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Review

Leveraging spectator emotion: A review and conceptual framework for marketing health behaviors in elite sports

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ABSTRACT

Elite sport provides an exciting and dynamic emotional experience for spectators. Social marketers using sport sponsorship to promote health messages are yet to consider the impact of the temporal emotional sporting context in which health messages are promoted. The authors provide a critical review of the evidence for the influence of emotion on behavior and seek to elucidate the implications for health sponsorship in sport. Articles were identified via electronic database searches and returned-article references, with thirty-three suitable articles included. Drawing on evidence from sport sponsorship, social marketing, advertising, and cause-related marketing, the review highlights few studies have investigated emotion, health communication, and behavior in a sport sponsorship context. The findings indicate that positive (e.g. happiness, compassion) and negative (e.g. fear, guilt) emotions influence intentions and behaviors with the interaction of message framing important when delivering social marketing messages. A conceptual model presents how emotions may influence behavioral health sponsorship outcomes and provides areas of future research to develop best policy and practice when delivering health sponsorship in a sporting context.

1. Introduction

Sport managers know that emotionally charged sport fans are highly desirable marketing targets for commercial and sports sponsors. Spectators who personally identify with sports team and brands are likely to have emotional connections at sporting events. Sponsorship provides opportunities for sport brands and sponsors to leverage such connections to build product brand awareness and loyalty (Shilbury, Quick, & Westerbeek, 2003). From a sport management perspective, such opportunities are largely reflective of commercial sponsorships. However, sport managers may also consider sport as a unique setting for social marketing to promote health messages among emotionally charged sports fans and the extent to which such sponsors differ from commercial sponsors. To date, this form of health sponsorship is yet to consider the

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temporal emotional context in which spectators experience a game leaving potential for missed opportunities to encourage healthy behaviors among spectators. Historically, sponsorship theoretical approaches largely focus on the message being delivered from a cognitive exposure theory of awareness (Kubacki, Hurley, & Rundle-Thiele, 2018) and brand image transfer perspective (Christensen, 2006), without consideration for how emotions change during a game. The extent to which the evolving emotional experience impacts upon health sponsorship behavioral outcomes remains unknown and may offer more targeted policies and practices surrounding when to promote, or withhold, health messages during a game.

Current commercial sport sponsorships maximize spectator responses by providing unprecedented opportunities for audiences to engage with the event, athletes, and overall experience in exciting and dynamic ways (Cahill & Meenaghan, 2013; IEG, 2015). Sponsorship is now a multi-billion dollar industry (IEG, 2015), with increasing attempts to emotionally connect with and involve spectators (Cahill & Meenaghan, 2013) reflecting the shift in marketing to emotional engagement with consumers to affect their behavior (Harrigan, Evers, Miles, & Daly, 2017; Hollebeek, Glynn, & Brodie, 2014). In this current climate, the notion of a win-win sponsorship deal has moved beyond contractual obligations, with sport mangers more likely to engage in ongoing strategic discussions to ensure mutual benefits (Shank & Lyberger, 2014; Shilbury et al., 2003). With the industry dominated by companies promoting unhealthy products such as alcohol, fast food, and soft drink, it may be advantageous for social marketers who are competing for attention in this space to understand the impact of emotion to encourage healthy behaviors.

Regardless of a spectator's level of fandom, emotional stimulation has been identified as a major motivational factor when it comes to sport consumption (Samra & Wos, 2014). The temporal nature of emotions in response to watching sport reflects the dynamic and evolving experience displayed in the contest (Madrigal, 2003) making it likely spectators experience a range of emotions. In addition to Russell and Mehrabian (1977) pleasure-arousal-dominance model (Lee, 2014), researchers have postulated joy (Kuenzel & Yassim, 2007; Martensen, Gronholdt, Bendtsen, & Jensen, 2007), sadness (Martensen et al., 2007), anger (Foroughi, Nikbin, Hyun, & Iranmanesh, 2016), irritation, pride, respect, and admiration (Madrigal, 2003) arise while spectating sport. Promoting social messages within emotional environments may have broader implications for how messages are received, understood, and acted upon (Williams & Evans, 2014).

In this paper, we use the affect–as-information (Schwarz, 2010) and hedonic contingency models (Wegener & Petty, 1994) to conceptualize the potential influence of both dimensional and discrete emotions associated with sport spectating and health messaging. A critical review of the literature pertaining to the influence of emotion on behavior is conducted resulting in a conceptual framework for future research that incorporates emotion into the health sponsorship field. Findings from the review suggest a better understanding of emotional interactions likely to take place will assist sport managers to develop best practice for health sponsorship delivery in a sporting context.

2. Background and conceptualization

The following sections provide a background of sponsorship and sport management, health sponsorship in elite sport, what it typically involves, and how it relates to current commercial sponsorships. We discuss other fields of literature pertaining to persuasion, including social marketing, cause-related marketing, and advertising. We also discuss the theoretical conceptualizations of why we believe emotion is important in this context, as well as the current measures commonly used to capture emotion.

2.1. Sponsorship and sport management

Sponsorship is an important promotional element within a successful marketing strategy (Shank & Lyberger, 2014). Sports sponsorship, in particular, is a $14 billion industry (IEG, 2015). The broad sponsorship literature has largely focused on cognitive determinants of sponsorship effects, with concepts such as brand identification, fit/congruence, sponsor sincerity, image transfer, and mere exposure widely reported to have positive relationships with sponsorship outcomes (see Olson, 2010 for a recent review). Similarly, the field has investigated various sponsorship outcomes including attitudes, image, sponsor equity, and purchase intentions. A growing portion of the broader sponsorship literature acknowledges the need to address the influence of emotion on the processing of sponsorship messages (Bal, Quester, & Plewa, 2010; Martensen et al., 2007; Wang & Kaplanidou, 2013) and, where possible, to focus on behavioral outcomes (Zaharia, Biscaia, Gray, & Stotlar, 2016).

Defining a reciprocal sponsorship relationship is critical not only for sport managers, but also for the sponsor and their customer. Research has shown that social marketing efforts through sports sponsorship, in particular, are well received by spectators, as the promotion of healthy behaviors is perceived as a natural fit at sport events (Rosenberg, Lester, Maitland, & Teal, 2018). In line with the growing importance of emotion in broad sponsorship research, an emerging field of sport management research pertains to the importance of emotional connections to sport (Lee, Kim, & Heere, 2018) and sponsor (O'Reilly & Lafrance Horning, 2013) brands. This study contributes by investigating the role of emotion across the sponsorship and sport management domains.

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2.2. Social marketing and health sponsorship

Contemporary emotional engagement strategies seen in commercial sponsorships are yet to be taken advantage of by social marketers using health sponsorship. Health sponsorship continues to develop since it was first implemented in the 1980s (Hastings, Macaskill, Mcneill, & Leathar, 1988; Olson, 1999) and is currently used to promote healthy messages and develop healthy policies at sponsored events (Kubacki et al., 2018). In comparison to the sponsorship of amateur and local sports, sponsorship of elite sporting groups, has been shown to be effective in delivering health messages to large segments of the general population, especially within broader community social marketing campaigns (Kubacki et al., 2018). Health message sponsorship historically centers on cognitive factors, as per a hierarchy of effects model (Corti, Holman, Donovan, Frizzell, & Carroll, 1995; Holman et al., 1996), investigating awareness of messages through to relevant behavioral intentions, with the contribution of emotional influences remaining unexplored. A 2014 review of emotion research in health behavior science presented an affect and health behavior framework, which proposes health behavior may be influenced by factors such as affective responses, incidental affect, affect processing, and environmental factors, including social context (Williams & Evans, 2014). Failing to consider the temporal emotions experienced by elite sport spectators leaves social marketers open to missed opportunities to effectively reach and influence spectators who are typically surrounded by unhealthy food options and alcohol advertising.

2.3. Emotion and behavior in sponsorship

Emotions have, to a limited extent, been associated with broad sponsorship outcomes, such as recall (Carrillat, d'Astous, Bellavance, & Eid, 2015; Fransen, van Rompay, & Muntinga, 2013; Mao & Zhang, 2013; Wakefield & Bennett, 2010), brand attitude (Bal et al., 2010; Fransen et al., 2013), event attitude (Bal et al., 2010), and brand loyalty (Mao & Zhang, 2013) and have recently been integrated into a theoretical framework of sponsorship (Martensen et al., 2007). As is the case for cognitive predictors within the broader sponsorship literature, support for the influence of emotions on behavioral outcomes is limited, with intentions typically presented as a proxy measure of effectiveness (Alexandris & Tsiotsou, 2012; Eddy, 2014; Nassis, Theodorakis, Afthinos, & Kolybalis, 2014). Findings from several studies reinforce the need to study behaviors as the desired outcome in future sponsorship studies (Cho, Lee, Yoon, & Rhodes, 2011; Herrmann, Kacha, & Derbaix, 2016; O'Reilly & Madill, 2012; Zaharia et al., 2016).

2.4. Emotion theory and persuasive messaging

Both the affect as information theory (Schwarz, 2010; Schwarz, Bless, & Bohner, 1991) and the hedonic contingency model (Wegener & Petty, 1994) explain how emotion may influence the processing of persuasive messages when presented in a sport context. The affect as information theory suggests feelings are used as a source of information (Schwarz, 2010) which are misattributed to salient features of a given situation or judgment task (Côtè, 2005). According to this approach, a positive mood signals all is well with the world, thereby reducing the need to scrutinize messages, whereas a negative mood indicates a problem needs to be addressed, igniting attention to detail (Schwarz et al., 1991). Implemented in the public health arena, negative emotional strategies relating to AIDS prevention presented a positive impact on behavioral intentions more so than messages based on positive emotion (Marchand & Filiatrault, 2002). As per the hedonic contingency model (Wegener & Petty, 1994), when received in a good mood, persuasive messages are assessed for their mood-altering implications before any effort is invested, and are then avoided if deemed as mood threatening. For example, positive emotions are associated with altruistic behavior in relation to hedonic (but not utilitarian) cause-related products (Guerreiro, Rita, & Trigueiros, 2015) and health messages designed to stimulate self-regulation of negative behaviors (via negative emotions) can lead to defensive processing reducing the likelihood of self-change rather than enhancing it (Brown, 2001). If persuasive messages are viewed in a negative state and are deemed to exhibit hedonic consequences, then higher levels of processing are likely to occur to improve upon the pre-existing bad mood (Wegener, Smith, & Petty, 1995). Certainly, from a theoretical perspective, it is important to understand the influence of positive and negative sport-induced emotion on persuasive message processing and behavioral outcomes.

2.5. Capturing emotion

Emotions are often conceptualized from either a dimensional, or a discrete perspective. Dimensional emotion describes three independent bipolar dimensions: pleasure-displeasure, degree of arousal and dominance-submissiveness, widely known as the pleasure-arousal-dominance model (Russell & Mehrabian, 1977). A discrete emotion perspective focuses on one or more specific emotions (Laros & Steenkamp, 2005). Incidental emotion research explores current emotions influence on any subsequent judgments, decisions, and behaviors, whereas integral emotion research investigates responses to emotion that arises as a result of target stimuli (Västfjäll et al., 2016). Within the present context, both incidental and integral emotions are of interest.

The impact of sport-induced emotion on spectators' ability to receive, interpret, and act upon sponsored social marketing messages remains unclear. The purpose of this paper is to provide a critical review of the sponsorship, social marketing, cause-related marketing, and advertising literature to inform health sponsorships exploitation of spectator emotion to

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influence behavior. This review extends current knowledge in its exploration of the influence of emotion on processing sponsored persuasive appeals that advocate for healthy behaviors.

3. Method

3.1. Search procedure

The academic databases PsychInfo, ScienceDirect, Web of Science, ProQuest, Sport Discus, Medline, Communication and Mass Media Complete, Emerald, and EBSCO were systematically searched for studies investigating the impact of emotion on sponsorship related outcomes. A combination of broad search terms (e.g. [sponsorship OR market*mess* OR leverage* OR sport brands] + [sport* OR event*] + [emotion OR affect OR feel*]) were used to ensure all relevant articles were identified and classified into three levels; sponsorship (search terms: sponsorship, event marketing, cause-related marketing, advertising, marketing messages, social marketing); sport/health (search terms: sport, heath promotion, health campaign, public service announcement, health message, health communication, intention, health behavior); emotions (search terms: emotion, feel, affect, mood). The search was conducted in October 2018 and restricted to studies published since 2000 in English peer-reviewed journals. In addition to articles from academic databases, others were identified from retrieved article reference lists.

3.2. Inclusion/exclusion criteria

Given our focus on the impact of emotion on persuasive messages advocating health behavior, studies remaining at the abstract level were only included if their outcome variables included behavior and/or intention, and emotion was an independent variable. Articles that explored specific and dimensional emotion were included, as were those that investigated either incidental or integral effects of emotion. Research from the advertising and cause-related marketing literature was included where it referenced the impact of emotion on behavior via persuasion. Studies were excluded if they were published as a review or conference paper, focused on a sample other than adults, referenced effects on sport sponsorship outside of the elite setting, or if they treated emotion as a dependent variable.

3.3. Selection process

As depicted if Fig. 1, the initial database search returned 2123 titles, reduced to 1954 once duplicates were removed. One reviewer conducted a full title scan, then abstract review, and finally a full-text review using the inclusion and exclusion criteria. Among articles remaining at the abstract level ($n = 199$), a second reviewer scanned 20% of the articles to confirm eligibility. Where any discrepancies arose, a discussion facilitated the reviewers to a decision on article inclusion/exclusion ($n = 6$).

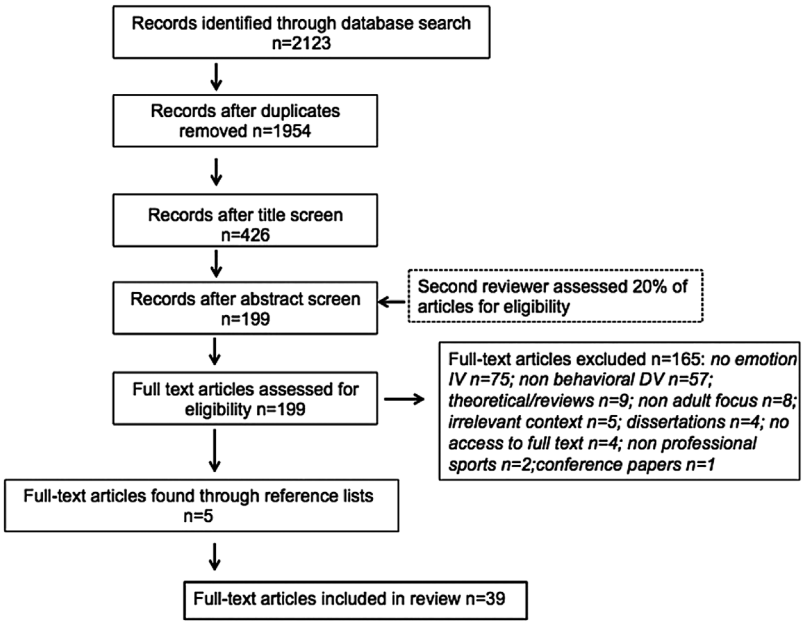

Fig. 1. Literature review selection process.

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3.4. Quality assessment

A critical appraisal of each article was undertaken following the National Institute for Health and Clinical Excellence quality checklist for quantitative studies reporting correlations or associations (National Institute for Health & Clinical Excellence [NICE], 2009). Assessing each of the articles in this manner provides a guide to the quality of the evidence available. The internal and external validity of each study (see Tables 1 and 2) was assigned a score, with '++' denoting the strongest level of validity (all or most checklist criteria fulfilled), '+' denoting a moderate level of validity (some criteria fulfilled), and, '-' denoting the lowest level of validity (few criteria fulfilled).

3.5. Data analysis

Two summary tables were generated, one for articles conceptualizing emotion from a dimensional perspective, the other on discrete emotions. Each table delineates the field of interest the research relates to (i.e. sport sponsorship, social marketing, cause-related marketing, or advertising). A summary of each study's design, quality assessment, sample description, dependent variables, measures of emotion, and key findings are presented. Where emotion was measured from a dimensional perspective, the summary presents all dimensions captured and for research where discrete emotions were the focus, all discrete emotions/constructs of emotion are outlined (unless otherwise noted). Significant associations reported against all emotions represent the effect on the dependent variable (unless otherwise noted), taken from the highest level of analysis and are shown as positive (+), negative (-) or non-significant (n.s) at $p < 0.05$ level. Although articles may have captured multiple dependent variables, only outcomes relating to intentions or behaviors are shown, or any considered relevant to the interpretation of the effect of emotion on intention and behaviors.

4. Results

Thirty-nine articles were included in the final review. Fourteen studies viewed emotion from a dimensional perspective (see Table 1) and 25 studies investigated discrete emotions (see Table 2). Five studies investigated the impact of emotion in sport sponsorship, 18 studies focused on social marketing, seven studies on cause-related marketing, and nine on advertising. Over half of the studies originated from the United States ($n = 21$), with the remainder from the United Kingdom ($n = 5$), The Netherlands ($n = 3$), and Australia ($n = 2$), with France, China, Portugal, Singapore, Switzerland, Denmark, Belgium and Iran each contributing one study.

4.1. Dimensional emotion studies

Pleasure was the only emotional dimension measured in all 14 studies (Table 1). Seven studies investigated 'arousal' and four studies captured all three dimensions (pleasure, arousal and dominance). Eleven studies were assessed to have the highest level of internal validity and two studies the highest external validity. The dependent variables assessed included purchase intention (8 studies, including 1 child sponsorship intention), behavioral intention, and behavior.

4.1.1. Incidental pleasure, arousal, and dominance and intention and behaviors

Incidental positive affect (pleasure) was associated with intention and behavior variables in six studies, including three social marketing studies and negative affect (displeasure) was positively associated with outcome variables in three studies, including two social marketing studies.

Increased intention and/or behaviors were found for positive affect when a gain-frame was also paired with prescriptive (Yan, Dillard, & Shen, 2010), detection (Anghelcev & Sar, 2011), and promotion frames (Baek & Reid, 2013).

In contrast, increases in outcome variables occurred when displeasure was paired with both a loss frame and a proscriptive frame (Yan et al., 2010), a prevention frame (Anghelcev & Sar, 2011), and when a mood-lifting cue was present (Andrade, 2005).

Two sponsorship studies focused on incidental emotion and captured arousal, with one study reporting the impact of arousal as being mediated by perceived value (Kwak, Kim, & Hirt, 2011) and the other showing no association (Wang & Kaplanidou, 2013).

4.1.2. Integral pleasure, arousal, and dominance and intention and behavior

Pleasure was positively associated with intention and behavior variables in two advertising studies (Ang & Low, 2000; Poels, van den Hoogen, Ijsselsteijn, & de Kort, 2012), with message/advert framing interaction effects reported among unexpected novelty frames (Ang & Low, 2000). Displeasure, in response to alcohol warning adverts, reduced alcohol consumption behavior in one social marketing study (Stautz, Frings, Albery, Moss, & Marteau, 2017).

A positive association between arousal and outcome variables was observed in two studies (Guerreiro et al., 2015; Morris, Woo, Geason, & Kim, 2002; Poels et al., 2012). Arousal was positively associated with behavioral intention (Poels et al., 2012) and purchase intention (Guerreiro et al., 2015). Dominance was positively associated with outcome variables in one advertising study (Morris et al., 2002).

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Table 1
Summary of studies investigating the influence of dimensional emotion on intentions/behaviors.

Author (Year); Country (IV, EV), sample number, source, mean age, %male, design	Dependent variable(s) (DV)	Effect of emotion dimension on DV(s)		Key findings including other explanatory variables
Sport sponsorship setting (Sport)				
Kwak et al. (2011); USA (++, +), S1: n = 95, students, 23 years, 75%, quasi-experimental	Approach /Avoidance	*Pleasure:* PA	+	Positive emotions result in higher approach behaviors (promotional item acceptance).
		Arousal	n.s	
		Dominance	n.s	
S2: n = 131, students, 22 years, 63%, quasi-experimental	PI	Pleasure	n.s	Emotion influence on PI mediated via perceived value. Positive emotion facilitates purchase decisions via enhanced product evaluations.
		Arousal	n.s	
		Dominance	n.s	
Wang and Kaplanidou (2013); USA (++, -), n = 46, students, NR, NR, quasi-experimental	PI	*Pleasure:* PA	+	PI significantly influenced by (positive) sport induced emotion when sponsor has emotion lifting (hedonic) functions.
		Arousal	n.s	
Social marketing setting (Non-sport)				
Stautz et al. (2017); UK (++, ++), n = 194, research agency panel, 21.9 years, 46%, experimental	Alcohol consumption Behavior	(dis)Pleasure	-	Indirectly, alcohol-warning messages reduced alcohol consumption via low pleasure (displeasure) in response to the adverts.
		Arousal	n.s	
Anghelcev and Sar (2011); USA (++, +), n = 226, students, 21.8 years, 44%, quasi-experimental	BI	*Mood:* PA	+	Under positive (negative) mood and high message relevance, detection (prevention) framed messages are more effective for both increasing BI and predicting behavior.
		NA	+	
	Behavior[#]	*Mood:* PA	+	
		NA	+	
Das et al. (2012); Netherlands (++, +), n = 127, research panel, 27 years, 43%, quasi-experimental	BI of smokers to quit[#]	*Pleasure:* PA	+	BI for the quit training were higher among smokers in a positive mood who had more positive attitude (resulting from strong arguments) toward the recommendation in the message.
		NA	n.s	
Yan et al. (2010); USA (+, +), S1: n = 69, students, 20 years, 19%, quasi-experimental	BIS and BAS	PA on BAS	+	Inducing positive (negative) affect can bring about alterations in self-reported levels of BAS (BIS).
		NA on BIS	+	
S2: n = 134, students, 21 years, 42%, quasi-experimental	BI[#]	*Pleasure (subset of participants)*: PA	+	Gain (loss) framed messages effective paired with happy (sad) moods and pre (pro)scriptive behavioral advocacy.
		NA	+	
Cause-related marketing setting (Non-sport)				
Baek and Reid (2013); USA (++, +), n = 217, students, 20 years, 36%, quasi-experimental	Intention to sponsor a child	*Pleasure:* PA	+	The effect of a happy mood and promotion framed ad interaction on SI is fully mediated by perceived elaboration and goal commitment.
		NA	n.s	

Guerreiro et al. (2015); Portugal (++, -), n = 48, online subscribers, NR, 42%, quasi-experimental	PI for hedonic vs utilitarian products	Pleasure Arousal (SR) on hedonic products Arousal (SCL)	+ + +	Physiological reactions (arousal/attention) to both hedonic and utilitarian C-RM products significant predictors of PI.
Advertising setting (Non-sport)				
Andrade (2005); USA (++, -), S1: n = 145, students, NR, 57%, quasi-experimental	BI to eat chocolate	*Pleasure:* PA NA (M) NA (F)	+ - +	BI increases consistent with *Affect Evaluation (AE)* when mood-lifting cue is absent (M). When lifting cue is present (F), BI increases in U-shaped pattern, consistent with *AE* in positive mood and *Affective Regulation (AR)* in negative mood.
S2: n = 167, students, NR, NR, quasi-experimental	BI	*Pleasure:* PA NA	+ -	When mood-threatening cue absent, BI increases aligned with mood (*AE*). When mood-threatening cue present, BI reflects inverted U-shape.
Ang and Low (2000); Singapore (++, -), n = 160, students, NR, 30%, quasi-experimental	PI[#]	*Pleasure:* PA NA	+ -	Compared with negative ads, positive ads have greater influence on PI. Further, 'unexpectedness' interacted with 'pleasure' resulting in higher PI among ads depicting unexpected, positive info.
Bambauer-Sachse and Gierl (2009); Switzerland (+, -), S1: n = 480, adults, 45 years, 50%, quasi-experimental	Attitudes PI	Pleasure	n.s	Nostalgic ads elicit more emotion, which in turn leads to greater attitude toward the ad. Emotion does not influence PI.
S2: n = 465, students, 24 years, 50%, quasi-experimental	Attitudes PI	*Strength of mental image [no emotion measure in S2]*		Intensity of evoked mental images influences attitude toward the product only.
Morris et al. (2005); USA (++, ++), n = 254, research panel, NR, 50%, cross-sectional	PI	Pleasure Arousal Dominance	+ n.s n.s	Emotional response and PI are related. 'Elaborators' (direct persuasion) displayed higher emotional responses and PI compared to 'misers' (peripheral persuasion).
Morris et al. (2002); USA (++, +), n = 23,168, mall-intercept, NR, NR, cross-sectional	PI	Pleasure Arousal Dominance	+ + +	Both cognitive and affective attitude positively predict PI, with affective measures displaying more explanatory power than cognitive measures across the majority of ad-copy tests.
Poels et al. (2012); Belgium (++, -), n = 19, NR, 23 years, 63%, quasi-experimental	BI	Pleasure (SR and ZM) Arousal (SR and SCL) Dominance	+ + n.s	SR, SCL and ZM suggest pleasure influences short-term preference, whereas arousal contributes to long-term preferences. Initial play-related pleasure is strongly related to both short and long term playing time.

Notes: S1 = Study 1, S2 = Study 2, PI = Purchase Intentions, BI = Behavioral Intention, BR = Behavior Recommended, SI = Intention to Sponsor, IV = internal validity, EV = external validity, PA = positive affect, NA = negative affect, ('+' or '-') depicts direction of association between IV/DV significant at $p < 0.05$, [MC] depicts IV included as a manipulation check, # non behavioral DVs, or non-significant emotions and/or IVs are not displayed, BIS = Behavioral Inhibition System, BAS = Behavioral Approach System, SR = Self-Report measure, SCL = Skin Conductance Level, ZM = Zygomaticus Major, PosAtt = Positive Attitude, NR = not reported, n.s = not significant, (F) and (M) depict gender variations in findings.

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Table 2
Summary of studies investigating the influence of Discrete Emotion on intentions/behaviors.

Author, (Year); Country (IV, EV), sample number, source, mean age, %male, design	Dependent variable(s) (DVs)	Effect of discrete emotion on DV(s)		Key findings including other explanatory variables
Sport sponsorship setting (Sport)				
Angell et al. (2016); UK (++, ++), n = 300, median age 21 to 30, 65%, cross-sectional	PI (use) Favorability Interest	Schadenfreude Schadenfreude x fit	- -	Attitude, perceived fit positively determine sponsor interest, favorability and use. Identified fans have greater sponsor interest. Under high perceived fit, lower schadenfreude interacts to increase 'use' more than when schadenfreude is high.
Foroughi et al. (2016); Iran (++, +), n = 233, football spectators, NR, NR, cross-sectional	BI (R^2 = 0.20)	Anger Dejection Anxiety Happiness Excitement	n.s - - + +	Player characteristics positively influence happiness, anger, excitement. Team characteristics negatively influence anxiety and positively influence happiness, excitement. Positive emotions increase BI, negative emotions reduce BI.
Martensen et al. (2007); Denmark (+, -), n = 318, golfers, NR, NR, cross-sectional	PI (R^2 = 0.48)	*Positive*: (e.g. joy, exclusive, success) *Negative*: (e.g. sad)	+ -	Positive (negative) event emotions and attitudes impact upon positive (negative) brand emotions and attitudes resulting in positive (negative) PI.
Social marketing setting (Non-sport)				
Mou and Shen (2018); China# (+, +), n = 160, students, NR, 43%, quasi-experimental	BI for countermeasures against dengue fever BI to share information online	Sad/anxious Sad/anxious	n.s n.s	While emotional response to the narrative was related to perceived susceptibility to the disease, the response failed to translate to behavioral intentions to take countermeasures to the disease or share health information online.
Manika et al. (2017); UK# (++, +), n = 266, online panel, NR, 47%, cross-sectional	BI download BMI App BI control weight	Pride Pride	+ n.s	Pride positively influenced intentions to download the BMI phone App, but not to control weight. Pride had positive effect on attitudes, which fully mediated the effect of pride on intentions to control weight.
Agrawal and Duhachek (2010); USA (++, -), S1: n = 478, S2: n = 71, S3: n = 182, S4: n = 64, S5: n = 233, students, NR, NR, quasi-experimental	BI binge drink Average peer binge-drinking intention	Shame x others observe Guilt x others suffer Shame x others observe Guilt x others suffer	+ + - -	Experiencing shame (guilt), and viewing the others-observe/shame-compatible (others-suffer/guilt-compatible) ad suggests higher binge drinking intentions (i.e. defensive processing) compared with other ad frames and with neutral emotion condition. However, also suggest reduced peer binging estimates providing further support of defensive processing. Studies 2-5 follow pattern above.
Carey and Sarma (2016); UK (+, -), S1: n = 62, students and other, 21 years, 100%, quasi-experimental; S2: n = 81, students and other, 20 years, 100%, quasi-experimental	Behavioral response to simulated risky driving scenarios Risky driving related behaviors	Fear *(measured but no results presented)* Driving anger State anger Driving anger Trait anger	NR + NR NR	Support including efficacy building messages in threatening road safety ads. Anger while driving negatively correlated with perceived severity and response efficacy, positively correlated with baseline speed and Speeding and Rule Violation subscale of Driving Behavior Scale. Fear-arousing threat+efficacy appeals effectively reduce risky behaviors, however may be diluted by anger and other emotions. Participants experiencing state anger made more risky decisions.
Dunlop et al. (2010); Australia# (++, ++), S1: n = 121, Melbourne-based adults, 38 years, 52%, quasi-experimental; S2: n = 110, students, 20 years 26.4%, quasi-experimental	BI quit smoking Felt risk Perceived Risk likelihood Sun protection BI	Fearful, anxious, disgusted, guilty Fearful, anxious, disgusted, guilty Fearful, anxious, disgusted, guilty Emotions *(not in model)*	n.s + - n.s	Transportation effect on intentions mediated via experiential pathway, with lack of differences in ad format suggesting this is important for both formats. Although no direct impact of emotion on intentions, emotional response positively associated with felt risk. Felt risk mediated the impact of self-referencing on intentions, thus further supporting and explaining the experiential pathway to persuasion.
Gerend and Maner (2011); USA (++, +), n = 133, students, NR, 23%, quasi-experimental	Behavior *(past two-week average servings per day)*	Anger Fear *Framing interaction*: fear x loss	n.s n.s +	Fear and anger exert differing effects on receptivity to framed messages. Fear and viewing a loss-framed message is more likely to increase behavior.

Hendriks et al. (2014); Netherlands (++, +), n = 208, students, 20 years, 18%, quasi-experimental	Binge drinking BI *(via CV)* Binge drinking behavior *(2-week)*	Fear Disgust Humor *(to CV)*	- n.s n.s	Fear appeals prompt negative conversational valence *(CV)* about alcohol, increasing more negative binge drinking attitudes, SN, PBC, and BI and ultimately decrease binge drinking behaviors.
Murphy et al. (2013); USA (++, ++), n = 758, ethnic minorities, 38 years (median), 0%, quasi-experimental	Pap test BI (R^2 = 0.42) Knowledge Attitudes	*Positive*: happy surprise *Negative*: anger sad Pos emotion Pos and Neg emotion	n.s n.s - -	Ceiling effect of the BI measure at pre-test (89% BI). Fictional narrative *more* effective than non-narrative at increasing attitudes and knowledge.
Myrick and Oliver (2015); USA (++, +), n = 193, online panel, 33 years, 42%, quasi-experim	Sun protection BI *Behavior*: view petition /send URL	Happiness Sadness Compassion Fear	n.s n.s + n.s	Mixed appeals (via compassion and willingness to share) can increase BI and actual behaviors.
Passyn and Sujan (2006); USA (+, -), S1: n = 96, students, NR, NR, quasi-experimental	Occasional sunscreen use intention	Hope Challenge Fear Regret/guilt	n.s n.s n.s n.s	Fear appeals that prompt self-accountability emotions enhance intentions over appeals that prompt low-accountability emotions.
S2: n = 33, tennis participants, NR, NR, quasi-experimental;	Occasional and daily use intention Sunscreen behavior	Challenge Regret/guilt Regret/challenge Fear/hope	+ + + n.s	The impact of high-accountability emotions in fear appeals extends beyond intention to repeatable behaviors.
S3: n = 92, research pool subjects, NR, NR, quasi-experimental	BI to eat high-fiber foods High-fiber consumption behavior *(1-week)*	Fear Regret Fear Regret	n.s + n.s +	While induced accountability via regret and perceptions of responsibility equally increased intentions, only regret resulted in increased behavior.
Peter and Honea (2012); USA[#] (++, +), S1: n = 230, students, NR, NR, quasi-experimental;	*Stage of Change* – Precontemplative (P), Contemplative(C), Action(A), Maintain(M)	Guilty (P to C) (P to A) (C to A, M) Hope (P to C, A, M) Pride (P to C, A, M) Optimism (P to A, M)	+ - - + + +	Guilt, hope, pride and optimism are relevant to adopting and maintaining a prosocial behavior. Optimism represent amalgam of the motivating self-referent affective states associated with various stages of change.
S2: n = 154, students, NR, NR, quasi-experimental	Bottled Water consumption BI	Optimism	+	Stage of change moderates effectiveness of message type. Optimism message increases intention more than information message for precontemplators.
Previte et al. (2015); Australia[#] (++, ++), n = 216, students, 24 yrs, 39%, cross-sectional	Moderate drinking BI (R^2 = 0.43)	*Self-agency*: Happiness Shame *Other agency*: Love Fear	+ n.s + n.s	Support for agency-evoking positive emotion appeals in harm minimization approaches advocating for moderate drinking practices in young consumers.
van Koningsbruggen et al. (2016); The Netherlands (++, +), n = 91, students /other, 22 yrs, 0%, quasi-experimental	Fruit and vegetable BI (R^2 = 0.27) Behavior *(+1 week)* (R^2 = 0.50)	Anticipated regret *mediates self-affirmation impact on intentions and behaviors*	+	Self-affirmation increased anticipated regret in response to the health message, leading to increased intentions and behaviors.
Yan et al. (2012); USA (++, +), n = 305, students, 21 years, 22%, quasi-experimental	BI	*Framing interaction*: anger, happiness x gain fear x loss	n.s +	Induced anger, happiness activate BAS, fear activates BIS. Emotions influence on persuasion outcomes mediated by BAS/BIS for gain and loss frames respectively.
Cause-related marketing setting (Non-sport)				
	BI to help	Empathy	+	

Table 2 (*Continued*)

Author, (Year); Country (IV, EV), sample number, source, mean age, %male, design	Dependent variable(s) (DVs)	Effect of discrete emotion on DV(s)		Key findings including other explanatory variables
Albouy (2017); France# (++, +), n = 1200, personal/professional networks, NR, 36.3%, quasi-experimental		*Negative Emotions*: Fear, Guilt, Sadness, Shock	+	Negative emotions positively impact attitudes and behavioral intentions. Effect of negative emotions on empathy also increased charitable intentions
Baek and Yoon (2017); USA# (++, +), S1: n = 275, students, 20 yrs, 53%, quasi-experimental; S2: n = 234, online panel, 36 yrs, 48%, quasi-experimental;	BI to conserve water	*Framing interaction*: Guilt x gain Shame x loss	+ +	While no main effects of emotion were observed, increased guilt (shame) interact with gain (loss) framed appeals to increase behavioral intentions to conserve water.
Van Rijn et al. (2017); USA# (++, +), n = 307, students, 20 yrs, 34% male, quasi-experimental	BI to donate Donation amount	Guilt Inspired Manipulated	+ n.s n.s	Guilt significantly predictive of donation amount for 'similarity' appeals. Also positively associated with donation and donation amount for 'guilt' appeals.
Kim et al. (2013); USA/Korea (++, +), USA n = 180, students, 21 yrs, 27%; Korean n = 191 students, 21 yrs, 16%, cross-sectional	PI (R^2 = 0.44)	Anger Pride, Pride x culture Empathy Guilt x interdependency	- + + -	Pride (ego-focus) interacts with culture to increase PI among US participants and low guilt (other-focus) interacts with interdependency to increase PI among highly interdependent participants.
Shanahan et al. (2012); USA (++, +), n = 264, university consumer database, 42 years, 45%, quasi-experimental	Donation Intention	*Negative Emotional Response*: worried, frightened, fearful, alarmed, angry.Empathy [MC]	+	Blameless victim portrayal results in higher negative responses to the PSA, perceived sponsor PSR and willingness to donate.
Advertising setting (Non-sport)				
Bülbül and Menon (2010); USA (++, -), S1: n = 101 students, NR, NR, quasi-experimental;	BI	affection, warmth desire, excitement	+ +	Concrete affect (desire, excitement) appeals more influential on short-term decisions, and directional support found for influence of abstract (affection, warmth) affective appeals on long-term decisions
S2: n = 150, students, NR, NR, quasi-experimental	BI	Abstract affective appeal Concrete affective goals	+ +	Concrete affect more influential (than cognition) on short-term decisions, abstract more influential (than cognition) on long-term decisions.
Cockrill and Parsonage (2016); UK# (++, +), n = 312, mall intercepts /local gov employees /charity committee contacts, 37 years, 39%, quasi-experimental	Donation Intention (Adjusted R^2 = 0.48) Volunteer Intention (Adjusted R^2 = 0.48)	Regret Compassion, Relief, Interest Surprise, Shame Regret Interest, Sadness Surprise	- + + + + + +	Shocking ads evoked strongest, varied emotional responses. For combined dataset, surprise, interest and compassion commonly evoked positive behavioral intentions. Positive emotions often acted as behavioral deterrents. Some emotions impact both positively and negatively depending on the context or DV.
Kemp et al. (2012); USA (++, +), n = 554, internet research panel, 47 years, 28%, cross-sectional	BI	Warm, Joyous, Moved, Touched	n.s	Impact of emotional response on BI mediated by cognitive processes (hedonic rationalization and guilt mitigation) related to hedonic product consumption.

Notes: S1 = Study 1, S2 = Study 2 etc., PI = Purchase Intentions, BI = Behavioral Intention, IV = internal validity, EV = external validity, ('+' or '-') depicts direction of association between IV/DV significant at $p < 0.05$, [MC] depicts IV included as a manipulation check, # non behavioral DVs, or non-significant emotions and/or IVs are not displayed, BIS = Behavioral Inhibition System, BAS = Behavioral Approach System, PBC = perceived behavioral control, SN = social norms, PSA = public service announcement, PSR = perceived social responsibility, NR = not reported, n.s = not significant.

4.1.3. Other explanatory variables and intentions and behavior

Two social marketing studies reported a positive effect of high message relevance on behavioral intention (Anghelcev & Sar, 2011; Das, Vonkeman, & Hartmann, 2012), with one also reporting stronger message arguments enhanced positive attitudes, which, in turn, increased behavioral intentions (Das et al., 2012).

4.2. Discrete emotion studies

Twenty-five studies measured discrete emotions; three in a sport sponsorship or advertising setting, five in cause-related marketing, and 14 in social marketing (see Table 2). Six studies investigating incidental emotion used experimental manipulations to induce anger (Carey & Sarma, 2016; Gerend & Maner, 2011; Yan, Dillard, & Shen, 2012), fear (Gerend & Maner, 2011; Yan et al., 2012), happiness (Yan et al., 2012), self-affirmation (van Koningsbruggen et al., 2016), shame, and guilt (Agrawal & Duhachek, 2010; Baek & Yoon, 2017) prior to exposure to a stimuli. The remaining 19 studies investigated integral emotional responses to either naturally emotional stimuli or an emotional appeal. Twenty-one studies were assessed to have the highest level of internal validity and four scored the highest level of external validity (see Table 2).

Six studies measured outcomes utilizing either a "related behavior" outcome as part of the initial data collection (Carey & Sarma, 2016; Myrick & Oliver, 2015) or actual behavior at follow-up (Gerend & Maner, 2011; Hendriks, van den Putte, & de Bruijn, 2014; Passyn & Sujan, 2006; van Koningsbruggen et al. 2016). Other studies included behavioral intention and purchase intention as the outcome variable (see Table 2).

4.2.1. Incidental discrete emotions and intentions and behavior

The influence of incidental discrete emotions on intentions and behaviors was the focus of five social marketing studies and one cause-related marketing study. One social marketing study found induced anger negatively influenced behavioral intention in response to threat + efficacy appeals and that it was positively correlated with unsafe driving behavior scales (Carey & Sarma, 2016). Two social marketing studies investigating incidental anger found no association with behavioral intentions (Gerend & Maner, 2011; Yan et al., 2012). Incidental fear was associated with the activation of the behavioral inhibition system in one social marketing study (Yan et al., 2012) and, when paired with a loss-framed message (2 studies), increased behavioral intention (Yan et al., 2012) and actual behavior (Gerend & Maner, 2011). One social marketing study investigating induced guilt and shame reported emotion-compatibility framing interaction effects (Agrawal & Duhachek, 2010), with one cause-related marketing study extending similar findings to pro-environmental behaviors (Baek & Yoon, 2017). Induced self-affirmation was positively associated with anticipated regret in one study leading to both increased intentions and behaviors at one-week follow-up (van Koningsbruggen et al., 2016). No health sponsorship studies investigated the influence of incidental discrete emotion on behaviors, nor the potential interaction with integral emotion arising from exposure to an emotional appeal such as an anti-drinking message.

4.2.2. Integral discrete emotions and intentions and behavior

Integral emotions were captured in response to characteristically emotional stimuli (e.g. a sport event) in three sponsorship (Angell, Gorton, Bottomley, & White, 2016; Foroughi et al., 2016; Martensen et al., 2007), one cause-related marketing (Kim & Johnson, 2013), and one advertising study (Kemp, Bui, & Chapa, 2012). Happiness (Foroughi et al., 2016), excitement (Foroughi et al., 2016), pride, and empathy (Kim & Johnson, 2013) had a positive influence on intentions in one study each, while dejection and anxiety (Foroughi et al., 2016), schadenfreude (Angell et al., 2016), and anger reduced intentions in one study each. One advertising study found an indirect relationship (mediated by cognitive processes) of positive emotional response on behavioral intention (Kemp et al., 2012) and the other, a sponsorship study, reported both positive and negative event related emotions increased and decreased purchase intention respectively, via positive and negative brand emotions (Martensen et al., 2007). No social marketing studies explored the influence of emotion on intentions and behaviors in environments likely to be naturally emotionally stimulating.

Three of the four social marketing studies investigating fear in response to emotional appeals found no association (Myrick & Oliver, 2015; Passyn & Sujan, 2006; Previte, Russell-Bennett, & Parkinson, 2015), with one study reporting an indirect relationship between fear and intention, where fear was negatively associated with conversational valence, which resulted in decreased binge drinking behavior (Hendriks et al., 2014). While sadness and anxiety were associated with increased perceived susceptibility of disease in another social marketing study, the emotional response was not linked to intentions to take countermeasures against the disease (Mou & Shen, 2018). One cause-related marketing study reported the influence of fear (construct reported as 'negative emotion') positively increased intention to donate and was moderated by a blameless victim message frame (Shanahan, Hopkins, Carlson, & Raymond, 2012). In another, fear, guilt, sadness, and shock ('negative emotion') improved pro-social behavioral intentions both directly and indirectly, via increased empathy (Albouy, 2017).

A guilt appeal, particularly among females, positively increased donation intentions in one cause-related marketing study (van Rijn, Barham, & Sundaram-Stukel, 2017) and interaction effects of guilt evoked from both a guilt appeal (integral) and guilt induced prior to exposure (guilt compatible) resulted in increased personal binge drinking intentions in one social marketing study (Agrawal & Duhachek, 2010). No association was found between guilt and behavioral intention in another two social marketing studies (Passyn & Sujan, 2006; Peter & Honea, 2012). Positive relationships between a number of other individual emotions and intentions/behavior were reported in one or two studies each (see Table 2).

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4.2.3. Other explanatory variables and intentions and behavior

Message framing was significantly associated with intentions or behaviors in seven studies, including four social marketing studies (Agrawal & Duhachek, 2010; Carey & Sarma, 2016; Gerend & Maner, 2011; Peter & Honea, 2012) and one cause-related marketing study (Baek & Yoon, 2017). Three social marketing studies reported non-significant associations (Dunlop, Wakefield, & Kashima, 2010; Previte et al., 2015; Yan et al., 2012). Attitudes were positively associated with intentions and behaviors in six studies (Albouy, 2017; Angell et al., 2016; Dunlop et al., 2010; Kemp et al., 2012; Manika, Gregory-Smith, & Antonetti, 2017; Martensen et al., 2007) and one study reported no association (Shanahan et al., 2012). Two social marketing studies captured variables as per the Theory of Planned Behavior, with both studies reporting significant relationships in behavior advocated consistent directions; positive for moderate drinking intentions (Previte et al., 2015), and negative for binge drinking intentions (Hendriks et al., 2014).

5. Discussion

The results of this review suggest that emotions should be considered as an important component of sport management discussions and decisions pertaining to sponsorship. There is however currently limited guidance for sport managers to incorporate the dynamic emotional states of spectators during sport events in their marketing decisions. As the area is explored further managers may be able to better assess the value of sponsorships in a more dynamic way and offer opportunities to sponsors that are more suited to their specific goals. The results of this review highlight the importance of emotion on intentions and behaviors, reinforcing the recent shift towards affective, as well as traditional cognitive determinants of behavior (Antonetti, Baines, & Walker, 2015; Herrewijn & Poels, 2013). The review also showed that no health sponsorship and very few commercial sponsorship studies had investigated the influence of emotions on behavioral outcomes, thus limiting our ability to hypothesize specifically on sport sponsorship related behaviors. To date, the emotional context in which a health sponsorship message is promoted has been ignored by social marketers sponsoring the sport and the sports promoting them. This review extends previous knowledge by proposing that emotion strategies be incorporated into the health sponsorship domain as depicted in the conceptual model presented in Fig. 2. The model provides areas for future research identified by the review as potentially influencing sport and sponsored health message behavioral intention outcomes. The sections below discuss the evidence and research gaps that informed the development of the conceptual model.

5.1. Evidence and research gaps

5.1.1. Emotion in sponsorship and social marketing

We found that positive affect featured among dimensional articles and negative discrete emotions among studies focusing on individual emotions. Purchase intentions were positively associated with positive emotions among both dimensional and discrete sponsorship studies, with all studies exploring discrete emotions reporting significant effects of negative emotions in reducing purchase intention. These findings have a number of theoretical and practical implications for sport managers. Firstly, as per the Affect-as-Information Theory (Schwarz, 2010) these findings suggest positive emotions in sport work in a sponsor's favor, and negative emotions can have the opposite effect. Purchase intentions were also influenced when the sponsor had an emotion-lifting function, a finding supported by the Hedonic Contingency model (Wegener & Petty, 1994). In practice, sport managers may show increased mutual benefits engaging with sponsor products that are inherently hedonic, or emotion-lifting, and may need to give special consideration to sponsors that elicit neutral or little emotion. As shown in Fig. 2, future research that captures both positive and negative emotions in response to sport and sponsored messages will build the evidence base for sports managers and ensure a more complete assessment of sponsorship outcomes. Interestingly, only one sponsorship study collected emotional responses related to the sport outcome, with affect captured in relation to the event overall. In reality, individuals are likely to experience a wide range of emotions throughout the duration of the event, suggesting there exists a gap surrounding the collection of emotional responses as games are experienced (as depicted in Fig. 2 as 'Emotional Game Outcomes'). The development of baseline emotional responses experienced while viewing elite sport would benefit both sport managers and sponsors to develop evidence based policy surrounding how and when to best connect with engaged spectators.

No sponsorship studies explored the impact of emotion on behaviors related to sponsored health messages, highlighting a gap for future research. Almost half of all articles explored the impact of emotions on behaviors from a social marketing perspective. This literature provided evidence for the influence of affective appeals on health behaviors suggesting future investigations of emotion in health sponsorship is warranted. We also found support for increased intentions and behaviors resulting from both positive and negative emotion, especially when accounting for the framing of the message. Two high quality dimensional social marketing studies supported an interaction effect of framing with both positive and negative affect increasing behavioral intentions. On the other hand, only the negative emotions–fear, anger, guilt, and shame–had significant framing interaction effects on behavioral intentions among studies exploring discrete emotions. For the most part, the findings across the social marketing, cause-related marketing, and advertising papers supported the use of negative emotional appeals to increase behavioral intentions, a finding supported by affect regulation (Wegener & Petty, 1994) and persuasion (Dillard & Peck, 2000) theories. One notable exception was a high-quality study that found support for the

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incorporation of agency-evoking positive emotional appeals in harm-minimization approaches, where both happiness and love were found to increase moderate drinking intentions compared with those evoking fear and shame. In addition, the impact of compatible incidental and integral emotions on message processing suggested defensive processing occurs where a message designed to induce a negative appeal is presented when a compatible emotion has already been experienced. We highlighted the potential for negative appeals to backfire when presented in an already emotional environment. Combined, the above findings contribute to the variables conceptualised in the framework presented in Fig. 2. Importantly, the findings have practical implications for sport organizations promoting social marketing messages; specifically, the desired intended behaviors, the emotional target of the message, and the emotional context in which it is promoted (see Fig. 2).

5.1.2. Dimensional and discrete measures of emotion

Discrete emotions are preferred over dimensional approaches when exploring the influence of emotion on behavioral outcomes. This lends further support to the notion that more specific individual emotions provide greater understanding of relationships compared with valence and arousal (Shen & Morris, 2016). As reported in an earlier review (Laros & Steenkamp, 2005), the current review found evidence for investigations among a wide range of discrete emotions. While a range of positive emotions was explored, fear, anger, and guilt were the top three specific emotions investigated across all discrete studies. Overall, intentions and behaviors were most commonly influenced by happiness, compassion, fear, and guilt. We therefore include the discrete emotions with the greatest impact on behavioral intention and any likely to result from sport spectatorship or affective appeals as important within a conceptual framework for future research (Fig. 2).

Fig. 2 also proposes the inclusion of pleasure and valence measures, with potential among objective, physiological measures. We found valence (pleasure or displeasure) was the main dimensional variable of interest captured, with arousal and dominance less explored. Intentions and behaviors were most impacted by positive emotion suggesting that displeasure was less influential on outcomes. Positive associations between arousal and intention and behaviors were further strengthened by significant physiological measures of arousal in two of the four studies. The current review found dominance was the least explored emotional variable, reiterating the findings of various studies that have reported low communality of the dominance variable (Morris et al., 2002) or have chosen to investigate a bi-dimensional (valence and intensity) view of the pleasure-arousal-dominance model (Bal et al., 2010). As captured in Fig. 2, future investigations of valence and arousal dimensions are warranted within a health sponsorship context.

5.1.3. Incidental verse integral emotions and behaviors

The potential for integral and incidental emotions is conceptualized within Fig. 2 as message-induced emotion and sport-induced emotion, respectively. Future research that incorporates the interaction of these variables will have both theoretical and practical implications for sport managers. Responses formed as a result of an emotion (incidental) reflect affect as information and expected behavioral responses to negative affective appeals (integral) mirror notions of the hedonic contingency model (Wegener & Petty, 1994). Overall, integral emotions were more likely to be investigated than incidental emotions for their influence on intentions and/or behaviors. This may, in part, be due to the contribution of social marketing researchers investigating the impact of emotionally persuasive appeals. Interestingly, both incidental and integral measures were found to interact with message frames to influence intentions and behaviors suggesting that regardless of how an emotional response is evoked (prior to stimuli exposure or as a result of stimuli exposure), the emotion remained influential on subsequent outcomes of interest. For example, fear induced via manipulation (incidental) interacted with a loss framed message to increase fruit and vegetable consumption (Gerend & Maner, 2011), and, in contrast, positive affect resulting from

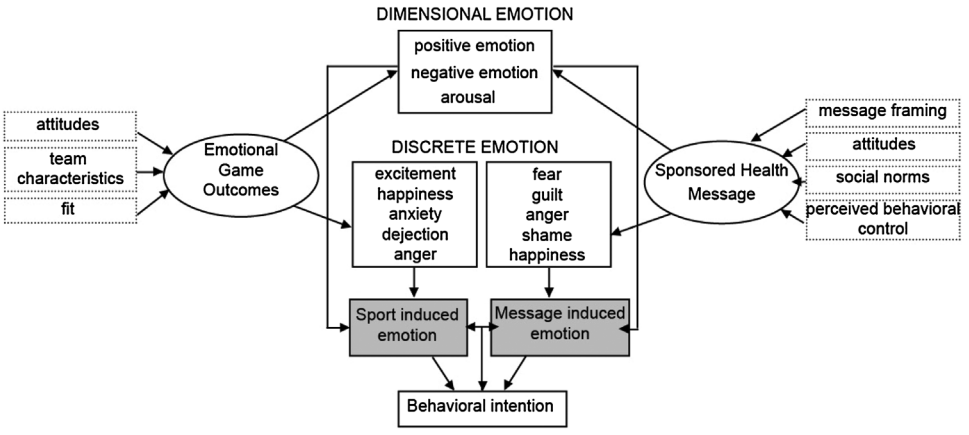

Fig. 2. A conceptual framework for the impact of emotions and the influences on health sponsorship related behavioral intentions.

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a positive advert (integral), interacted with a novelty framed messages to increase purchase intention (Ang & Low, 2000). Compared with studies investigating incidental and integral dimensional emotion, where both positive and negative affect was found to be associated with intentions and behaviors, most studies that measured discrete emotions reported associations with negative emotions such as fear, anger, and guilt. The potential (in) compatibility of these positive and negative emotions and the subsequent influence on intention and behavior is a key area of future research in the health sponsorship field. As mentioned previously, the practical implications for incidental and integral emotion in a health sponsorship context will lie in sport mangers consideration of the emotional context in which they choose in promote messages (i.e. when to promote), the potential emotions evoked by the messages themselves (i.e. what to promote), and the behaviors they advocate.

5.2. Strengths and limitations of the review

This study reviewed the best available evidence on the influence of emotions on intentions and behaviors and is, to the authors' knowledge, the only review that has gathered the evidence surrounding the effect of emotions across the sponsorship, cause-related marketing, advertising, and social marketing literature. However, limitations surrounding the scope and process of this review may exist. Firstly, it is possible that the search criteria did not identify all articles that have investigated the influence of emotion on behavioral outcomes. Given our interest in emotional response to sport and social marketing messages the scope of the review was limited to those articles that explicitly measured 'felt' emotion rather than those that only reported on the influence of affective attitudes, or implicit attitudes for example. Further, the findings indicated few articles explored the impact of emotions on actual behavior, with most reporting intentions as a proxy measure, thus limiting the extent to which we can theorize directly on sponsorship behaviors. Secondly, while the review is strengthened by the summary of emotions from two theoretical perspectives, other conceptualizations, such as affectively charged motivation and affect processing (Williams & Evans, 2014) and the influences of anticipated emotion (DeWall, Baumeister, Chester, & Bushman, 2015) were not included here.

5.3. Future research and conclusions

No sponsorship studies investigated incidental discrete emotion's effect on intentions and behaviors, nor did any explore the potential interaction of incidental emotion and integral emotion arising from exposure to an emotional appeal. This will become more important as sponsorship moves toward an emotional-engagement paradigm as reflected in the broader marketing field (Harrigan et al., 2017; Hollebeek et al., 2014). Taken together, Fig. 2 presents the conceptualised model of how the identified variables interact to influence behavioral intention in a health sponsorship context. Specifically, potential patterns in game characteristics and sport-induced emotion are likely to lead to better understanding of the potential for receptivity of framed health advocating messages at various game points. Explorations between sport-induced and message-induced emotion compatibility will assist in developing more targeted health sponsorship policies for message delivery (see Fig. 2).

Future studies exploring the impact of emotion on sponsored social marketing related behavioral intentions need to ensure real-time objective measures are included that correlate with known emotional responses in this setting. Most recently, discrete emotions, arousal, and valence are being captured using physiological measures among emotion research studies. Marketing scholars have incorporated various physiological measures such as galvanic skin response, functional magnetic resonance imaging (Shen & Morris, 2016), and automated facial expression analysis (McDuff, El Kaliouby, Senechal, Demirdjian, & Picard, 2014) to explore advertising outcomes and have called for future studies to ensure such measures are included and mapped against some baseline criteria or pre-hypothesized relationship (Shen & Morris, 2016). As depicted in Fig. 2, attitudes were identified as important among social marketing and sponsorship studies; however, all bar one identified articles utilized self-report explicit measures. With just the one article exploring the role of implicit attitudes within this nexus, implicit measures and their interaction with emotion deserve further exploration (Stautz et al., 2017). Indeed, a recent narrative review presented evidence supporting the importance of implicit attitudes as predictors of health-related behaviors (Sheeran, Gollwitzer, & Bargh, 2013). Engaging as a sport spectator typically involves the consumption of unhealthy foods and alcoholic beverages and while attitudinal self-report or observational measures are available, the degree to which these behaviors are ingrained in the psyche of spectators would help to clarify the likelihood of receptivity to health behavior promotion within this setting. Fig. 2 presents opportunities for implicit attitude measures surrounding health sponsorship outcomes as part of the spectating experience.

We found that across a number of research domains interested in the effect of persuasive appeals, both positive and negative emotions are associated with resulting intentions and, in a few cases, behaviors. Future studies should consider both the emotional context in which messages are promoted as well as the emotions evoked by the sponsored messages. For sport managers and social marketing sponsors, such considerations will facilitate the development of sponsorship policy and practices that maximize the influence of health promoting messages in emotionally charged sponsorship environments. As this area is explored further, the identification of whether and how the value of sponsorship activities varies with the changing emotional response throughout an event will enable sport managers to secure sponsorship deals that are more segmented and effective.

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