

# Crowdfunding Success in Emerging Markets

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## Dissertation Comprises of Four Papers

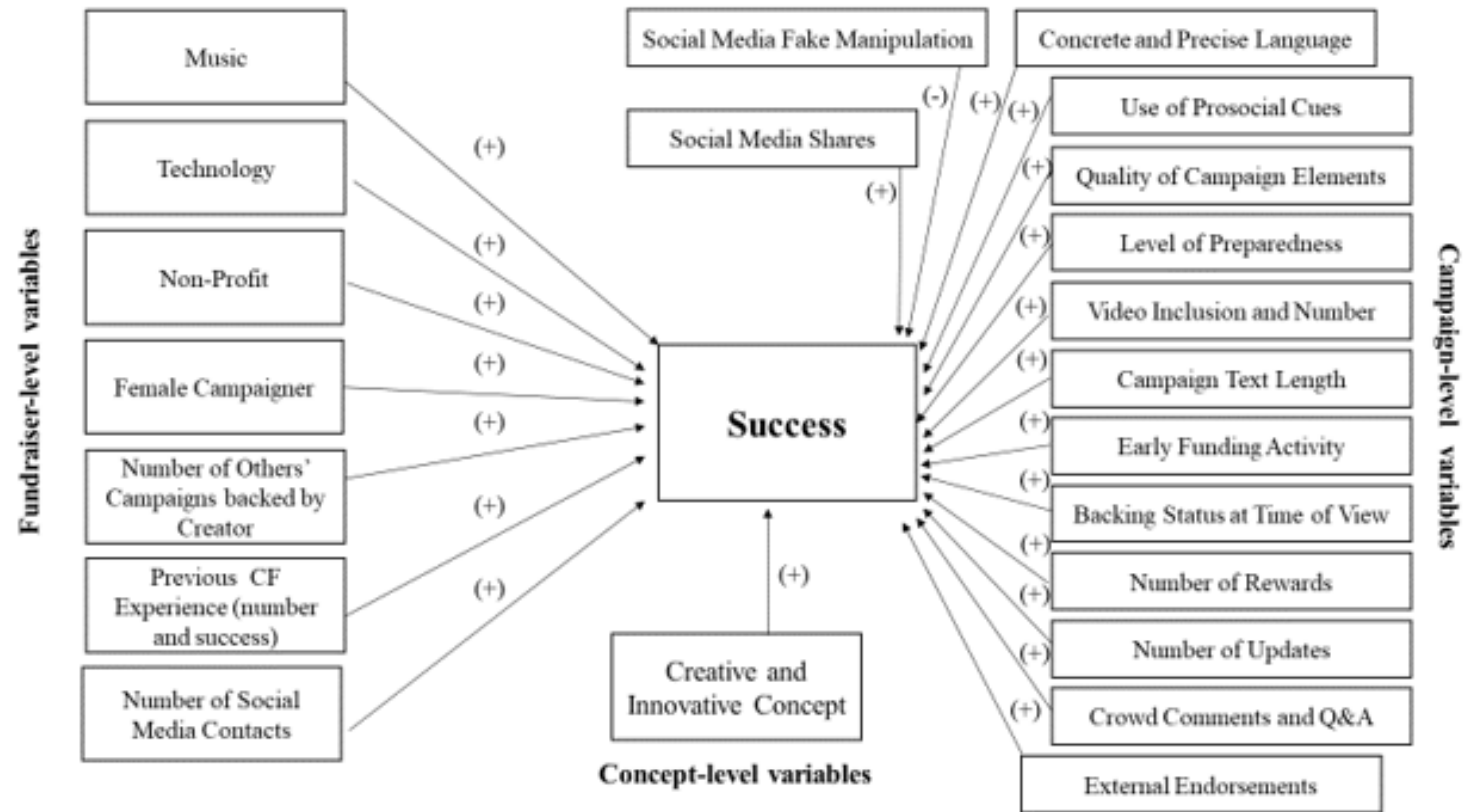
1. Crowdfunding Success: A systematic Literature Review 2010-2017
2. How does platform intervention lead to crowdfunding success?
3. How does successful crowdfunding impacts micro-entrepreneurs?
4. What are the underpinning motivations of the funders to contribute to crowdfunding success?

# Crowdfunding Success: A Systematic Literature Review 2010-2017

## Key Findings

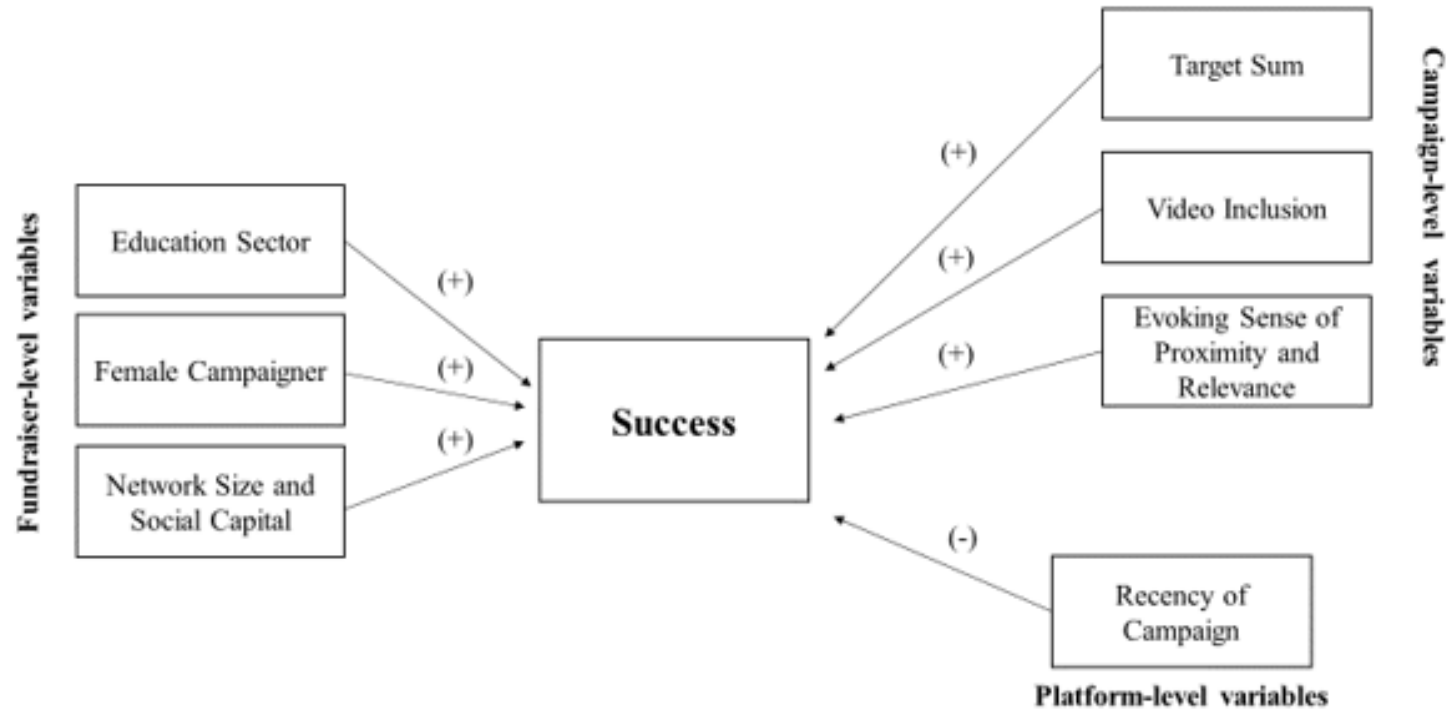
- Research heavily dominated by Reward-Based Crowdfunding
  - Kickstarter
  - The US
- Quantitative methods where data is mostly scrapped from internet
- Three theories dominate
  1. Social Capital Theory
  2. Signaling Theory
  3. Elaboration Likelihood Model

# Reward-Based Crowdfunding Success

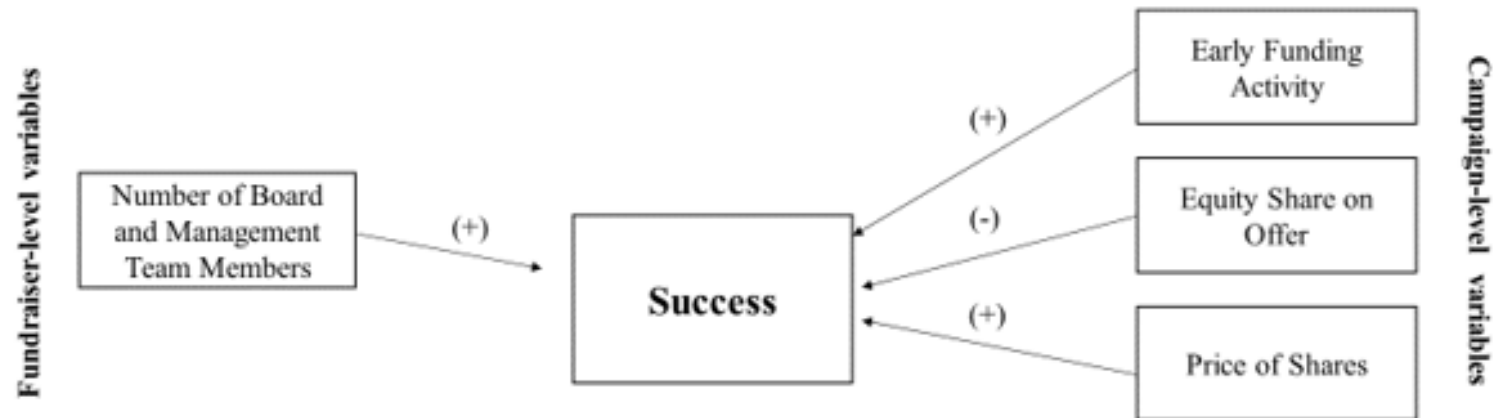


Source: Shneor, R. and Vik, A, A., (2018), " Crowdfunding Success: A Systematic Literature Review 2010-2017" (forthcoming)

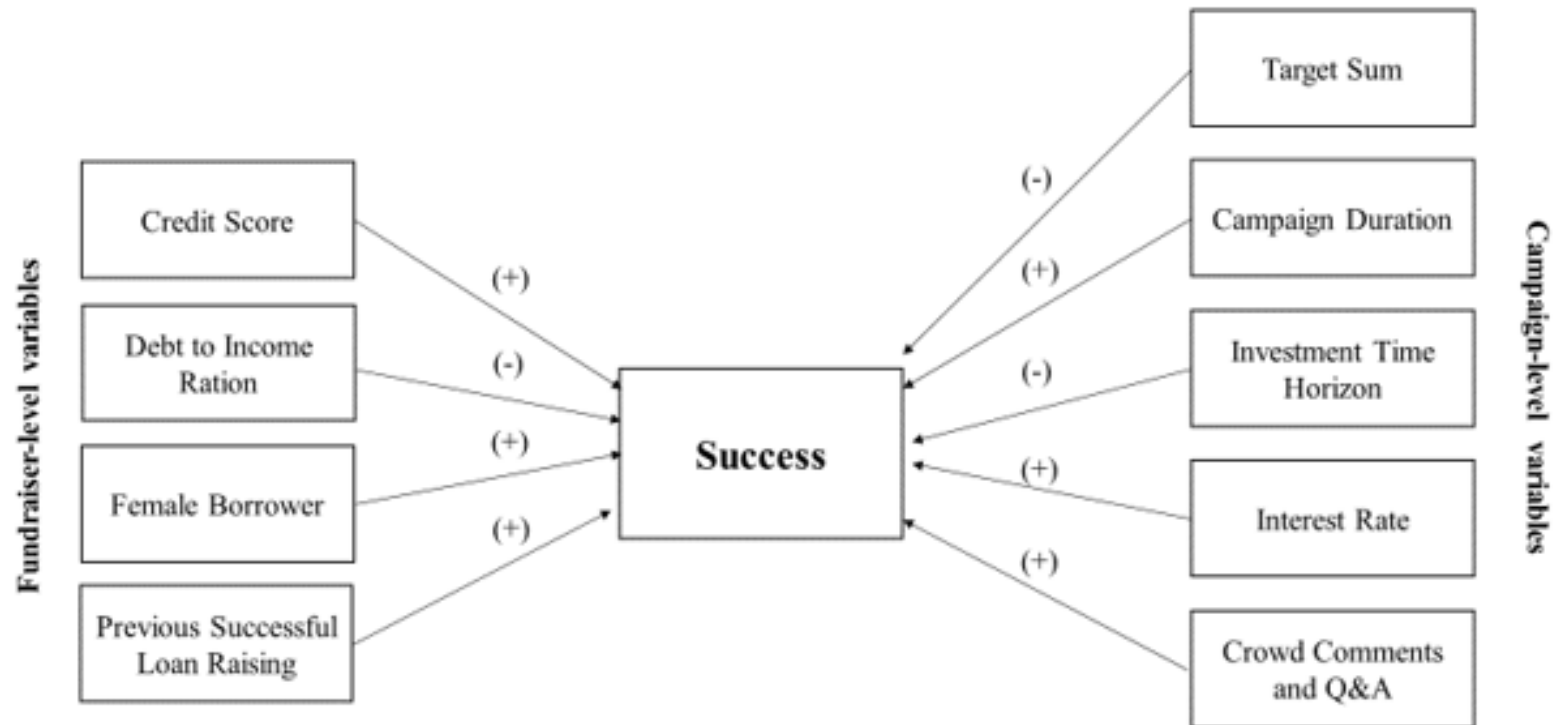
# Donation-Based Crowdfunding Success



# Equity-Based Crowdfunding Success



# Lending-Based Crowdfunding Success



# Literature Gaps

- Lending-based and donation crowdfunding less researched
- Most focus has been on the US with slim focus on emerging markets which is mostly dominated by China
- Quantitative methods over qualitative methods
- Platform data scrapped from internet
- Dominating theories are Social Capital theory, Signaling theory and ELM



# Addressing the Literature Gaps

## Country: Pakistan

- Population 212.2 m out of which 46 m (24.3 %) live below national poverty line (The World Bank, 2018)

## Platform: Seed Out

- Platform uses hybrid approach (donation & Lending)
- Customized approach to crowdfunding (local context)
- Donors national & international + Individuals & companies
- Entrepreneurs: micro-entrepreneurship

## Methodology

- 2 qualitative 1 quantitative paper

## Possible theoretical lens:

- Institutional theory, Learning theory & Theory of planned behavior

# How does platform intervention lead to crowdfunding success?

**Methodology: Qualitative Paper** (Yin, R. K., 2015; Yin, R. K., 2017; Miles et al. 2019)

Successful vs Unsuccessful campaigns (multiple cases)

- Entrepreneurial skills training
- Setting up the business
- Campaign development
- Promotional support
- Social media
- Marketing strategies (e.g. fundraising events)
- Follow up / redistribution
- Other

**Possible supportive theory: Institutional theory** (Meyer and Rowan, 1977; Thornton, 1995; Tolbert et al., 2011)

# How does successful crowdfunding impacts micro-entrepreneurs?

**Methodology: Qualitative Paper** (Yin, R. K., 2015; Yin, R. K., 2017; Miles et al. 2019)

Before and After (multiple cases)

- Entrepreneurial Skills
- Job creation
- Rise in household income
- Savings
- Improvement in living conditions
- Family
- Other

**Possible supportive theory: Learning theory** (Piaget, J., 1964; Bruner, 1990; Wittrock, 1974; Bruning et al., 2011; )

# What are the underpinning motivations of the funders to contribute to crowdfunding success?

**Methodology: Quantitative Paper – SEM** (Ramlall, I., 2016; Kline, R. B., 2015)

Dependent variable: Success

Independent Variables:

- Self efficacy
- Social norms
- Subjective norms
- Financial contribution behavior
- Perceived behavior
- Attitude
- Religiosity
- Nationalism

**Possible theory: Theory of Planned Behavior** (Ajzen, 1991; Fishbein & Ajzen 1975)

# Contribution of the Dissertation

## Implications

- How crowdfunding platforms takes customized approach to address crowdfunding success in emerging economies
- Successful crowdfunding's impact on poverty elevation relevant to emerging economies context
- Religiosity & the culture of giving
- Theory building through qualitative studies
- Lending + Donation focus



## Corwdfuning Success in Emerging Markets...

***Stay tuned!***

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