagine themselves into the scenario. This measure allowed for a detailed overview into the respondents that were not able to picture themselves in the scenario and treat the article as if it was real so that they could be excluded from the dataset before the analysis. Besides, the study at hand did not consider the length of the sponsorship as a control variable. This could possibly have made the measurement model more precise and specific. However, given the structure of this study where respondents had to fill in their club of preference and corresponding main sponsor, it would not have been possible to correctly measure this variable. Next, the dataset gathered in the current study failed to meet one of the assumptions for the statistical tests. This could potentially influence the significance or impact of the results. However, as discussed in chapter 4, Hair et al. (2019) state that failure to meet the Box's M test should not impact the results too

much if the group sizes are equal. To elaborate further on the group size, while the 150 respondents were equally spread across the three scenarios, the total number of respondents is minimal. A larger sample would perhaps provide more solid results. Another essential point is the overall performance of the club the respondents filled in. For example, some of the respondents filled in a club that at the time of writing failed to reach direct promotion to the first division in The Netherlands and within a week also lost the opportunity to play for indirect promotion. These disastrous results within a relatively short time frame could be of influence on how the respondent reacts to the questions in the study at hand. A possible way of mitigating this limitation is to include variables that measure overall performance related satisfaction with regards to the club and sponsor, so that it can be controlled for in the statistical analysis. Lastly, a limitation of the current study that also opens up opportunity for future research is that respondents were not asked to actively reappraise their emotions. During the study at hand, the implicit theories of emotion were simply measured based on the implicit theories of emotion scale before their scores on this scale were contrasted with their affective response. However, this could have very well been the reason why none of the hypotheses with regards to the implicit theories of emotion were found to be supported. The starting point for future research with regards to this limitation will be discussed in the following section.

5.6 Future research

The unsupported hypotheses in the current study indicate that there is still uncertainty about some of the theories that relate to sponsorship termination and its effects on the emotional response of supporters. Therefore, several indications for future research will be given. Firstly, it will be interesting to determine the particular effects of communication on the response of consumers. The current study used a fictive third party news article about the termination of a sponsorship, but in a real life scenario multiple newspapers or journals would most likely share the news, alongside some information about the termination. It could therefore depend on how much, which, and when supporters read these news statements. For instance, it could be that highly involved supporters extensively read into the termination, therefore they might be more negatively or even less negatively impacted by the termination. Hence, the role of advertisements and publicity in the case of sponsorship termination could be an interesting addition to the literature related to sponsorship termination. Also, the way the sponsor announces or communicates about the termination might be of significant impact on how the supporters react to the news. For instance, if a sponsor exits from a sponsorship but for example communicates through a nicely edited video message and extensively expresses their gratitude, supporters might react less negatively. Therefore, the communication about sponsorship termination from the sponsor's point of view might also be a worthy topic to research. In addition, it would also be interesting to include a factor that accounts for the relationship that the sponsor has had with the fans of the sponsored property. For example, it could be the case that a sponsor extensively invests in socially responsible activities that benefit the supporters or the hometown of the club. Contrary, it could also be the case that a sponsor is

purely interested in sales oriented goals and neglects their social opportunities. It would make sense if the latter case would yield more negative results compared to the first scenario. Another possible topic for future research is the way the sponsored property is affected by sponsorship termination. The current study, as well as most of the literature related to sponsorship termination, focuses on the consequences for the exiting brand. However, the sponsored properties are often also brands that should be carefully managed. Therefore, it would also be interesting to see what sponsorship termination does to the attitudes with regards to the sponsored property. Moreover, as discussed in the previous section, the current study did not ask respondents to actively reappraise their emotions. In order to gain more knowledge on the actual difference between entity and incremental beliefs and the way they experience emotions, a similar set up but with active reappraisal would be interesting. Following Livingstone (2012) her line of argumentation, differences between incremental and entity beliefs will then become apparent. This would also fall in line with the study of Kappes and Shikowski (2013), as the current study without active reappraisal contradicts the latter, since no differences between incremental and entity beliefs have been found. Finally, it would be interesting to confirm or contrast the current research in a face-to-face research setting with a case study where a sponsor has actually terminated the contract with a football club.

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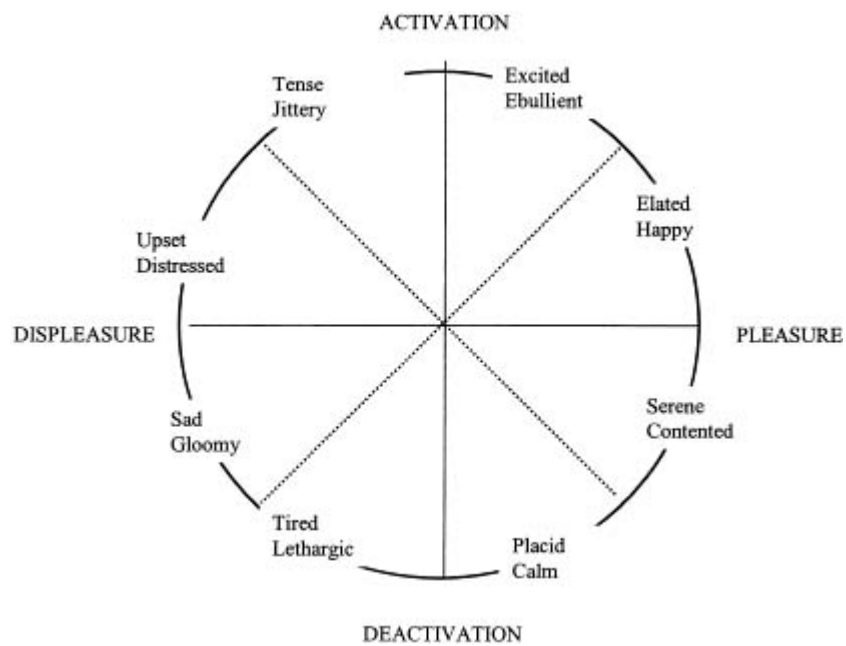
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Appendices

Appendix 1: the circumplex model by Russell (2003)



Appendix 2: Questionnaire

Dear participant,

First of all, thank you for participating in this research. This study is conducted within the boundaries of finalizing the Master's degree in Marketing at the Radboud University Nijmegen. Participating will take no longer than 15 minutes and is very much appreciated.

This survey begins with a question about your favorite football club and their main sponsor, after which you will read a fictive news article. I would like to ask you to carefully read the article and try to think of it as if it is real. After reading the article, I will ask you some questions with regards to your emotions and your relationship with your football club. Please be assured that there are no right or wrong answers and that I am only interested in your genuine feelings.

Your participation is strictly voluntary and if you feel uncomfortable answering the questions, you are completely free to end the survey and withdraw from answering the rest of the questions. Your data will be treated with care and will remain confidential. After completing the survey you have a choice to fill in your email address which will give you a chance of winning one of the 4 Bol.com vouchers that will be raffled.

If you have any sort of questions about the survey you are free to contact Floris van Wijck at any time by email via Floris.vanwijck@student.ru.nl.

Q1: Please fill in the name of your preferred football club in The Netherlands:

Q2: Please fill in the name of the main sponsor of your preferred football club (if you do not know their main sponsor, please fill any of their other sponsors that you can think of)

Introduction text:

Please imagine that you are in the following scenario. Try to really put yourself into the situation and treat it as if this was real:

You wake up on a regular weekday, just like any other day. Your favorite team YYY has been doing okay this season and still has the second half of the competition to reach their objectives. You start your day as you always do by opening the news-app on your iPad while enjoying your cup of coffee. Now imagine you see the following news article about your favorite football club YYY and their main sponsor XXX on the front of the sports tab:

Part 1: Scenario's (1=Forced, 2=chosen, 3=no manipulation)

News article scenario 1: 'XXX ends sponsorship with YYY due to financial difficulties'

XXX has been forced to end the current partnership with YYY at the end of this season. The reason for ending the fruitful partnership, as stated by the Commercial Director of XXX, is the financial difficulties that the firm faces due to the COVID-19 pandemic: "We would happily have continued the partnership we had with YYY, but given the circumstances that we are facing due to the COVID-19 pandemic, we are forced to end the partnership in order to survive as a firm. We would like to thank YYY, and of course their fans, for the support we have experienced."

This means that YYY is forced to find a new main sponsor who will take the place of XXX on the front of their shirt. The CEO of YYY on the breakup between the two firms: "It is a shame that XXX has been forced end the partnership after the current season is over. We have had some great success both on and of the pitch with XXX, for which we would like to thank them. Our focus right now is on finding a new main sponsor that will take the place of XXX."

News article scenario 2: 'XXX ends long lasting sponsorship with YYY to find a new partnership with another football club'

XXX has chosen to end their current partnership with YYY at the end of this season. The reason for ending the fruitful partnership, as stated by the Commercial Director, is that they are looking to

reallocate their resources: “Over the past few seasons, our partnership with YYY has been very successful. We therefore would like to thank YYY and their fans for their support, but we have made the decision to end the partnership because XXX as a firm is ready for a new impulse in terms of sponsorship on a higher international level. We are looking for a new club with whom we can achieve success both on and off the pitch.”

This decision means that YYY is forced to find a new main sponsor who will take the place of XXX on the front of their shirt. The CEO of YYY on the breakup between the two firms: “It is a shame that XXX has been forced end the partnership after the current season is over. We have had some great success both on and of the pitch with XXX, for which we would like to thank them. Our focus right now is on finding a new main sponsor that will take the place of XXX.”

News article scenario 3: YYY and main sponsor YYY: an advantageous partnership on both ends

As their main sponsor, XXX has been on the front of YYY’s shirt for some time now. A deeper dive in to the motives and reasons behind the partnership reveals that XXXX is hoping to achieve higher levels of brand awareness and brand loyalty among the fans of YYY, according to their CEO: “We at XXX have an ambition to always go for the best possible results, which we recognize in YYY. Through our partnership with YYY, we hope to make a difference for both the club and the fans by being socially active within their fanbase. By doing so, we hope to that we will be able to claim a favorable position as a brand and achieve success with YYY both on and of the pitch.”

From the perspective of YYY, the partnership is fruitful in various ways, according to the CEO of YYY: “In the environment of sports sponsorships are pivotal, and professional football is no different. We need the commercial revenue from sponsors to fund our sport-oriented goals. However, we value their contribution to our fans as well. This is part of the reason we have been happy with XXX as our main sponsor”.

The following questions will be about your emotional reaction to the news article you have just read, your intentions with regards to XXX and your relationship with YYY in general.

Q2: Please indicate the extent you experienced each of the following emotions while reading the news piece about YYY (1= very slightly or not at all, 2=a little, 3= moderately, 4=quite a bit and 5=very much):

- Afraid
- Irritable
- Jittery
- Alert
- Excited
- Upset
- Proud
- Enthusiastic
- Ashamed
- Guilty
- Attentive
- Distress
- Hostile
- Strong
- Nervous
- Inspired
- Active
- Scared
- Determined
- Interested

Q3: Please think back to the news article you have read in the beginning of this survey and imagine it would be real, please indicate to what extent you would agree with the following statements (1= strongly disagree, 2= disagree, 3=neutral, 4= agree and 5=strongly agree).

- In my opinion, XXX has abandoned YYY
- The exit of XXX from the sponsorship with YYY has negative consequences for the club.

Q4: Please indicate the extent to which you could imagine yourself acting in the following ways (1= highly unlikely, 2=unlikely, 3=neutral, 4=likely and 5=very likely):

- Talk negatively about XXX
- (Re)purchase products of XXX
- Complain to external agencies about XXX
- Do less business with XXX

Q5: Please indicate the extent to which you have, in the past, lost sleep over the results, news or anything else related to XXX (1=never, 2=rarely, 3=neutral, 4=often and 5=always)

Q6: Please indicate the extent to which you have, in the past, experienced stress over the results, news or anything else related to XXX (1=never, 2=rarely, 3=neutral, 4=often and 5=always)

Q7: Please indicate the extent to which you have, in the past, experienced euphoria after a win from XXX (1=never, 2=rarely, 3=neutral, 4=often and 5=always)

Q8: Please indicate the extent to which you have, in the past, felt depressed after a loss of XXX (1=never, 2=rarely, 3=neutral, 4=often and 5=always)

Q9: Please indicate the extent to which you have, in the past, spent money on your interests of XXX (e.g. tickets/merchandise/etc (1=none, 2=a little, 3=neutral, 4=decent amount and 5=large amount)

Q10: Please indicate the extent to which you have, in the past, spent time on activities related to XXX (e.g. watching games, visiting stadium/city) (1=none, 2=a little, 3=neutral, 4=decent amount and 5=large amount)

Q11: Please indicate to what extent the below mentioned items describe your relationship with XXX best (1= describes poorly, 2= describes a little, 3=neutral, 4= describes decently and 5= describes well)

- Affectionate
- Delighted
- Connected
- Friendly
- Attached
- Loved
- Captivated
- Peaceful
- Passionate
- Bonded

The following questions will be about your personal beliefs with regards to the malleability of your emotions. This means that you either believe you have control about how and when you experience some emotions and that you believe you can influence this, or you think that emotions are not controllable, and you cannot influence the way how or when you experience them. It also involves your beliefs about whether or not you are able to learn to develop the ability to control your emotions. Once again, I would like to point out that there are no right or wrong answers and the one is not particularly better or worse than the other.

Q12: please indicate to what extent you agree with each of the following statements (1= strongly disagree, 2= disagree, 3=neutral, 4= agree and 5=strongly agree).

1. No matter the situation, you can always influence your positive emotions.
2. No matter how hard they try, people can't really change the emotions that they have.
3. When you have negative emotions, you cannot do much to change them.

4. Everyone can learn to control his or her emotions.
5. There is not much a person can do to influence when and how they experience positive emotions.
6. You can learn to do something about your negative emotions.
7. It is usually not possible to change your negative emotions.
8. If they want to, people can change the emotions that they have.
9. Positive emotions come and go, and there is not much you can do about them.
10. No matter how strong a person's negative emotions are, they can always find a way to change them.
11. I believe that I am in control of my positive emotional experiences.
12. The truth is, people have very little control over their emotions.

The following questions are more general of nature and will be the final questions of this survey.

Q13: How old are you?

Q14: What is your gender?

Q15: What is your highest completed level of education?

Q16: What is your current employment status?

Q17: Please indicate to what extent you found it difficult to imagine that the news article was real (1= not hard at all, 2= a bit difficult, 3= neutral, 4=not that difficult and 5=not difficult at all)

Q18: Please indicate to what extent you had trouble placing yourself in this hypothetical scenario (1= not hard at all, 2= a bit difficult, 3= neutral, 4=not that difficult and 5=not difficult at all)

Q19: Please leave your email address in case you want to enter the raffle for one of the 4 the Bol.com voucher. Note: this is optional, you do not have to enter your email address if you do not want to.

Thank you for your time and answers. Please be aware that the scenarios in this survey are strictly hypothetical and serve a theoretical goal. The news article does not reflect the real-world situation with regards to your favorite football club and their main sponsor whatsoever. The primary goal of the study is to assess the relationship between sponsorship termination and affective response and find out to what extent the beliefs about the malleability of emotions play a role in this relation.

Once again, your data will be treated with care and will remain confidential. If you know other people (e.g. friends or relatives) that also classify as football fans, sharing this survey with them will be highly appreciated.

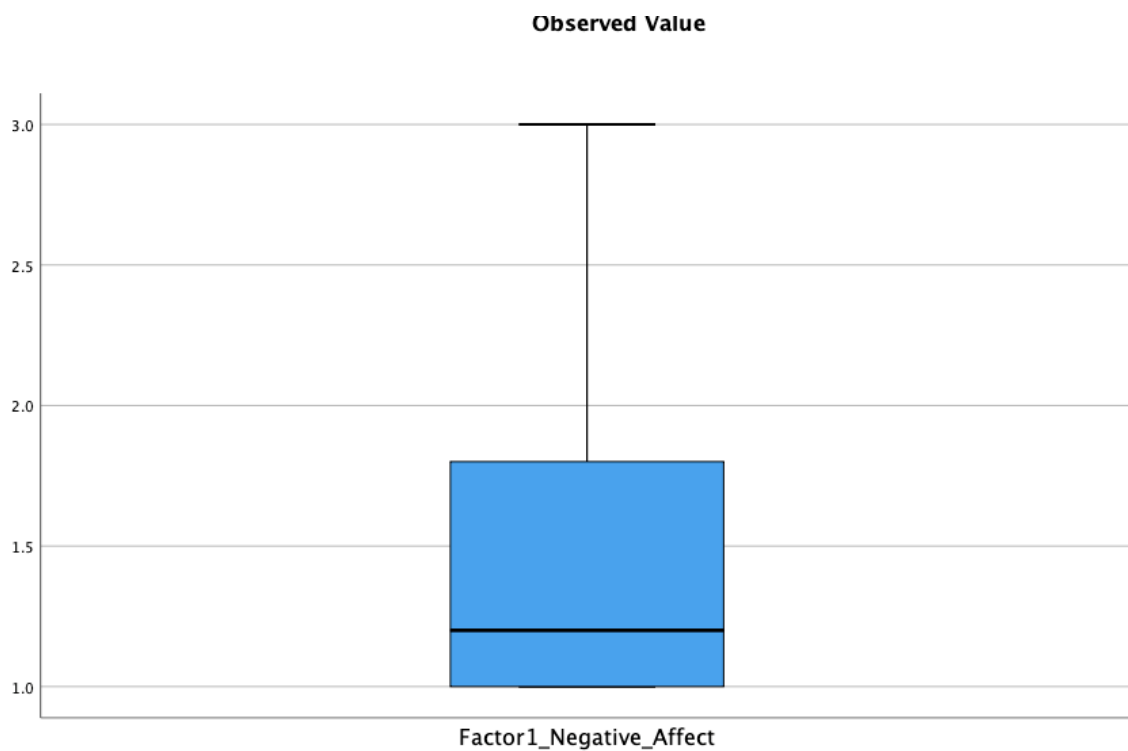
Appendix 3: SPSS output

Appendix 3.1 Descriptive statistics

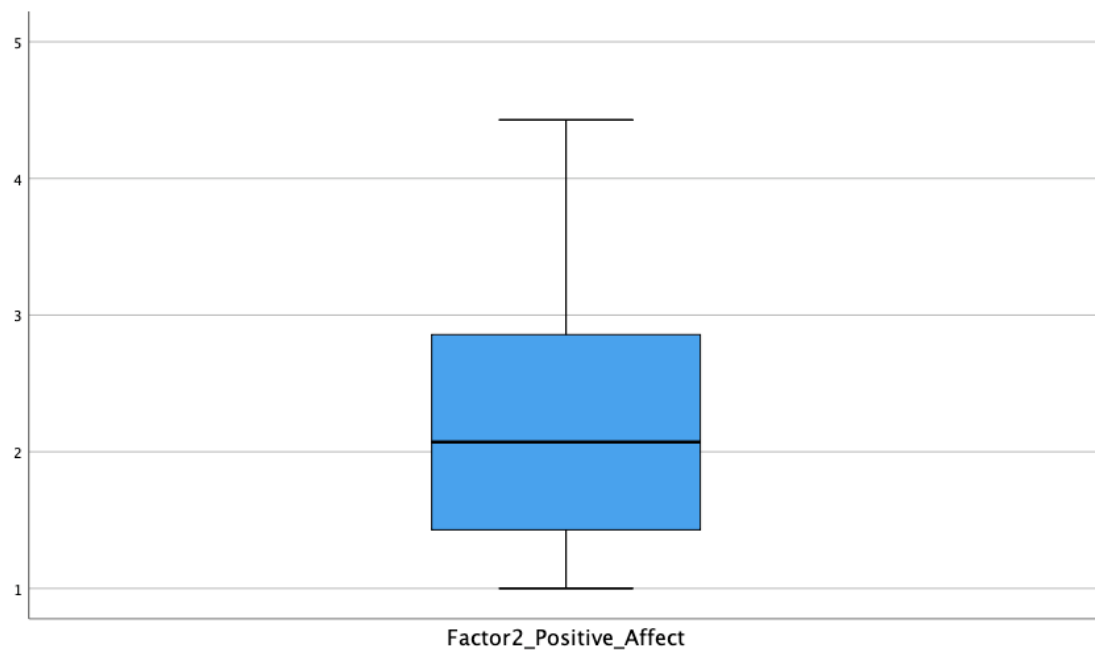
Appendix 3.1.1 descriptive statistics overview table

Descriptive Statistics									
	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
Scenario	150	1	3	1.97	.835	.050	.198	-1.566	.394
Q10_gender	150	1	3	1.23	.440	1.511	.198	.948	.394
Q11_Education_level	150	1	7	4.70	1.263	-.734	.198	.549	.394
Q12_employment_status	150	1	7	5.14	1.285	-1.054	.198	1.079	.394
Factor1_Negative_Affect	150	1.00	3.60	1.4933	.63401	1.381	.198	1.032	.394
Factor2_Positive_Affect	150	1.00	4.43	2.1743	.90318	.505	.198	-.668	.394
Factor3_Interest_Affect	150	1.00	5.00	3.1667	.96702	-.448	.198	-.282	.394
Factor4_Hostile_Affect	150	1.00	4.00	1.8667	.82014	.622	.198	-.752	.394
MEAN_Score_Brand_attachment	150	1.40	5.00	3.8887	.73013	-.885	.198	1.060	.394
MEAN_Score_Emotional_Involvement	150	1.33	4.67	3.0356	.72006	.035	.198	-.787	.394
MEAN_Score_Implicit_Theories	150	2.08	4.92	3.4706	.44256	-.142	.198	.220	.394
Valid N (listwise)	150								

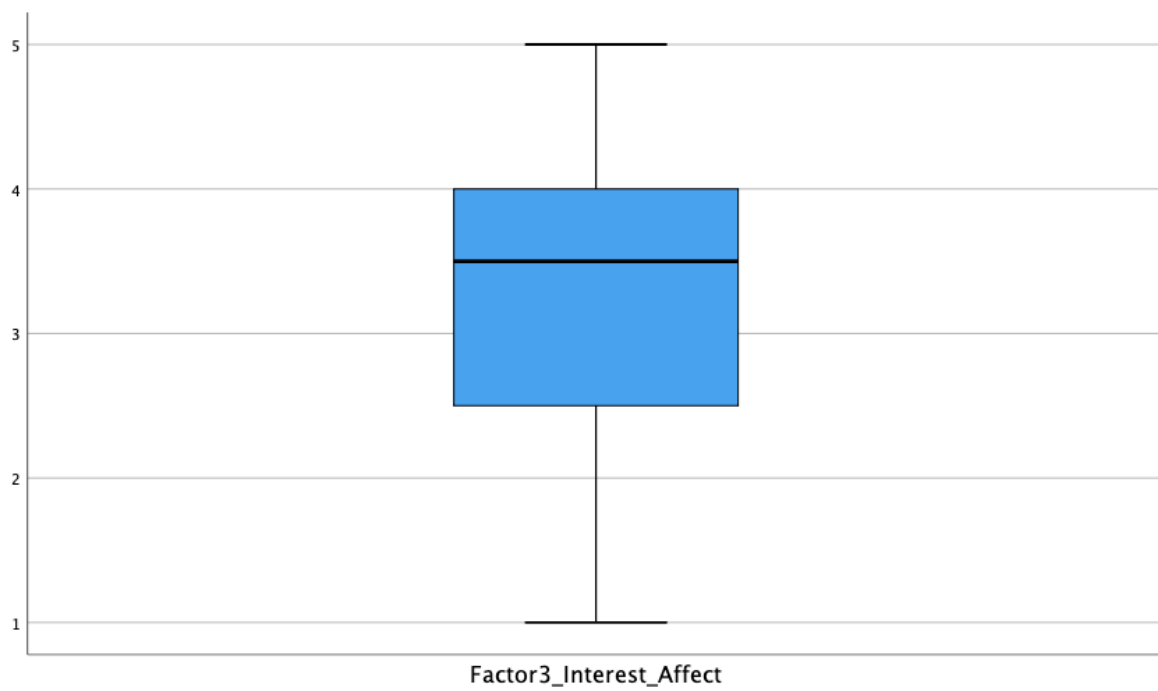
Appendix 3.1.2 Boxplot negative affect



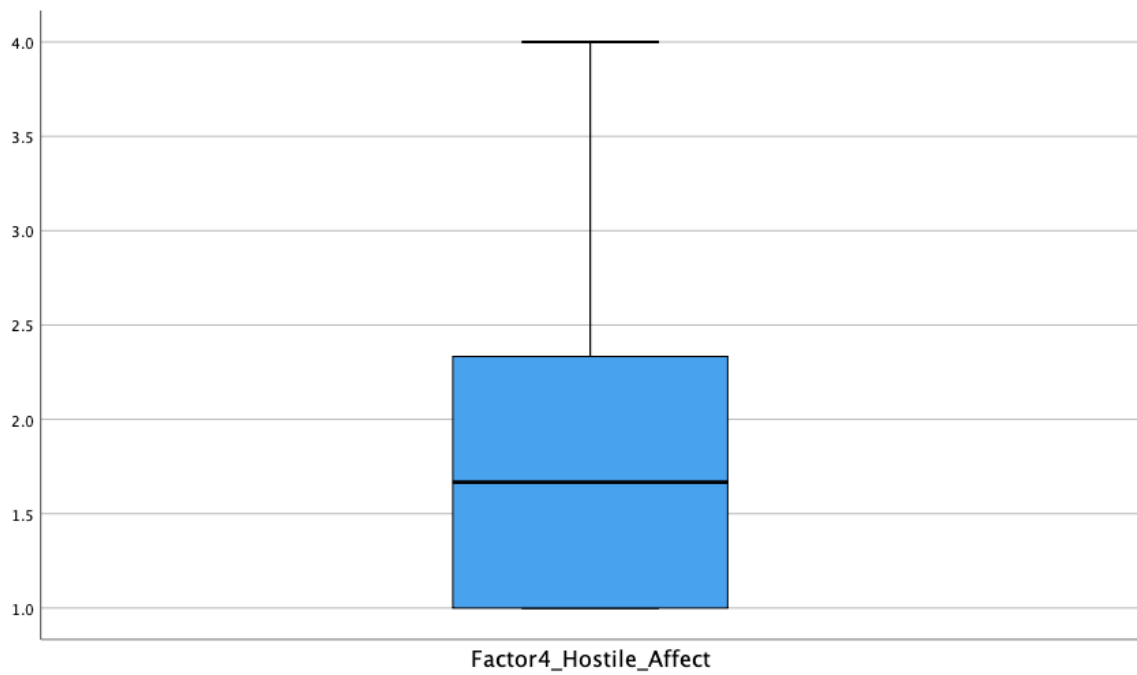
Appendix 3.1.3 Boxplot positive affect



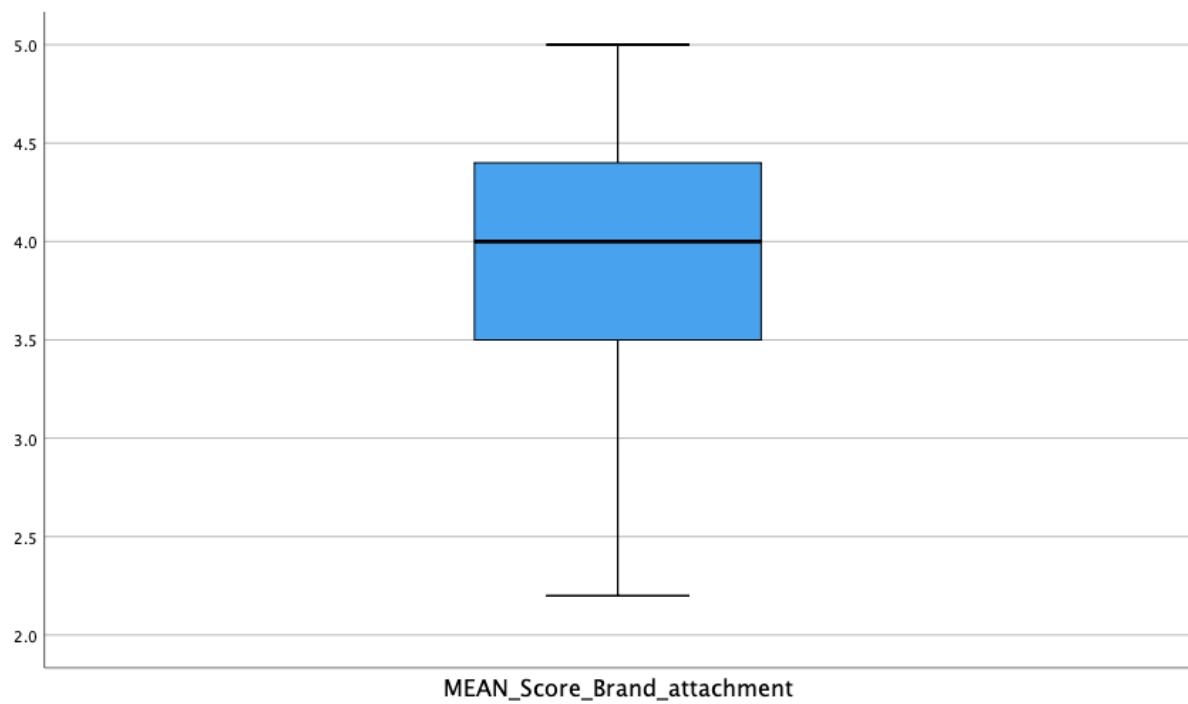
Appendix 3.1.4 Boxplot interest affect



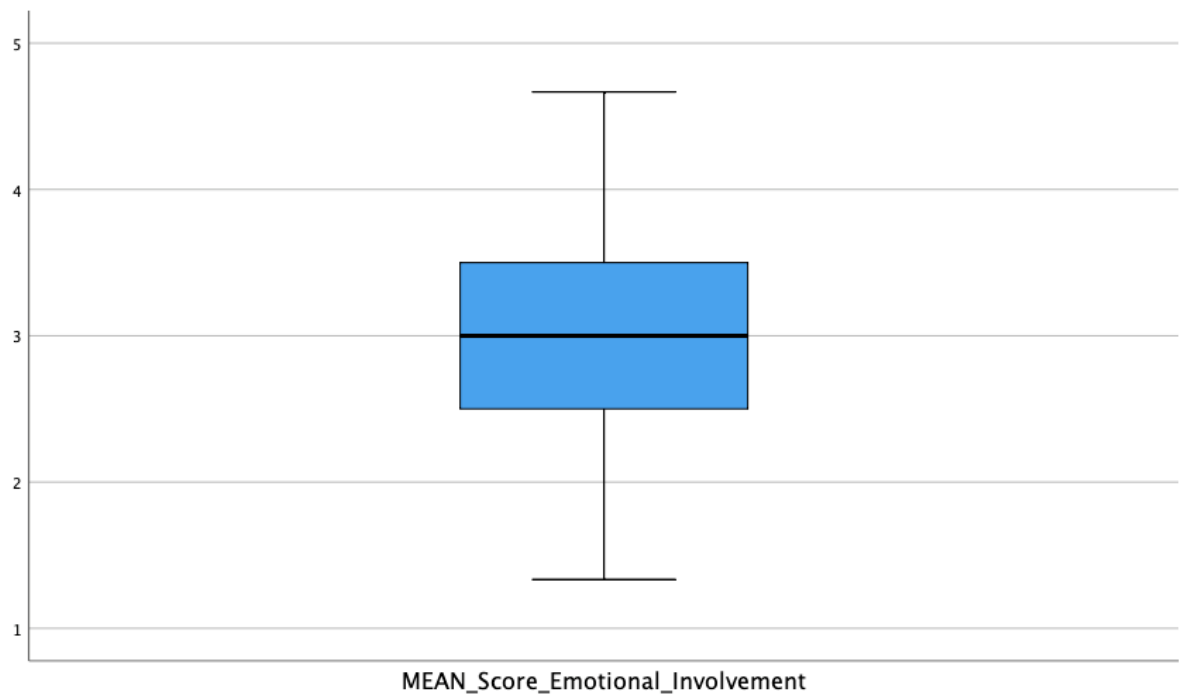
Appendix 3.1.5 Boxplot hostile affect



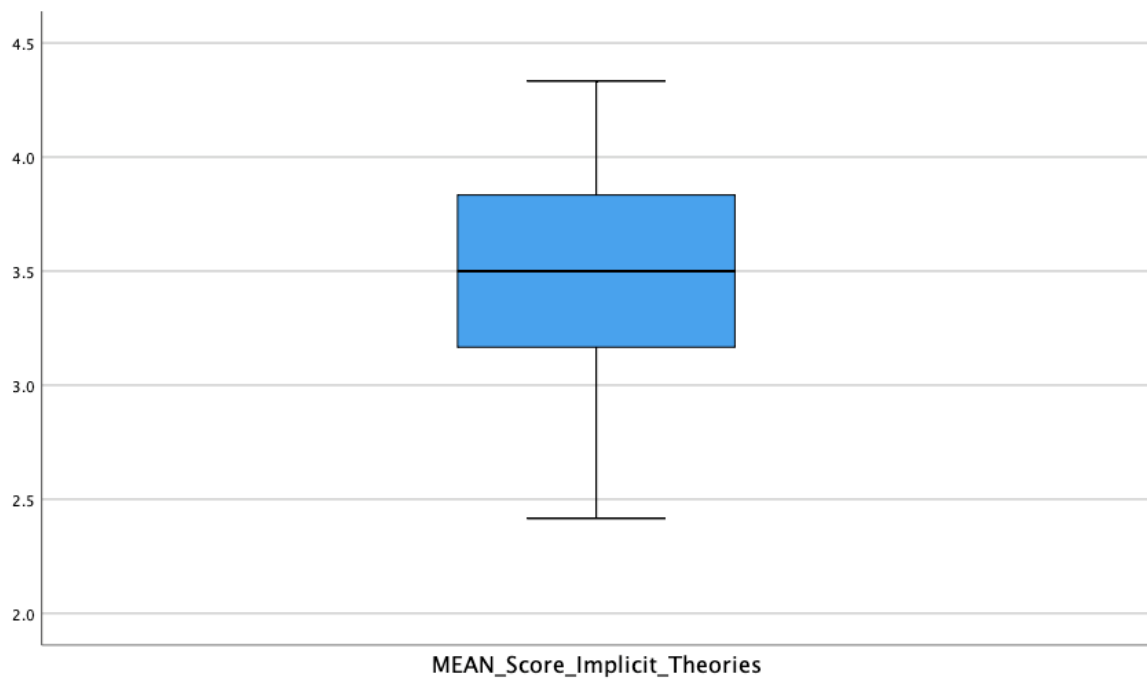
Appendix 3.1.6 Boxplot brand attachment



Appendix 3.1.7 Boxplot emotional involvement



Appendix 3.1.8 Boxplot implicit theories



Appendix 3.2 Factor analysis

Appendix 3.2.1 Descriptive statistics

Descriptive Statistics									
	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
Q3_AR_Bezorgd	150	1	5	2.13	1.064	.693	.198	-.329	.394
Q3_AR_Geirriteerd	150	1	5	1.89	1.100	.919	.198	-.339	.394
Q3_AR_Zenuwachtig	150	1	4	1.65	.934	1.197	.198	.235	.394
Q3_AR_Alert	150	1	4	2.27	.989	.185	.198	-1.033	.394
Q3_AR_Opgewonden	150	1	5	2.13	1.121	.486	.198	-1.062	.394
Q3_AR_Van_Streek	150	1	4	1.63	.924	1.331	.198	.674	.394
Q3_AR_Trots	150	1	5	2.25	1.301	.481	.198	-1.175	.394
Q3_AR_Enthousiast	150	1	5	2.16	1.280	.552	.198	-1.174	.394
Q3_AR_Beschaamd	150	1	4	1.44	.773	1.530	.198	1.062	.394
Q3_AR_Aandachtig	150	1	5	2.97	1.204	-.346	.198	-.899	.394
Q3_AR_Nood	150	1	5	1.71	1.045	1.207	.198	.186	.394
Q3_AR_Vijandig	150	1	5	1.58	.936	1.581	.198	1.839	.394
Q3_AR_Sterk	150	1	5	2.22	1.214	.457	.198	-1.144	.394
Q3_AR_Nerveus	150	1	4	1.59	.820	1.250	.198	.745	.394
Q3_AR_Geinspireerd	150	1	5	1.98	1.144	.749	.198	-.744	.394
Q3_AR_Actief	150	1	5	2.25	1.192	.594	.198	-.625	.394
Q3_AR_Vastberaden	150	1	5	2.23	1.124	.346	.198	-1.171	.394
Q3_AR_Geintresseerd	150	1	5	3.36	1.070	-.562	.198	-.072	.394
Q3_AR_Bang	150	1	5	1.53	.849	1.750	.198	2.737	.394
INV_Q3_AR_Schuldig	150	.25	1.00	.9033	.23012	-2.018	.198	2.216	.394
Valid N (listwise)	150								

Appendix 3.2.2 KMO and Bartlett's test result

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.822
Bartlett's Test of Sphericity	Approx. Chi-Square	1361.992
	df	190
	Sig.	.000

Appendix 3.2.3 Communalities

Communalities		
	Initial	Extraction
Q3_AR_Bezorgd	1.000	.626
Q3_AR_Geirriteerd	1.000	.778
Q3_AR_Alert	1.000	.641
Q3_AR_Opgewonden	1.000	.506
Q3_AR_Van_Streek	1.000	.660
Q3_AR_Trots	1.000	.661
Q3_AR_Enthousiast	1.000	.728
Q3_AR_Beschaamd	1.000	.583
Q3_AR_Aandachtig	1.000	.666
Q3_AR_Nood	1.000	.652
Q3_AR_Sterk	1.000	.601
Q3_AR_Nerveus	1.000	.646
Q3_AR_Geinspireerd	1.000	.692
Q3_AR_Actief	1.000	.616
Q3_AR_Vastberaden	1.000	.610
Q3_AR_Geintresseerd	1.000	.721
Q3_AR_Bang	1.000	.688
Q3_AR_Vijandig	1.000	.785
Q3_AR_Zenuwachtig	1.000	.736
INV_Q3_AR_Schuldig	1.000	.654

Extraction Method: Principal Component Analysis.

Appendix 3.2.4 Eigenvalues

Total Variance Explained							
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.420	27.098	27.098	5.420	27.098	27.098	4.492
2	4.150	20.750	47.848	4.150	20.750	47.848	4.161
3	1.442	7.211	55.060	1.442	7.211	55.060	2.410
4	1.176	5.882	60.941	1.176	5.882	60.941	2.948
5	1.060	5.302	66.243	1.060	5.302	66.243	2.102
6	.769	3.846	70.090				
7	.689	3.447	73.536				
8	.658	3.288	76.824				
9	.628	3.140	79.964				
10	.619	3.095	83.059				
11	.514	2.572	85.631				
12	.469	2.345	87.976				
13	.404	2.018	89.994				
14	.401	2.003	91.998				
15	.363	1.817	93.815				
16	.318	1.592	95.407				
17	.274	1.371	96.778				
18	.249	1.246	98.024				
19	.203	1.014	99.038				
20	.192	.962	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Appendix 3.2.5 Component correlation matrix

Component Correlation Matrix					
Component	1	2	3	4	5
1	1.000	.063	.225	.374	-.207
2	.063	1.000	.203	-.045	.055
3	.225	.203	1.000	.179	-.102
4	.374	-.045	.179	1.000	-.194
5	-.207	.055	-.102	-.194	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

Appendix 3.2.6 Pattern matrix with factor loadings

Pattern Matrix ^a					
	Component				
	1	2	3	4	5
Q3_AR_Bezorgd	.156	-.177	.126	.259	-.571
Q3_AR_Geirriteerd	-.047	.004	.005	.812	-.259
Q3_AR_Alert	.055	.146	.158	.016	-.736
Q3_AR_Opgewonden	.124	.631	.143	-.128	-.129
Q3_AR_Van_Streek	.630	-.062	.179	.201	-.078
Q3_AR_Trots	-.167	.820	-.141	.075	-.196
Q3_AR_Enthousiast	-.149	.868	-.140	.012	-.093
Q3_AR_Beschaamd	.740	.085	-.013	.082	.193
Q3_AR_Aandachtig	-.025	.016	.770	.061	-.167
Q3_AR_Nood	.393	-.181	.345	.365	-.059
Q3_AR_Sterk	-.026	.701	.193	.099	.104
Q3_AR_Nerveus	.753	-.047	.021	.049	-.099
Q3_AR_Geinspireerd	.134	.791	.038	-.144	.043
Q3_AR_Actief	.152	.647	.254	.006	.132
Q3_AR_Vastberaden	.154	.674	.066	.172	.259
Q3_AR_Geintresseerd	-.082	.125	.838	-.121	.015
Q3_AR_Bang	.794	-.091	.054	.049	-.015
Q3_AR_Vijandig	.079	.100	-.081	.882	.129
Q3_AR_Zenuwachtig	.548	-.020	-.098	.094	-.527
INV_Q3_AR_Schuldig	-.822	-.136	.158	.139	.122

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Appendix 3.2.7 Retest of KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	1244.138
	df	171
	Sig.	.000

Appendix 3.2.8 Pattern matrix after first iteration

Pattern Matrix^a

	Component			
	1	2	3	4
Q3_AR_Bezorgd	.148	-.231	.279	.511
Q3_AR_Geirriteerd	-.002	.005	.014	.874
Q3_AR_Alert	.013	.062	.386	.374
Q3_AR_Opgewonden	.102	.619	.188	-.064
Q3_AR_Van_Streek	.655	-.049	.167	.203
Q3_AR_Trots	-.196	.787	-.074	.184
Q3_AR_Enthousiast	-.178	.845	-.099	.071
Q3_AR_Beschaamd	.766	.114	-.098	-.021
Q3_AR_Aandachtig	.007	.049	.775	.081
Q3_AR_Nood	.445	-.149	.301	.339
Q3_AR_Sterk	-.010	.731	.137	.031
Q3_AR_Nerveus	.756	-.055	.036	.085
Q3_AR_Geinspireerd	.119	.792	.032	-.152
Q3_AR_Actief	.165	.682	.193	-.080
Q3_AR_Vastberaden	.176	.719	-.039	.021
Q3_AR_Geintresseerd	-.048	.178	.795	-.179
Q3_AR_Bang	.805	-.085	.041	.038
Q3_AR_Vijandig	.153	.149	-.204	.754
INV_Q3_AR_Schuldig	-.800	-.105	.109	.059

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 9 iterations.

Appendix 3.2.9 Reliability statistics negative affect

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.815	.815	4

Appendix 3.2.10 Reliability statistics positive affect

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.873	7

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q3_AR_Geirriteerd	3.71	2.531	.661	.447	.413
Q3_AR_Vijandig	4.02	3.483	.485	.324	.655
Q3_AR_Bezorgd	3.47	3.258	.433	.238	.719

Appendix 3.2.11 Reliability statistics interest affect

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.613	.616	2

Appendix 3.2.12 reliability statistics hostile affect

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.703	.702	3

Appendix 3.3 MANOVA first hypothesis

Appendix 3.3.1 Box's M test

Box's Test of Equality of Covariance Matrices^a

Box's M	54.827
F	2.634
df1	20
df2	77566.751
Sig.	.000

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Experiment_group

Appendix 3.3.2 Multivariate test results

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.945	623.571 ^b	4.000	144.000	.000	.945
	Wilks' Lambda	.055	623.571 ^b	4.000	144.000	.000	.945
	Hotelling's Trace	17.321	623.571 ^b	4.000	144.000	.000	.945
	Roy's Largest Root	17.321	623.571 ^b	4.000	144.000	.000	.945
Experiment_group	Pillai's Trace	.424	9.741	8.000	290.000	.000	.212
	Wilks' Lambda	.592	10.790 ^b	8.000	288.000	.000	.231
	Hotelling's Trace	.663	11.850	8.000	286.000	.000	.249
	Roy's Largest Root	.621	22.495 ^c	4.000	145.000	.000	.383

a. Design: Intercept + Experiment_group

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Appendix 3.3.3 Test of between subjects effects

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Factor1_Negative_Affect	.801 ^a	2	.400	.996	.372	.013
	Factor2_Positive_Affect	37.354 ^b	2	18.677	32.611	.000	.307
	Factor3_Interest_Affect	2.263 ^c	2	1.132	1.214	.300	.016
	Factor4_Hostile_Affect	3.880 ^d	2	1.940	2.960	.055	.039
Intercept	Factor1_Negative_Affect	334.507	1	334.507	832.123	.000	.850
	Factor2_Positive_Affect	709.128	1	709.128	1238.152	.000	.894
	Factor3_Interest_Affect	1504.167	1	1504.167	1613.136	.000	.916
	Factor4_Hostile_Affect	522.667	1	522.667	797.490	.000	.844
Experiment_group	Factor1_Negative_Affect	.801	2	.400	.996	.372	.013
	Factor2_Positive_Affect	37.354	2	18.677	32.611	.000	.307
	Factor3_Interest_Affect	2.263	2	1.132	1.214	.300	.016
	Factor4_Hostile_Affect	3.880	2	1.940	2.960	.055	.039
Error	Factor1_Negative_Affect	59.093	147	.402			
	Factor2_Positive_Affect	84.191	147	.573			
	Factor3_Interest_Affect	137.070	147	.932			
	Factor4_Hostile_Affect	96.342	147	.655			
Total	Factor1_Negative_Affect	394.400	150				
	Factor2_Positive_Affect	830.673	150				
	Factor3_Interest_Affect	1643.500	150				
	Factor4_Hostile_Affect	622.889	150				
Corrected Total	Factor1_Negative_Affect	59.893	149				
	Factor2_Positive_Affect	121.546	149				
	Factor3_Interest_Affect	139.333	149				
	Factor4_Hostile_Affect	100.222	149				

a. R Squared = .013 (Adjusted R Squared = .000)

b. R Squared = .307 (Adjusted R Squared = .298)

c. R Squared = .016 (Adjusted R Squared = .003)

d. R Squared = .039 (Adjusted R Squared = .026)

Appendix 3.3.4 Hochberg post-hoc results

Multiple Comparisons

Hochberg							
Dependent Variable	(I) Tot welk scenario behoort de respondent	(J) Tot welk scenario behoort de respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Factor1_Negative_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.1640	.12681	.482	-.1421	.4701
		Scenario 3 (No manipulation control group)	.1440	.12681	.590	-.1621	.4501
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.1640	.12681	.482	-.4701	.1421
		Scenario 3 (No manipulation control group)	-.0200	.12681	.998	-.3261	.2861
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.1440	.12681	.590	-.4501	.1621
		Scenario 2 (budget reallocation termination)	.0200	.12681	.998	-.2861	.3261
Factor2_Positive_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.0086	.15136	1.000	-.3740	.3568
		Scenario 3 (No manipulation control group)	-1.0629*	.15136	.000	-1.4283	-.6974
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.0086	.15136	1.000	-.3568	.3740
		Scenario 3 (No manipulation control group)	-1.0543*	.15136	.000	-1.4197	-.6889
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	1.0629*	.15136	.000	.6974	1.4283
		Scenario 2 (budget reallocation termination)	1.0543*	.15136	.000	.6889	1.4197
Factor3_Interest_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.2700	.19313	.415	-.1963	.7363
		Scenario 3 (No manipulation control group)	.2500	.19313	.482	-.2163	.7163
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.2700	.19313	.415	-.7363	.1963
		Scenario 3 (No manipulation control group)	-.0200	.19313	.999	-.4863	.4463
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.2500	.19313	.482	-.7163	.2163
		Scenario 2 (budget reallocation termination)	.0200	.19313	.999	-.4463	.4863
Factor4_Hostile_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.1000	.16191	.900	-.4909	.2909
		Scenario 3 (No manipulation control group)	.2800	.16191	.235	-.1109	.6709
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.1000	.16191	.900	-.2909	.4909
		Scenario 3 (No manipulation control group)	.3800	.16191	.059	-.0109	.7709
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.2800	.16191	.235	-.6709	.1109
		Scenario 2 (budget reallocation termination)	-.3800	.16191	.059	-.7709	.0109

Based on observed means.

The error term is Mean Square(Error) = .655.

*. The mean difference is significant at the .05 level.

Appendix 3.4 MANOVA second hypothesis

Appendix 3.4.1 Multivariate test results

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.377	21.361 ^b	4.000	141.000	.000	.377
	Wilks' Lambda	.623	21.361 ^b	4.000	141.000	.000	.377
	Hotelling's Trace	.606	21.361 ^b	4.000	141.000	.000	.377
	Roy's Largest Root	.606	21.361 ^b	4.000	141.000	.000	.377
Experiment_group	Pillai's Trace	.119	2.249	8.000	284.000	.024	.060
	Wilks' Lambda	.882	2.276 ^b	8.000	282.000	.023	.061
	Hotelling's Trace	.132	2.302	8.000	280.000	.021	.062
	Roy's Largest Root	.117	4.146 ^c	4.000	142.000	.003	.105
MEAN_Score_Implicit_Theories	Pillai's Trace	.067	2.518 ^b	4.000	141.000	.044	.067
	Wilks' Lambda	.933	2.518 ^b	4.000	141.000	.044	.067
	Hotelling's Trace	.071	2.518 ^b	4.000	141.000	.044	.067
	Roy's Largest Root	.071	2.518 ^b	4.000	141.000	.044	.067
Experiment_group * MEAN_Score_Implicit_Theories	Pillai's Trace	.122	2.315	8.000	284.000	.020	.061
	Wilks' Lambda	.880	2.332 ^b	8.000	282.000	.019	.062
	Hotelling's Trace	.134	2.349	8.000	280.000	.019	.063
	Roy's Largest Root	.112	3.978 ^c	4.000	142.000	.004	.101

a. Design: Intercept + Experiment_group + MEAN_Score_Implicit_Theories + Experiment_group * MEAN_Score_Implicit_Theories

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Appendix 3.4.2 Test of between subjects effects

Tests of Between-Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Factor1_Negative_Affect	5.111 ^a	5	1.022	2.687	.024	.085
	Factor2_Positive_Affect	40.810 ^b	5	8.162	14.558	.000	.336
	Factor3_Interest_Affect	7.838 ^c	5	1.568	1.717	.134	.056
	Factor4_Hostile_Affect	13.030 ^d	5	2.606	4.304	.001	.130
Intercept	Factor1_Negative_Affect	12.093	1	12.093	31.788	.000	.181
	Factor2_Positive_Affect	22.286	1	22.286	39.749	.000	.216
	Factor3_Interest_Affect	39.703	1	39.703	43.479	.000	.232
	Factor4_Hostile_Affect	22.188	1	22.188	36.644	.000	.203
Experiment_group	Factor1_Negative_Affect	2.251	2	1.125	2.958	.055	.039
	Factor2_Positive_Affect	1.140	2	.570	1.017	.364	.014
	Factor3_Interest_Affect	3.778	2	1.889	2.068	.130	.028
	Factor4_Hostile_Affect	4.279	2	2.140	3.534	.032	.047
MEAN_Score_Implicit_Theories	Factor1_Negative_Affect	1.638	1	1.638	4.305	.040	.029
	Factor2_Positive_Affect	2.101	1	2.101	3.748	.055	.025
	Factor3_Interest_Affect	2.257	1	2.257	2.472	.118	.017
	Factor4_Hostile_Affect	3.900	1	3.900	6.441	.012	.043
Experiment_group * MEAN_Score_Implicit_Theories	Factor1_Negative_Affect	2.700	2	1.350	3.549	.031	.047
	Factor2_Positive_Affect	1.513	2	.756	1.349	.263	.018
	Factor3_Interest_Affect	3.493	2	1.747	1.913	.151	.026
	Factor4_Hostile_Affect	5.267	2	2.634	4.349	.015	.057
Error	Factor1_Negative_Affect	54.782	144	.380			
	Factor2_Positive_Affect	80.736	144	.561			
	Factor3_Interest_Affect	131.495	144	.913			
	Factor4_Hostile_Affect	87.192	144	.606			
Total	Factor1_Negative_Affect	394.400	150				
	Factor2_Positive_Affect	830.673	150				
	Factor3_Interest_Affect	1643.500	150				
	Factor4_Hostile_Affect	622.889	150				
Corrected Total	Factor1_Negative_Affect	59.893	149				
	Factor2_Positive_Affect	121.546	149				
	Factor3_Interest_Affect	139.333	149				
	Factor4_Hostile_Affect	100.222	149				

a. R Squared = .085 (Adjusted R Squared = .054)

b. R Squared = .336 (Adjusted R Squared = .313)

c. R Squared = .056 (Adjusted R Squared = .023)

d. R Squared = .130 (Adjusted R Squared = .100)

Appendix 3.4.3 Simple contrast results between groups of sponsorship termination

Contrast Results (K Matrix)

Tot welk scenario behoort de respondent Simple Contrast ^a		Dependent Variable			
		Factor1_Negative_Affect	Factor2_Positive_Affect	Factor3_Interest_Affect	Factor4_Hostile_Affect
Level 1 vs. Level 3	Contrast Estimate	-2.364	-1.031	2.383	-3.251
	Hypothesized Value	0	0	0	0
	Difference (Estimate - Hypothesized)	-2.364	-1.031	2.383	-3.251
	Std. Error	.981	1.191	1.519	1.237
	Sig.	.017	.388	.119	.010
	95% Confidence Interval for Difference	Lower Bound	-4.303	-3.384	-6.620
		Upper Bound	-.426	1.323	5.387
Level 2 vs. Level 3	Contrast Estimate	-.821	.740	2.899	-1.070
	Hypothesized Value	0	0	0	0
	Difference (Estimate - Hypothesized)	-.821	.740	2.899	-1.070
	Std. Error	1.000	1.214	1.550	1.262
	Sig.	.413	.543	.063	.398
	95% Confidence Interval for Difference	Lower Bound	-2.798	-1.660	-5.165
		Upper Bound	1.156	3.141	5.962

a. Reference category = 3

Appendix 3.4.4 Pairwise comparisons

Pairwise Comparisons							
Dependent Variable	(I) Tot welk scenario behoort de respondent	(J) Tot welk scenario behoort de respondent	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
Factor1_Negative_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.135	.125	.282	-.112	.382
		Scenario 3 (No manipulation control group)	.207	.127	.107	-.045	.458
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.135	.125	.282	-.382	.112
		Scenario 3 (No manipulation control group)	.072	.127	.572	-.178	.322
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.207	.127	.107	-.458	.045
		Scenario 2 (budget reallocation termination)	-.072	.127	.572	-.322	.178
Factor2_Positive_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.027	.152	.858	-.327	.273
		Scenario 3 (No manipulation control group)	-1.039 [*]	.155	.000	-1.345	-.733
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.027	.152	.858	-.273	.327
		Scenario 3 (No manipulation control group)	-1.012 [*]	.154	.000	-1.316	-.708
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	1.039 [*]	.155	.000	.733	1.345
		Scenario 2 (budget reallocation termination)	1.012 [*]	.154	.000	.708	1.316
Factor3_Interest_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.277	.194	.155	-.106	.659
		Scenario 3 (No manipulation control group)	.260	.197	.190	-.131	.650
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.277	.194	.155	-.659	.106
		Scenario 3 (No manipulation control group)	-.017	.196	.931	-.405	.371
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.260	.197	.190	-.650	.131
		Scenario 2 (budget reallocation termination)	.017	.196	.931	-.371	.405
Factor4_Hostile_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.134	.158	.396	-.446	.177
		Scenario 3 (No manipulation control group)	.382 [*]	.161	.019	.065	.700
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.134	.158	.396	-.177	.446
		Scenario 3 (No manipulation control group)	.517 [*]	.160	.002	.201	.832
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.382 [*]	.161	.019	-.700	-.065
		Scenario 2 (budget reallocation termination)	-.517 [*]	.160	.002	-.832	-.201

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Appendix 3.4.5 Multivariate test results with median split variable

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.946	621.031 ^b	4.000	141.000	.000	.946
	Wilks' Lambda	.054	621.031 ^b	4.000	141.000	.000	.946
	Hotelling's Trace	17.618	621.031 ^b	4.000	141.000	.000	.946
	Roy's Largest Root	17.618	621.031 ^b	4.000	141.000	.000	.946
Experiment_group	Pillai's Trace	.419	9.418	8.000	284.000	.000	.210
	Wilks' Lambda	.596	10.428 ^b	8.000	282.000	.000	.228
	Hotelling's Trace	.654	11.448	8.000	280.000	.000	.246
	Roy's Largest Root	.613	21.777 ^c	4.000	142.000	.000	.380
ITE_Split_score	Pillai's Trace	.044	1.624 ^b	4.000	141.000	.172	.044
	Wilks' Lambda	.956	1.624 ^b	4.000	141.000	.172	.044
	Hotelling's Trace	.046	1.624 ^b	4.000	141.000	.172	.044
	Roy's Largest Root	.046	1.624 ^b	4.000	141.000	.172	.044
Experiment_group * ITE_Split_score	Pillai's Trace	.109	2.040	8.000	284.000	.042	.054
	Wilks' Lambda	.893	2.057 ^b	8.000	282.000	.040	.055
	Hotelling's Trace	.119	2.074	8.000	280.000	.038	.056
	Roy's Largest Root	.103	3.651 ^c	4.000	142.000	.007	.093

a. Design: Intercept + Experiment_group + ITE_Split_score + Experiment_group * ITE_Split_score

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Appendix 3.4.6 Test of between subjects effects with median split variable

Tests of Between-Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Factor1_Negative_Affect	4.493 ^a	5	.899	2.336	.045	.075
	Factor2_Positive_Affect	39.739 ^b	5	7.948	13.990	.000	.327
	Factor3_Interest_Affect	5.142 ^c	5	1.028	1.103	.361	.037
	Factor4_Hostile_Affect	11.196 ^d	5	2.239	3.622	.004	.112
Intercept	Factor1_Negative_Affect	320.745	1	320.745	833.702	.000	.853
	Factor2_Positive_Affect	703.177	1	703.177	1237.758	.000	.896
	Factor3_Interest_Affect	1487.817	1	1487.817	1596.564	.000	.917
	Factor4_Hostile_Affect	505.704	1	505.704	817.981	.000	.850
Experiment_group	Factor1_Negative_Affect	.731	2	.365	.950	.389	.013
	Factor2_Positive_Affect	35.485	2	17.742	31.231	.000	.303
	Factor3_Interest_Affect	1.902	2	.951	1.021	.363	.014
	Factor4_Hostile_Affect	5.119	2	2.560	4.140	.018	.054
ITE_Split_score	Factor1_Negative_Affect	.415	1	.415	1.078	.301	.007
	Factor2_Positive_Affect	.900	1	.900	1.585	.210	.011
	Factor3_Interest_Affect	.232	1	.232	.249	.619	.002
	Factor4_Hostile_Affect	3.188	1	3.188	5.156	.025	.035
Experiment_group * ITE_Split_score	Factor1_Negative_Affect	3.266	2	1.633	4.244	.016	.056
	Factor2_Positive_Affect	1.493	2	.747	1.314	.272	.018
	Factor3_Interest_Affect	2.654	2	1.327	1.424	.244	.019
	Factor4_Hostile_Affect	4.093	2	2.047	3.310	.039	.044
Error	Factor1_Negative_Affect	55.400	144	.385			
	Factor2_Positive_Affect	81.807	144	.568			
	Factor3_Interest_Affect	134.192	144	.932			
	Factor4_Hostile_Affect	89.026	144	.618			
Total	Factor1_Negative_Affect	394.400	150				
	Factor2_Positive_Affect	830.673	150				
	Factor3_Interest_Affect	1643.500	150				
	Factor4_Hostile_Affect	622.889	150				
Corrected Total	Factor1_Negative_Affect	59.893	149				
	Factor2_Positive_Affect	121.546	149				
	Factor3_Interest_Affect	139.333	149				
	Factor4_Hostile_Affect	100.222	149				

a. R Squared = .075 (Adjusted R Squared = .043)

b. R Squared = .327 (Adjusted R Squared = .304)

c. R Squared = .037 (Adjusted R Squared = .003)

d. R Squared = .112 (Adjusted R Squared = .081)

Appendix 3.4.7 Simple contrast results for groups of sponsorship termination

Contrast Results (K Matrix)

Tot welk scenario behoort de respondent Simple Contrast ^a		Dependent Variable			
		Factor1_Neg ative_Affect	Factor2_Posit ive_Affect	Factor3_Inter est_Affect	Factor4_Host ile_Affect
Level 1 vs. Level 3	Contrast Estimate	.156	-1.059	.241	.316
	Hypothesized Value	0	0	0	0
	Difference (Estimate – Hypothesized)	.156	-1.059	.241	.316
	Std. Error	.125	.152	.195	.159
	Sig.	.215	.000	.219	.049
	95% Confidence Interval for Difference	-.092	-1.360	-.145	.002
Level 2 vs. Level 3	Contrast Estimate	.013	-1.023	-.002	.444
	Hypothesized Value	0	0	0	0
	Difference (Estimate – Hypothesized)	.013	-1.023	-.002	.444
	Std. Error	.125	.152	.195	.159
	Sig.	.915	.000	.993	.006
	95% Confidence Interval for Difference	-.234	-1.324	-.387	.130

a. Reference category = 3

Appendix 3.4.8 Simple contrast results for incremental vs entity beliefs

Custom Hypothesis Tests #2

Contrast Results (K Matrix)

Median split for the sum score on implicit theories of emotion Simple Contrast ^a		Dependent Variable			
		Factor1_Neg ative_Affect	Factor2_Posit ive_Affect	Factor3_Inter est_Affect	Factor4_Host ile_Affect
Level 1 vs. Level 2	Contrast Estimate	.106	.157	.079	.295
	Hypothesized Value	0	0	0	0
	Difference (Estimate – Hypothesized)	.106	.157	.079	.295
	Std. Error	.102	.124	.159	.130
	Sig.	.301	.210	.619	.025
	95% Confidence Interval for Difference	-.096	-.089	-.236	.038

a. Reference category = 2

Appendix 3.4.9 Pairwise comparisons

2. Median split for the sum score on implicit theories of emotion

Estimates							
Dependent Variable	Median split for the sum score on implicit theories of emotion	Mean	Std. Error	95% Confidence Interval			
Factor1_Negative_Affect	Entity	1.532	.075	1.384	1.680		
	Incremental	1.425	.070	1.287	1.564		
Factor2_Positive_Affect	Entity	2.268	.091	2.088	2.447		
	Incremental	2.111	.085	1.943	2.279		
Factor3_Interest_Affect	Entity	3.224	.116	2.994	3.454		
	Incremental	3.145	.109	2.930	3.360		
Factor4_Hostile_Affect	Entity	2.004	.095	1.817	2.191		
	Incremental	1.709	.089	1.534	1.884		

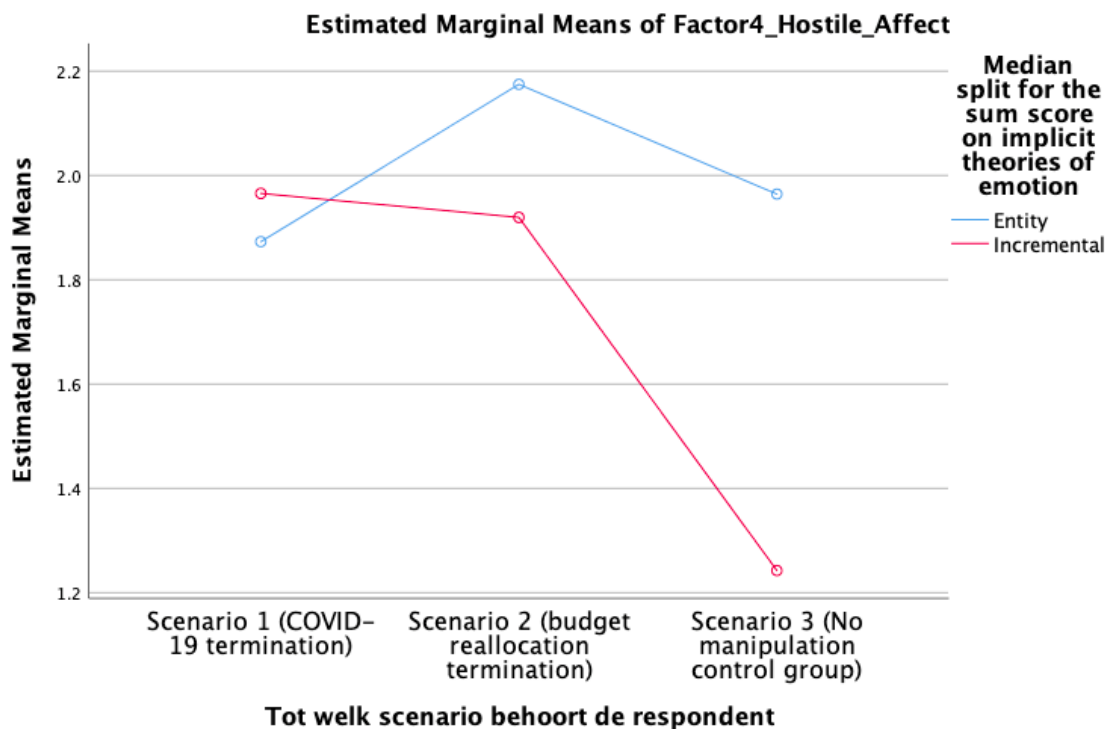
Pairwise Comparisons							
Dependent Variable	(I) Median split for the sum score on implicit theories of emotion	(J) Median split for the sum score on implicit theories of emotion	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
Factor1_Negative_Affect	Entity	Incremental	.106	.102	.301	-.096	.309
	Incremental	Entity	-.106	.102	.301	-.309	.096
Factor2_Positive_Affect	Entity	Incremental	.157	.124	.210	-.089	.403
	Incremental	Entity	-.157	.124	.210	-.403	.089
Factor3_Interest_Affect	Entity	Incremental	.079	.159	.619	-.236	.395
	Incremental	Entity	-.079	.159	.619	-.395	.236
Factor4_Hostile_Affect	Entity	Incremental	.295 ^a	.130	.025	.038	.551
	Incremental	Entity	-.295 ^a	.130	.025	-.551	-.038

Based on estimated marginal means

^a. The mean difference is significant at the .05 level.

^b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Appendix 3.4.10 plotted means for entity vs incremental beliefs in different groups



Appendix 3.4.11 Hochberg post-hoc test results

Tot welk scenario behoort de respondent

Multiple Comparisons							
Hochberg							
Dependent Variable	(I) Tot welk scenario behoort de respondent	(J) Tot welk scenario behoort de respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Factor1_Negative_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.16	.124	.463	-.14	.46
		Scenario 3 (No manipulation control group)	.14	.124	.572	-.16	.44
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.16	.124	.463	-.46	.14
		Scenario 3 (No manipulation control group)	-.02	.124	.998	-.32	.28
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.14	.124	.572	-.44	.16
		Scenario 2 (budget reallocation termination)	.02	.124	.998	-.28	.32
Factor2_Positive_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.01	.151	1.000	-.37	.36
		Scenario 3 (No manipulation control group)	-1.06*	.151	.000	-1.43	-.70
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.01	.151	1.000	-.36	.37
		Scenario 3 (No manipulation control group)	-1.05*	.151	.000	-1.42	-.69
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	1.06*	.151	.000	.70	1.43
		Scenario 2 (budget reallocation termination)	1.05*	.151	.000	.69	1.42
Factor3_Interest_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.27	.193	.414	-.20	.74
		Scenario 3 (No manipulation control group)	.25	.193	.481	-.22	.72
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.27	.193	.414	-.74	.20
		Scenario 3 (No manipulation control group)	-.02	.193	.999	-.49	.45
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.25	.193	.481	-.72	.22
		Scenario 2 (budget reallocation termination)	.02	.193	.999	-.45	.49
Factor4_Hostile_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.10	.157	.893	-.48	.28
		Scenario 3 (No manipulation control group)	.28	.157	.213	-.10	.66
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.10	.157	.893	-.28	.48
		Scenario 3 (No manipulation control group)	.38*	.157	.050	.00	.76
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.28	.157	.213	-.66	.10
		Scenario 2 (budget reallocation termination)	-.38*	.157	.050	-.76	.00

Based on observed means.

The error term is Mean Square(Error) = .618.

*. The mean difference is significant at the .05 level.

Appendix 3.5 MANOVA hypothesis three

Appendix 3.5.1 Descriptive statistics

			Statistic	Std. Error
Q5_Intentions_WOM	Mean		1.99	.079
	95% Confidence Interval for Mean	Lower Bound	1.84	
		Upper Bound	2.15	
	5% Trimmed Mean		1.94	
	Median		2.00	
	Variance		.933	
	Std. Deviation		.966	
	Minimum		1	
	Maximum		4	
	Range		3	
	Interquartile Range		1	
	Skewness		.738	.198
	Kurtosis		-.383	.394
Q5_Intentions_Repurchase	Mean		3.11	.081
	95% Confidence Interval for Mean	Lower Bound	2.95	
		Upper Bound	3.27	
	5% Trimmed Mean		3.10	
	Median		3.00	
	Variance		.974	
	Std. Deviation		.987	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		2	
	Skewness		.322	.198
	Kurtosis		-.355	.394
Q5_Intentions_Complain	Mean		1.41	.055
	95% Confidence Interval for Mean	Lower Bound	1.30	
		Upper Bound	1.52	
	5% Trimmed Mean		1.34	
	Median		1.00	
	Variance		.458	
	Std. Deviation		.677	
	Minimum		1	
	Maximum		3	
	Range		2	
	Interquartile Range		1	
	Skewness		1.400	.198
	Kurtosis		.594	.394
Q5_Intentions_Buy_less	Mean		1.81	.077
	95% Confidence Interval for Mean	Lower Bound	1.65	
		Upper Bound	1.96	
	5% Trimmed Mean		1.73	
	Median		2.00	
	Variance		.895	
	Std. Deviation		.946	
	Minimum		1	
	Maximum		4	
	Range		3	
	Interquartile Range		1	
	Skewness		.927	.198
	Kurtosis		-.183	.394

Appendix 3.5.2 Multivariate test results

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.938	534.778 ^b	4.000	141.000	.000	.938
	Wilks' Lambda	.062	534.778 ^b	4.000	141.000	.000	.938
	Hotelling's Trace	15.171	534.778 ^b	4.000	141.000	.000	.938
	Roy's Largest Root	15.171	534.778 ^b	4.000	141.000	.000	.938
Experiment_group	Pillai's Trace	.232	4.667	8.000	284.000	.000	.116
	Wilks' Lambda	.778	4.709 ^b	8.000	282.000	.000	.118
	Hotelling's Trace	.271	4.750	8.000	280.000	.000	.119
	Roy's Largest Root	.205	7.288 ^c	4.000	142.000	.000	.170
ITE_Split_score	Pillai's Trace	.028	1.030 ^b	4.000	141.000	.394	.028
	Wilks' Lambda	.972	1.030 ^b	4.000	141.000	.394	.028
	Hotelling's Trace	.029	1.030 ^b	4.000	141.000	.394	.028
	Roy's Largest Root	.029	1.030 ^b	4.000	141.000	.394	.028
Experiment_group * ITE_Split_score	Pillai's Trace	.114	2.154	8.000	284.000	.031	.057
	Wilks' Lambda	.889	2.143 ^b	8.000	282.000	.032	.057
	Hotelling's Trace	.122	2.131	8.000	280.000	.033	.057
	Roy's Largest Root	.076	2.714 ^c	4.000	142.000	.032	.071

a. Design: Intercept + Experiment_group + ITE_Split_score + Experiment_group * ITE_Split_score

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Appendix 3.5.3 Test of between subjects effects

Tests of Between-Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Q5_Intentions_WOM	7.580 ^a	5	1.516	1.661	.148	.055
	Q5_Intentions_Repurchase	5.241 ^b	5	1.048	1.079	.374	.036
	Q5_Intentions_Complain	9.853 ^c	5	1.971	4.864	.000	.144
	Q5_Intentions_Buy_less	5.910 ^d	5	1.182	1.335	.253	.044
Intercept	Q5_Intentions_WOM	575.175	1	575.175	630.265	.000	.814
	Q5_Intentions_Repurchase	1427.415	1	1427.415	1469.956	.000	.911
	Q5_Intentions_Complain	283.569	1	283.569	699.925	.000	.829
	Q5_Intentions_Buy_less	473.584	1	473.584	534.941	.000	.788
Experiment_group	Q5_Intentions_WOM	3.584	2	1.792	1.963	.144	.027
	Q5_Intentions_Repurchase	2.646	2	1.323	1.362	.259	.019
	Q5_Intentions_Complain	4.903	2	2.452	6.051	.003	.078
	Q5_Intentions_Buy_less	2.611	2	1.306	1.475	.232	.020
ITE_Split_score	Q5_Intentions_WOM	.189	1	.189	.207	.650	.001
	Q5_Intentions_Repurchase	.392	1	.392	.404	.526	.003
	Q5_Intentions_Complain	.566	1	.566	1.398	.239	.010
	Q5_Intentions_Buy_less	.648	1	.648	.732	.394	.005
Experiment_group * ITE_Split_score	Q5_Intentions_WOM	4.491	2	2.245	2.460	.089	.033
	Q5_Intentions_Repurchase	1.950	2	.975	1.004	.369	.014
	Q5_Intentions_Complain	3.578	2	1.789	4.415	.014	.058
	Q5_Intentions_Buy_less	1.813	2	.906	1.024	.362	.014
Error	Q5_Intentions_WOM	131.413	144	.913			
	Q5_Intentions_Repurchase	139.833	144	.971			
	Q5_Intentions_Complain	58.340	144	.405			
	Q5_Intentions_Buy_less	127.484	144	.885			
Total	Q5_Intentions_WOM	735.000	150				
	Q5_Intentions_Repurchase	1599.000	150				
	Q5_Intentions_Complain	365.000	150				
	Q5_Intentions_Buy_less	623.000	150				
Corrected Total	Q5_Intentions_WOM	138.993	149				
	Q5_Intentions_Repurchase	145.073	149				
	Q5_Intentions_Complain	68.193	149				
	Q5_Intentions_Buy_less	133.393	149				

a. R Squared = .055 (Adjusted R Squared = .022)

b. R Squared = .036 (Adjusted R Squared = .003)

c. R Squared = .144 (Adjusted R Squared = .115)

d. R Squared = .044 (Adjusted R Squared = .011)

Appendix 3.5.4 hochberg post-hoc test results

Multiple Comparisons							
Hochberg							
Dependent Variable	(I) Tot welk scenario behoort de respondent	(J) Tot welk scenario behoort de respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q5_Intentions_WOM	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.16	.191	.787	-.62	.30
		Scenario 3 (No manipulation control group)	.18	.191	.721	-.28	.64
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.16	.191	.787	-.30	.62
		Scenario 3 (No manipulation control group)	.34	.191	.213	-.12	.80
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.18	.191	.721	-.64	.28
		Scenario 2 (budget reallocation termination)	-.34	.191	.213	-.80	.12
Q5_Intentions_Repurchase	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.26	.197	.465	-.74	.22
		Scenario 3 (No manipulation control group)	-.32	.197	.286	-.80	.16
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.26	.197	.465	-.22	.74
		Scenario 3 (No manipulation control group)	-.06	.197	.986	-.54	.42
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	.32	.197	.286	-.16	.80
		Scenario 2 (budget reallocation termination)	.06	.197	.986	-.42	.54
Q5_Intentions_Complain	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.06	.127	.952	-.37	.25
		Scenario 3 (No manipulation control group)	-.44*	.127	.002	-.75	-.13
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.06	.127	.952	-.25	.37
		Scenario 3 (No manipulation control group)	-.38*	.127	.010	-.69	-.07
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	.44*	.127	.002	.13	.75
		Scenario 2 (budget reallocation termination)	.38*	.127	.010	.07	.69
Q5_Intentions_Buy_less	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.34	.188	.202	-.11	.79
		Scenario 3 (No manipulation control group)	.30	.188	.301	-.15	.75
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.34	.188	.202	-.79	.11
		Scenario 3 (No manipulation control group)	-.04	.188	.995	-.49	.41
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.30	.188	.301	-.75	.15
		Scenario 2 (budget reallocation termination)	.04	.188	.995	-.41	.49

Based on observed means.

The error term is Mean Square(Error) = .885.

*. The mean difference is significant at the .05 level.

Appendix 3.5.5 Simple contrast results for entity vs incremental beliefs

Contrast Results (K Matrix)

Median split for the sum score on implicit theories of emotion Simple Contrast ^a		Dependent Variable			
		Q5_Intention s_WOM	Q5_Intention s_Repurchase	Q5_Intention s_Complain	Q5_Intention s_Buy_less
Level 1 vs. Level 2	Contrast Estimate	.072	-.103	.124	-.133
	Hypothesized Value	0	0	0	0
	Difference (Estimate - Hypothesized)	.072	-.103	.124	-.133
	Std. Error	.158	.163	.105	.155
	Sig.	.650	.526	.239	.394
	95% Confidence Interval for Difference	Lower Bound	-.240	-.425	-.083
		Upper Bound	.384	.218	.332
				.332	.174

a. Reference category = 2

Appendix 3.6 Correlations for all potential control variables

Appendix 3.6.1 Correlations for continuous variables with affective response

		Correlations							
		Factor1_Neg ative_Affect	Factor2_Posit ive_Affect	Factor3_Inter est_Affect	Factor4_Host ile_Affect	MEAN_Score_ Emotional_In volvement	MEAN_Score_ Brand_atta chment	Q13_inleven_ scenario	Q13_Doer_nal sof_echt
Factor1_Negative_Affect	Pearson Correlation	1	.116	.217**	.520**	.089	-.043	-.057	-.022
	Sig. (2-tailed)		.158	.008	.000	.280	.604	.489	.788
	N	150	150	150	150	150	150	150	150
Factor2_Positive_Affect	Pearson Correlation	.116	1	.318**	-.039	.106	.096	-.073	-.099
	Sig. (2-tailed)	.158		.000	.638	.198	.242	.372	.229
	N	150	150	150	150	150	150	150	150
Factor3_Interest_Affect	Pearson Correlation	.217**	.318**	1	.197*	.261**	.171*	.060	.070
	Sig. (2-tailed)	.008	.000		.015	.001	.036	.463	.393
	N	150	150	150	150	150	150	150	150
Factor4_Hostile_Affect	Pearson Correlation	.520**	-.039	.197*	1	.292**	.110	.029	.027
	Sig. (2-tailed)	.000	.638	.015		.000	.181	.724	.747
	N	150	150	150	150	150	150	150	150
MEAN_Score_Emotional_Involvement	Pearson Correlation	.089	.106	.261**	.292**	1	.467**	.131	.110
	Sig. (2-tailed)	.280	.198	.001	.000		.000	.110	.182
	N	150	150	150	150	150	150	150	150
MEAN_Score_Brand_attachment	Pearson Correlation	-.043	.096	.171*	.110	.467**	1	.072	.099
	Sig. (2-tailed)	.604	.242	.036	.181	.000		.384	.228
	N	150	150	150	150	150	150	150	150
Q13_inleven_scenario	Pearson Correlation	-.057	-.073	.060	.029	.131	.072	1	.829**
	Sig. (2-tailed)	.489	.372	.463	.724	.110	.384		.000
	N	150	150	150	150	150	150	150	150
Q13_Doer_nal_sof_echt	Pearson Correlation	-.022	-.099	.070	.027	.110	.099	.829**	1
	Sig. (2-tailed)	.788	.229	.393	.747	.182	.228	.000	
	N	150	150	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Appendix 3.6.2 Correlations for categorical variables with affective response

		Correlations							
		Factor1_Neg ative_Affect	Factor2_Posit ive_Affect	Factor3_Inter est_Affect	Factor4_Host ile_Affect	Q10_gender	Q11_Educati on_level	Q12_employ ment_status	
Spearman's rho	Factor1_Negative_Affect	Correlation Coefficient	1.000	.139	.237**	.612**	.201*	.019	-.133
		Sig. (2-tailed)	.	.090	.003	.000	.013	.817	.105
		N	150	150	150	150	150	150	150
	Factor2_Positive_Affect	Correlation Coefficient	.139	1.000	.301**	-.020	-.104	-.074	-.096
		Sig. (2-tailed)	.090	.	.000	.807	.205	.371	.243
		N	150	150	150	150	150	150	150
	Factor3_Interest_Affect	Correlation Coefficient	.237**	.301**	1.000	.200*	-.104	-.027	-.121
		Sig. (2-tailed)	.003	.000	.	.014	.206	.740	.141
		N	150	150	150	150	150	150	150
	Factor4_Hostile_Affect	Correlation Coefficient	.612**	-.020	.200*	1.000	.215**	.023	.044
		Sig. (2-tailed)	.000	.807	.014	.	.008	.779	.595
		N	150	150	150	150	150	150	150
	Q10_gender	Correlation Coefficient	.201*	-.104	-.104	.215**	1.000	.133	.006
		Sig. (2-tailed)	.013	.205	.206	.008	.	.104	.944
		N	150	150	150	150	150	150	150
	Q11_Education_level	Correlation Coefficient	.019	-.074	-.027	.023	.133	1.000	.201*
		Sig. (2-tailed)	.817	.371	.740	.779	.104	.	.014
		N	150	150	150	150	150	150	150
	Q12_employment_status	Correlation Coefficient	-.133	-.096	-.121	.044	.006	.201*	1.000
		Sig. (2-tailed)	.105	.243	.141	.595	.944	.014	.
N		150	150	150	150	150	150	150	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Appendix 3.6.3 Correlations for continuous variables with behavioral intentions

		Correlations								
		Q5_Intention s_WOM	Q5_Intention s_Repurchas e	Q5_Intention s_Complain	Q5_Intention s_Buy_less	Q9_age	MEAN_Score Brand_atta chment	MEAN_Score Emotional_In volvement	Q13_inleven_ scenario	Q13_Doene_al sof_echt
Q5_Intentions_WOM	Pearson Correlation	1	.212**	.374**	.549**	-.094	-.151	.160	.006	-.038
	Sig. (2-tailed)		.009	.000	.000	.251	.064	.051	.937	.645
	N	150	150	150	150	150	150	150	150	150
Q5_Intentions_Repurcha se	Pearson Correlation	.212**	1	.021	.175*	.029	-.076	-.043	-.108	-.018
	Sig. (2-tailed)	.009		.799	.033	.725	.352	.597	.189	.828
	N	150	150	150	150	150	150	150	150	150
Q5_Intentions_Complain	Pearson Correlation	.374**	.021	1	.333**	-.197*	-.140	.115	-.066	-.139
	Sig. (2-tailed)	.000	.799		.000	.016	.087	.162	.423	.089
	N	150	150	150	150	150	150	150	150	150
Q5_Intentions_Buy_less	Pearson Correlation	.549**	.175*	.333**	1	-.053	-.103	.099	-.018	-.061
	Sig. (2-tailed)	.000	.033	.000		.523	.209	.229	.829	.457
	N	150	150	150	150	150	150	150	150	150
Q9_age	Pearson Correlation	-.094	.029	-.197*	-.053	1	.073	-.089	-.117	-.047
	Sig. (2-tailed)	.251	.725	.016	.523		.376	.281	.155	.567
	N	150	150	150	150	150	150	150	150	150
MEAN_Score_Brand_atta chment	Pearson Correlation	-.151	-.076	-.140	-.103	.073	1	.467**	.072	.099
	Sig. (2-tailed)	.064	.352	.087	.209	.376		.000	.384	.228
	N	150	150	150	150	150	150	150	150	150
MEAN_Score_Emotional_ Involvement	Pearson Correlation	.160	-.043	.115	.099	-.089	.467**	1	.131	.110
	Sig. (2-tailed)	.051	.597	.162	.229	.281	.000		.110	.182
	N	150	150	150	150	150	150	150	150	150
Q13_inleven_scenario	Pearson Correlation	.006	-.108	-.066	-.018	-.117	.072	.131	1	.829**
	Sig. (2-tailed)	.937	.189	.423	.829	.155	.384	.110		.000
	N	150	150	150	150	150	150	150	150	150
Q13_Doene_alsof_echt	Pearson Correlation	-.038	-.018	-.139	-.061	-.047	.099	.110	.829**	1
	Sig. (2-tailed)	.645	.828	.089	.457	.567	.228	.182	.000	
	N	150	150	150	150	150	150	150	150	150

**, Correlation is significant at the 0.01 level (2-tailed).

*, Correlation is significant at the 0.05 level (2-tailed).

Appendix 3.6.4 Correlations for categorical variables with behavioral intentions

		Correlations							
			Q5_Intention s_WOM	Q5_Intention s_Repurchas e	Q5_Intention s_Complain	Q5_Intention s_Buy_less	Q10_gender	Q11_Educati on_level	Q12_employ ment_status
Spearman's rho	Q5_Intentions_WOM	Correlation Coefficient	1.000	.207*	.373**	.511**	.102	.271**	.129
		Sig. (2-tailed)		.011	.000	.000	.213	.001	.115
		N	150	150	150	150	150	150	150
	Q5_Intentions_Repurcha se	Correlation Coefficient	.207*	1.000	.029	.166*	.126	.145	.005
		Sig. (2-tailed)	.011		.720	.043	.125	.076	.950
		N	150	150	150	150	150	150	150
	Q5_Intentions_Complain	Correlation Coefficient	.373**	.029	1.000	.350**	.053	.105	-.082
		Sig. (2-tailed)	.000	.720		.000	.521	.199	.318
		N	150	150	150	150	150	150	150
	Q5_Intentions_Buy_less	Correlation Coefficient	.511**	.166*	.350**	1.000	.031	.173*	.101
		Sig. (2-tailed)	.000	.043	.000		.707	.035	.217
		N	150	150	150	150	150	150	150
	Q10_gender	Correlation Coefficient	.102	.126	.053	.031	1.000	.133	.006
		Sig. (2-tailed)	.213	.125	.521	.707		.104	.944
		N	150	150	150	150	150	150	150
	Q11_Education_level	Correlation Coefficient	.271**	.145	.105	.173*	.133	1.000	.201*
		Sig. (2-tailed)	.001	.076	.199	.035	.104		.014
		N	150	150	150	150	150	150	150
	Q12_employment_statu s	Correlation Coefficient	.129	.005	-.082	.101	.006	.201*	1.000
		Sig. (2-tailed)	.115	.950	.318	.217	.944	.014	
		N	150	150	150	150	150	150	150

*, Correlation is significant at the 0.05 level (2-tailed).

**, Correlation is significant at the 0.01 level (2-tailed).

Appendix 3.7 Results with control variables for hypothesis 1

Appendix 3.7.1 Multivariate test results

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.158	6.600 ^b	4.000	141.000	.000	.158
	Wilks' Lambda	.842	6.600 ^b	4.000	141.000	.000	.158
	Hotelling's Trace	.187	6.600 ^b	4.000	141.000	.000	.158
	Roy's Largest Root	.187	6.600 ^b	4.000	141.000	.000	.158
Experiment_group	Pillai's Trace	.435	9.866	8.000	284.000	.000	.217
	Wilks' Lambda	.582	10.952 ^b	8.000	282.000	.000	.237
	Hotelling's Trace	.689	12.052	8.000	280.000	.000	.256
	Roy's Largest Root	.643	22.832 ^c	4.000	142.000	.000	.391
Q10_gender	Pillai's Trace	.104	4.111 ^b	4.000	141.000	.004	.104
	Wilks' Lambda	.896	4.111 ^b	4.000	141.000	.004	.104
	Hotelling's Trace	.117	4.111 ^b	4.000	141.000	.004	.104
	Roy's Largest Root	.117	4.111 ^b	4.000	141.000	.004	.104
MEAN_Score_Emotional_Involvement	Pillai's Trace	.117	4.693 ^b	4.000	141.000	.001	.117
	Wilks' Lambda	.883	4.693 ^b	4.000	141.000	.001	.117
	Hotelling's Trace	.133	4.693 ^b	4.000	141.000	.001	.117
	Roy's Largest Root	.133	4.693 ^b	4.000	141.000	.001	.117
MEAN_Score_Brand_attachment	Pillai's Trace	.019	.695 ^b	4.000	141.000	.597	.019
	Wilks' Lambda	.981	.695 ^b	4.000	141.000	.597	.019
	Hotelling's Trace	.020	.695 ^b	4.000	141.000	.597	.019
	Roy's Largest Root	.020	.695 ^b	4.000	141.000	.597	.019

a. Design: Intercept + Experiment_group + Q10_gender + MEAN_Score_Emotional_Involvement + MEAN_Score_Brand_attachment

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Appendix 3.7.2 Test of between subjects effects

Tests of Between-Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Factor1_Negative_Affect	4.907 ^a	5	.981	2.570	.029	.082
	Factor2_Positive_Affect	41.555 ^b	5	8.311	14.962	.000	.342
	Factor3_Interest_Affect	11.922 ^c	5	2.384	2.695	.023	.086
	Factor4_Hostile_Affect	17.683 ^d	5	3.537	6.170	.000	.176
Intercept	Factor1_Negative_Affect	2.831	1	2.831	7.413	.007	.049
	Factor2_Positive_Affect	9.587	1	9.587	17.258	.000	.107
	Factor3_Interest_Affect	13.791	1	13.791	15.587	.000	.098
	Factor4_Hostile_Affect	.178	1	.178	.310	.579	.002
Experiment_group	Factor1_Negative_Affect	.515	2	.258	.675	.511	.009
	Factor2_Positive_Affect	39.068	2	19.534	35.165	.000	.328
	Factor3_Interest_Affect	1.761	2	.881	.995	.372	.014
	Factor4_Hostile_Affect	3.714	2	1.857	3.240	.042	.043
Q10_gender	Factor1_Negative_Affect	3.193	1	3.193	8.361	.004	.055
	Factor2_Positive_Affect	1.110	1	1.110	1.997	.160	.014
	Factor3_Interest_Affect	.316	1	.316	.358	.551	.002
	Factor4_Hostile_Affect	5.879	1	5.879	10.256	.002	.066
MEAN_Score_Emotional_Involvement	Factor1_Negative_Affect	1.432	1	1.432	3.749	.055	.025
	Factor2_Positive_Affect	1.020	1	1.020	1.836	.178	.013
	Factor3_Interest_Affect	4.786	1	4.786	5.409	.021	.036
	Factor4_Hostile_Affect	9.055	1	9.055	15.797	.000	.099
MEAN_Score_Brand_attachment	Factor1_Negative_Affect	.517	1	.517	1.354	.247	.009
	Factor2_Positive_Affect	.302	1	.302	.543	.462	.004
	Factor3_Interest_Affect	.447	1	.447	.505	.479	.003
	Factor4_Hostile_Affect	.082	1	.082	.143	.705	.001
Error	Factor1_Negative_Affect	54.986	144	.382			
	Factor2_Positive_Affect	79.991	144	.555			
	Factor3_Interest_Affect	127.411	144	.885			
	Factor4_Hostile_Affect	82.540	144	.573			
Total	Factor1_Negative_Affect	394.400	150				
	Factor2_Positive_Affect	830.673	150				
	Factor3_Interest_Affect	1643.500	150				
	Factor4_Hostile_Affect	622.889	150				
Corrected Total	Factor1_Negative_Affect	59.893	149				
	Factor2_Positive_Affect	121.546	149				
	Factor3_Interest_Affect	139.333	149				
	Factor4_Hostile_Affect	100.222	149				

a. R Squared = .082 (Adjusted R Squared = .050)

b. R Squared = .342 (Adjusted R Squared = .319)

c. R Squared = .086 (Adjusted R Squared = .054)

d. R Squared = .176 (Adjusted R Squared = .148)

Appendix 3.7.3 Simple contrast results for different groups of sponsorship termination

Custom Hypothesis Tests

Contrast Results (K Matrix)					
Tot welk scenario behoort de respondent Simple Contrast ^a		Dependent Variable			
		Factor1_Negative_Affect	Factor2_Positive_Affect	Factor3_Interest_Affect	Factor4_Hostile_Affect
Level 1 vs. Level 3	Contrast Estimate	.124	-1.089	.198	.218
	Hypothesized Value	0	0	0	0
	Difference (Estimate - Hypothesized)	.124	-1.089	.198	.218
	Std. Error	.124	.150	.189	.152
	Sig.	.320	.000	.297	.154
	95% Confidence Interval for Difference	Lower Bound	-.121	-1.385	-.176
		Upper Bound	.369	-.793	.571
				.571	.518
Level 2 vs. Level 3	Contrast Estimate	-.002	-1.084	-.056	.386
	Hypothesized Value	0	0	0	0
	Difference (Estimate - Hypothesized)	-.002	-1.084	-.056	.386
	Std. Error	.124	.150	.189	.152
	Sig.	.987	.000	.767	.012
	95% Confidence Interval for Difference	Lower Bound	-.247	-1.380	-.429
		Upper Bound	.243	-.789	.317
				.317	.686

a. Reference category = 3

Appendix 3.8 Results with control variables for hypothesis 2

Appendix 3.8.1 Multivariate test results

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.163	6.695 ^b	4.000	138.000	.000	.163
	Wilks' Lambda	.837	6.695 ^b	4.000	138.000	.000	.163
	Hotelling's Trace	.194	6.695 ^b	4.000	138.000	.000	.163
	Roy's Largest Root	.194	6.695 ^b	4.000	138.000	.000	.163
Experiment_group	Pillai's Trace	.428	9.451	8.000	278.000	.000	.214
	Wilks' Lambda	.589	10.471 ^b	8.000	276.000	.000	.233
	Hotelling's Trace	.672	11.502	8.000	274.000	.000	.251
	Roy's Largest Root	.628	21.818 ^c	4.000	139.000	.000	.386
ITE_Split_score	Pillai's Trace	.022	.767 ^b	4.000	138.000	.548	.022
	Wilks' Lambda	.978	.767 ^b	4.000	138.000	.548	.022
	Hotelling's Trace	.022	.767 ^b	4.000	138.000	.548	.022
	Roy's Largest Root	.022	.767 ^b	4.000	138.000	.548	.022
Experiment_group * ITE_Split_score	Pillai's Trace	.095	1.740	8.000	278.000	.089	.048
	Wilks' Lambda	.906	1.750 ^b	8.000	276.000	.087	.048
	Hotelling's Trace	.103	1.760	8.000	274.000	.085	.049
	Roy's Largest Root	.089	3.085 ^c	4.000	139.000	.018	.082
Q10_gender	Pillai's Trace	.093	3.530 ^b	4.000	138.000	.009	.093
	Wilks' Lambda	.907	3.530 ^b	4.000	138.000	.009	.093
	Hotelling's Trace	.102	3.530 ^b	4.000	138.000	.009	.093
	Roy's Largest Root	.102	3.530 ^b	4.000	138.000	.009	.093
MEAN_Score_Brand_attachment	Pillai's Trace	.014	.503 ^b	4.000	138.000	.734	.014
	Wilks' Lambda	.986	.503 ^b	4.000	138.000	.734	.014
	Hotelling's Trace	.015	.503 ^b	4.000	138.000	.734	.014
	Roy's Largest Root	.015	.503 ^b	4.000	138.000	.734	.014
MEAN_Score_Emotional_Involvement	Pillai's Trace	.097	3.710 ^b	4.000	138.000	.007	.097
	Wilks' Lambda	.903	3.710 ^b	4.000	138.000	.007	.097
	Hotelling's Trace	.108	3.710 ^b	4.000	138.000	.007	.097
	Roy's Largest Root	.108	3.710 ^b	4.000	138.000	.007	.097

a. Design: Intercept + Experiment_group + ITE_Split_score + Experiment_group * ITE_Split_score + Q10_gender + MEAN_Score_Brand_attachment + MEAN_Score_Emotional_Involvement

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Appendix 3.8.2 Means for all different subsets

Estimates					
Dependent Variable	Tot welk scenario behoort de respondent	Mean	Std. Error	95% Confidence Interval	
Factor1_Negative_Affect	Scenario 1 (COVID-19 termination)	1.561 ^a	.088	1.388	1.735
	Scenario 2 (budget reallocation termination)	1.450 ^a	.088	1.277	1.623
	Scenario 3 (No manipulation control group)	1.427 ^a	.087	1.255	1.600
Factor2_Positive_Affect	Scenario 1 (COVID-19 termination)	1.816 ^a	.107	1.604	2.028
	Scenario 2 (budget reallocation termination)	1.844 ^a	.107	1.633	2.056
	Scenario 3 (No manipulation control group)	2.902 ^a	.107	2.691	3.112
Factor3_Interest_Affect	Scenario 1 (COVID-19 termination)	3.315 ^a	.135	3.048	3.583
	Scenario 2 (budget reallocation termination)	3.088 ^a	.135	2.821	3.355
	Scenario 3 (No manipulation control group)	3.141 ^a	.135	2.875	3.407
Factor4_Hostile_Affect	Scenario 1 (COVID-19 termination)	1.876 ^a	.108	1.664	2.089
	Scenario 2 (budget reallocation termination)	2.059 ^a	.107	1.847	2.271
	Scenario 3 (No manipulation control group)	1.632 ^a	.107	1.420	1.843

a. Covariates appearing in the model are evaluated at the following values:
MEAN_Score_Emotional_Involvement = 3.04, MEAN_Score_Brand_attachment = 3.89, Q10_gender = 1.23.

Appendix 3.8.3 Pairwise comparisons for second hypothesis

Pairwise Comparisons							
Dependent Variable	(I) Tot welk scenario behoort de respondent	(J) Tot welk scenario behoort de respondent	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
Factor1_Negative_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.112	.124	.370	-.134	.357
		Scenario 3 (No manipulation control group)	.134	.124	.282	-.111	.379
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.112	.124	.370	-.357	.134
		Scenario 3 (No manipulation control group)	.022	.124	.857	-.222	.267
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.134	.124	.282	-.379	.111
		Scenario 2 (budget reallocation termination)	-.022	.124	.857	-.267	.222
Factor2_Positive_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.029	.152	.850	-.328	.271
		Scenario 3 (No manipulation control group)	-1.086*	.152	.000	-1.386	-.786
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.029	.152	.850	-.271	.328
		Scenario 3 (No manipulation control group)	-1.057*	.151	.000	-1.356	-.758
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	1.086*	.152	.000	.786	1.386
		Scenario 2 (budget reallocation termination)	1.057*	.151	.000	.758	1.356
Factor3_Interest_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.227	.191	.237	-.151	.606
		Scenario 3 (No manipulation control group)	.174	.192	.364	-.204	.553
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.227	.191	.237	-.606	.151
		Scenario 3 (No manipulation control group)	-.053	.191	.781	-.431	.324
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.174	.192	.364	-.553	.204
		Scenario 2 (budget reallocation termination)	.053	.191	.781	-.324	.431
Factor4_Hostile_Affect	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.183	.152	.232	-.483	.118
		Scenario 3 (No manipulation control group)	.245	.152	.110	-.056	.546
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.183	.152	.232	-.118	.483
		Scenario 3 (No manipulation control group)	.427*	.152	.006	.127	.727
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.245	.152	.110	-.546	.056
		Scenario 2 (budget reallocation termination)	-.427*	.152	.006	-.727	-.127

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Appendix 3.9 Results with control variables for hypothesis 3

Appendix 3.9.1 Multivariate test results

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.404	23.564 ^b	4.000	139.000	.000	.404
	Wilks' Lambda	.596	23.564 ^b	4.000	139.000	.000	.404
	Hotelling's Trace	.678	23.564 ^b	4.000	139.000	.000	.404
	Roy's Largest Root	.678	23.564 ^b	4.000	139.000	.000	.404
Experiment_group	Pillai's Trace	.230	4.546	8.000	280.000	.000	.115
	Wilks' Lambda	.781	4.580 ^b	8.000	278.000	.000	.116
	Hotelling's Trace	.267	4.612	8.000	276.000	.000	.118
	Roy's Largest Root	.199	6.977 ^c	4.000	140.000	.000	.166
Experiment_group * ITE_Split_score	Pillai's Trace	.137	2.570	8.000	280.000	.010	.068
	Wilks' Lambda	.867	2.566 ^b	8.000	278.000	.010	.069
	Hotelling's Trace	.148	2.561	8.000	276.000	.010	.069
	Roy's Largest Root	.104	3.625 ^c	4.000	140.000	.008	.094
Q9_age	Pillai's Trace	.064	2.384 ^b	4.000	139.000	.054	.064
	Wilks' Lambda	.936	2.384 ^b	4.000	139.000	.054	.064
	Hotelling's Trace	.069	2.384 ^b	4.000	139.000	.054	.064
	Roy's Largest Root	.069	2.384 ^b	4.000	139.000	.054	.064
Q11_Education_level	Pillai's Trace	.071	2.642 ^b	4.000	139.000	.036	.071
	Wilks' Lambda	.929	2.642 ^b	4.000	139.000	.036	.071
	Hotelling's Trace	.076	2.642 ^b	4.000	139.000	.036	.071
	Roy's Largest Root	.076	2.642 ^b	4.000	139.000	.036	.071
ITE_Split_score	Pillai's Trace	.038	1.377 ^b	4.000	139.000	.245	.038
	Wilks' Lambda	.962	1.377 ^b	4.000	139.000	.245	.038
	Hotelling's Trace	.040	1.377 ^b	4.000	139.000	.245	.038
	Roy's Largest Root	.040	1.377 ^b	4.000	139.000	.245	.038

a. Design: Intercept + Experiment_group + Experiment_group * ITE_Split_score + Q9_age + Q11_Education_level + ITE_Split_score

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Appendix 3.9.2 Test of between subjects effects

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Q5_Intentions_WOM	18.495 ^a	7	2.642	3.114	.004	.133
	Q5_Intentions_Repurchase	6.493 ^b	7	.928	.950	.470	.045
	Q5_Intentions_Complain	13.838 ^c	7	1.977	5.164	.000	.203
	Q5_Intentions_Buy_less	10.158 ^d	7	1.451	1.672	.120	.076
Intercept	Q5_Intentions_WOM	15.029	1	15.029	17.710	.000	.111
	Q5_Intentions_Repurchase	57.323	1	57.323	58.738	.000	.293
	Q5_Intentions_Complain	14.707	1	14.707	38.421	.000	.213
	Q5_Intentions_Buy_less	13.387	1	13.387	15.425	.000	.098
Experiment_group	Q5_Intentions_WOM	4.195	2	2.098	2.472	.088	.034
	Q5_Intentions_Repurchase	2.542	2	1.271	1.302	.275	.018
	Q5_Intentions_Complain	4.175	2	2.088	5.454	.005	.071
	Q5_Intentions_Buy_less	2.822	2	1.411	1.626	.200	.022
Experiment_group * ITE_Split_score	Q5_Intentions_WOM	5.820	2	2.910	3.429	.035	.046
	Q5_Intentions_Repurchase	1.863	2	.932	.955	.387	.013
	Q5_Intentions_Complain	4.454	2	2.227	5.817	.004	.076
	Q5_Intentions_Buy_less	2.120	2	1.060	1.221	.298	.017
Q9_age	Q5_Intentions_WOM	3.021	1	3.021	3.560	.061	.024
	Q5_Intentions_Repurchase	.151	1	.151	.154	.695	.001
	Q5_Intentions_Complain	3.064	1	3.064	8.004	.005	.053
	Q5_Intentions_Buy_less	.525	1	.525	.605	.438	.004
Q11_Education_level	Q5_Intentions_WOM	8.685	1	8.685	10.234	.002	.067
	Q5_Intentions_Repurchase	1.026	1	1.026	1.051	.307	.007
	Q5_Intentions_Complain	1.220	1	1.220	3.188	.076	.022
	Q5_Intentions_Buy_less	3.936	1	3.936	4.535	.035	.031
ITE_Split_score	Q5_Intentions_WOM	.898	1	.898	1.058	.305	.007
	Q5_Intentions_Repurchase	.253	1	.253	.260	.611	.002
	Q5_Intentions_Complain	1.016	1	1.016	2.654	.105	.018
	Q5_Intentions_Buy_less	.225	1	.225	.260	.611	.002
Error	Q5_Intentions_WOM	120.498	142	.849			
	Q5_Intentions_Repurchase	138.580	142	.976			
	Q5_Intentions_Complain	54.355	142	.383			
	Q5_Intentions_Buy_less	123.236	142	.868			
Total	Q5_Intentions_WOM	735.000	150				
	Q5_Intentions_Repurchase	1599.000	150				
	Q5_Intentions_Complain	365.000	150				
	Q5_Intentions_Buy_less	623.000	150				
Corrected Total	Q5_Intentions_WOM	138.993	149				
	Q5_Intentions_Repurchase	145.073	149				
	Q5_Intentions_Complain	68.193	149				
	Q5_Intentions_Buy_less	133.393	149				

a. R Squared = .133 (Adjusted R Squared = .090)

b. R Squared = .045 (Adjusted R Squared = -.002)

c. R Squared = .203 (Adjusted R Squared = .164)

d. R Squared = .076 (Adjusted R Squared = .031)

Appendix 3.9.3 Means for all different subsets

Estimates					
Dependent Variable	Tot welk scenario behoort de respondent	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Q5_Intentions_WOM	Scenario 1 (COVID-19 termination)	1.977 ^a	.132	1.715	2.238
	Scenario 2 (budget reallocation termination)	2.188 ^a	.133	1.926	2.450
	Scenario 3 (No manipulation control group)	1.771 ^a	.132	1.511	2.031
Q5_Intentions_Repurchase	Scenario 1 (COVID-19 termination)	2.944 ^a	.142	2.664	3.224
	Scenario 2 (budget reallocation termination)	3.152 ^a	.142	2.871	3.433
	Scenario 3 (No manipulation control group)	3.261 ^a	.141	2.982	3.541
Q5_Intentions_Complain	Scenario 1 (COVID-19 termination)	1.233 ^a	.089	1.058	1.409
	Scenario 2 (budget reallocation termination)	1.310 ^a	.089	1.134	1.486
	Scenario 3 (No manipulation control group)	1.624 ^a	.088	1.449	1.799
Q5_Intentions_Buy_less	Scenario 1 (COVID-19 termination)	1.992 ^a	.134	1.728	2.256
	Scenario 2 (budget reallocation termination)	1.686 ^a	.134	1.421	1.951
	Scenario 3 (No manipulation control group)	1.710 ^a	.133	1.446	1.973

a. Covariates appearing in the model are evaluated at the following values: Q9_age = 32.17, Q11_Education_level = 4.70.

Appendix 3.9.4 Pairwise comparisons

Pairwise Comparisons							
Dependent Variable	(I) Tot welk scenario behoort de respondent	(J) Tot welk scenario behoort de respondent	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
Q5_Intentions_WOM	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.212	.187	.261	-.582	.159
		Scenario 3 (No manipulation control group)	.205	.186	.272	-.163	.574
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.212	.187	.261	-.159	.582
		Scenario 3 (No manipulation control group)	.417*	.188	.028	.046	.788
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.205	.186	.272	-.574	.163
		Scenario 2 (budget reallocation termination)	-.417*	.188	.028	-.788	-.046
Q5_Intentions_Repurchase	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.208	.201	.302	-.606	.189
		Scenario 3 (No manipulation control group)	-.318	.200	.114	-.713	.078
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.208	.201	.302	-.189	.606
		Scenario 3 (No manipulation control group)	-.109	.201	.588	-.507	.288
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	.318	.200	.114	-.078	.713
		Scenario 2 (budget reallocation termination)	.109	.201	.588	-.288	.507
Q5_Intentions_Complain	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	-.077	.126	.542	-.326	.172
		Scenario 3 (No manipulation control group)	-.391*	.125	.002	-.638	-.143
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	.077	.126	.542	-.172	.326
		Scenario 3 (No manipulation control group)	-.314*	.126	.014	-.563	-.065
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	.391*	.125	.002	.143	.638
		Scenario 2 (budget reallocation termination)	.314*	.126	.014	.065	.563
Q5_Intentions_Buy_less	Scenario 1 (COVID-19 termination)	Scenario 2 (budget reallocation termination)	.306	.190	.109	-.069	.681
		Scenario 3 (No manipulation control group)	.282	.189	.136	-.090	.655
	Scenario 2 (budget reallocation termination)	Scenario 1 (COVID-19 termination)	-.306	.190	.109	-.681	.069
		Scenario 3 (No manipulation control group)	-.024	.190	.901	-.399	.351
	Scenario 3 (No manipulation control group)	Scenario 1 (COVID-19 termination)	-.282	.189	.136	-.655	.090
		Scenario 2 (budget reallocation termination)	.024	.190	.901	-.351	.399

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Appendix 3.9.3 Simple contrast results for different groups of sponsorship termination

Contrast Results (K Matrix)

Tot welk scenario behoort de respondent Simple Contrast ^a			Dependent Variable			
			Q5_Intention s_WOM	Q5_Intention s_Repurchase	Q5_Intention s_Complain	Q5_Intention s_Buy_less
Level 1 vs. Level 3	Contrast Estimate		.205	-.318	-.391	.282
	Hypothesized Value		0	0	0	0
	Difference (Estimate – Hypothesized)		.205	-.318	-.391	.282
	Std. Error		.186	.200	.125	.189
	Sig.		.272	.114	.002	.136
	95% Confidence Interval for Difference	Lower Bound	-.163	-.713	-.638	-.090
		Upper Bound	.574	.078	-.143	.655
Level 2 vs. Level 3	Contrast Estimate		.417	-.109	-.314	-.024
	Hypothesized Value		0	0	0	0
	Difference (Estimate – Hypothesized)		.417	-.109	-.314	-.024
	Std. Error		.188	.201	.126	.190
	Sig.		.028	.588	.014	.901
	95% Confidence Interval for Difference	Lower Bound	.046	-.507	-.563	-.399
		Upper Bound	.788	.288	-.065	.351

Appendix 3.9.4 Simple contrast results for entity vs incremental beliefs

Median split for the sum score on implicit theories of emotion Simple Contrast ^a		Q5_Intention s_WOM	Q5_Intention s_Repurchase	Q5_Intention s_Complain	Q5_Intention s_Buy_less	
Level 1 vs. Level 2	Contrast Estimate		.158	-.084	.169	-.079
	Hypothesized Value		0	0	0	0
	Difference (Estimate – Hypothesized)		.158	-.084	.169	-.079
	Std. Error		.154	.165	.103	.156
	Sig.		.305	.611	.105	.611
	95% Confidence Interval for Difference	Lower Bound	-.146	-.411	-.036	-.387
		Upper Bound	.463	.242	.373	.229