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# Unravelling Influential Individual Level Factors during a Crowdfunding Campaign: Insights from the ALS Ice Bucket Challenge

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**Abstract**

This study aims to identify the factors that drive sharing and donating in a viral crowdfunding campaign. Crowdfunding is a method of raising finance that allows founders of both for-profit and nonprofit social and cultural projects to request funding from multiple people. Using ALS (Amyotrophic Lateral Sclerosis) Ice Bucket Challenge as a case study, we explored the triggering factors for sharing content and donating money that resulted in the campaign's phenomenal success. The hybridity inherent across crowdfunding models has meant that there are diverse motivations and incentives for people to participate in a crowdfunding campaign. It is therefore important to understand what factors lead social media / online information to reach a wider audience in the shortest possible time. Following a literature review, a theoretical model of motivating factors was developed and tested through an online survey among 469 US participants. The results indicate significant relationships between those who participated / donated and the modeled factors. Personalization and message involvement are the strongest factors for sharing, whereas moral obligation to donate is strongest for donating. By examining the factors that are responsible for sharing and donating simultaneously, we provide a comprehensive assessment of the motivating factors for the campaign's success.

**Keywords:** Crowdfunding, Virality, Sharing, Donations, Charity, ALS Ice Bucket Challenge

## Introduction

Crowdfunding is a process of collecting funds in small quantities from a larger number of individuals (Calic, 2018). This process is not new as the granite plinth for the Statue of Liberty in New York was built using donations from the public (BBC, 2013). With the advent of the Internet and possibilities of transferring money through mobile devices, crowdfunding can be easily viral and requires less effort to accumulate larger amounts of funds in short time (Gouvea et al., 2018; Engelke et al., 2015). This viral crowdfunding involves two distinct elements: sharing the information about the crowdfunding by strangers via various online channels including social media platforms and donating real money by the individuals. The former element is virality and the latter is crowdfunding. What are the factors that drive these two elements? Are they same or different? Sometimes viral campaigns are also conducted as public



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information campaigns to raise awareness about certain issues without directly seeking funds. The present paper attempts to contribute to our understanding of this emerging phenomenon.

The idea of 'people power' as a model for funding innovative entrepreneurial business (Brem et al., 2019) projects provides an alternative to the much-criticised private capital model, where investors provide funds to meet a company's business expansion needs. Many public bodies are also now increasing the role of crowdfunding to a range of social infrastructure projects which would allow the community to invest directly in their local development projects (Engelke et al., 2015; Gregory-Smith et al., 2017). Crowdfunding involves many unique features in terms of how funding campaigns are run and managed by individuals or organizations. For example, evolved from word-of-mouth marketing, viral crowdfunding campaigns may utilize digital platforms (Presenza et al., 2019), encompassing e-mail, mobile, videos, social networking sites and websites to gain the effect similar to that of a contagious viral disease (Goel and Devi, 2014; Shifman, 2014). As technology evolves, a variety of industries attempt to utilize this form of communication in terms of a viral campaign, however, the challenge lies in its suitability for the company, purpose, and customer. The not-for-profit sector is no stranger to viral campaigns and crowdfunding. In recent years, digital altruistic behaviour is rising and a viral campaign is a promising strategy for crowdfunding success (Waddingham, 2013).

Recent evidence suggests that online crowdfunding campaigns have been hugely successful (Song et al., 2019). For example, Cancer Research's 'No Make-Up Selfie', a viral crowdfunding campaign raised over $10 million in six days by persuading people to donate to charity and 'share' their images (Ahlers et al., 2015). The phenomenal success of the ALS 'Ice Bucket Challenge' followed a similar template, creating crowdfunding history as millions

of dollars were raised through the use of viral campaign techniques (Pressgrove et al., 2018). Participants of this campaign are respondents of the present study. Prior literature on crowdfunding suggests that crowd investors participate in fundraising campaigns because of the overwhelming appeal of non-materials rewards. Lehner (2013) discusses the motivations of people participating in crowdfunding in terms of their desires to support specific causes that may be close to their own hearts or the desire to help others. Consequently, the crowd selects the social ideas it deems worthy and needed (Valančienė and Jegelevičiūtė, 2014). The fundraising campaigns may also typically target a small group of specific investors (Mollick and Robb, 2016; Ahlers et al., 2015). The reason being that the online public audience is large and can be from any part of the world, which means that the total amount of money ultimately funded could be enormous in terms of the size of the target audience. These features of crowdfunding create opportunities for a wide variety of social and economic goals to be pursued and met, with potentially significant implications for society, individuals and organizations.

The motivations behind traditional offline donations identify factors such as moral obligation, attitude towards donation, and income (Cheung and Chan, 2000; Oosterhof, Heuvelman, and Peters, 2009; Bekkers and Wiepking, 2011). Studies aiming to identify the reasons behind 'virality' (a piece of information circulating rapidly) are well-argued in the generic word-of-mouth sense (Berger and Milkman, 2012 & 2013; Sampson, 2012). Moreover, there is now a strand of literature that considers the factors responsible for memes to positively occupy information niches in their particular markets (Kwon, 2019; Schlaile et al., 2018; Shifman, 2014; Weng et al., 2014; Spitzberg, 2014). For example, Schlaile et al. (2018) explain the success of the Ice Bucket Challenge in terms of how the Challenge needed

to reach a critical mass of carriers. Their study's simulation results also compared well with the actual progression of the Ice Bucket Challenge as measured by Google search interests, Twitter hashtags, and daily donations.

Building on these and other related arguments, especially relating to the individual level motivation of actors, the present paper tests the factors responsible for sharing and donating simultaneously at the individual level of actors. Schlaile et al. (2018), Heylighen and Chielens (2009) and Spitzberg (2014) suggest that the level of the individual (human) carrier, among other characteristics, is central for the meme's (such as Ice Bucket Challenge) diffusion. However, this has not yet been fully studied. In online giving, there are scattered conclusions as to the motivating or 'triggering' factors for donating. Although many factors would be common amongst the different 'Modes of Ask', which is a collective term encompassing face-to-face solicitation, postal or online (Castillo et al., 2014; Miller, 2012), in a viral environment, campaigns benefit greatly from peer-to-peer information sharing. Earlier research indicates that consumers feel a sense of trust and credibility when the source is a fellow consumer, particularly a 'friend' (Kozinets, 2002). For example, Justgiving.com is the world's leading online crowdfunding platform, which claims that the majority of its traffic and 50% of the donations come through Facebook. In Facebook, just one 'share' can increase the donations by between $1 and $20 (Waddingham, 2013). Furthermore, in the case of 'friends' asking 'friends' to donate online, the likelihood of a donation increases by 10% and of that donation, gift size is increased by an average of 52% (Castillo et al., 2014).

Based on the previous discussion, it is evident that there is a plethora of factors in relation to sharing and donating during crowdfunding which could vary significantly depending on the context, the type of exchanges and the level of analysis (individual actor level, network level

etc.). There is also a scarcity of work examining the key factors during sharing and donating simultaneously. Hence, the aim of this paper is to fill these research gaps by developing and testing a theoretical framework examining the most influential, individual-level factors for 'sharing' a content and 'donating' to a charity within viral crowdfunding campaigns as well as to examine these factors when sharing and donating simultaneously. Our findings thus shed light on how the variation of the crowd's behaviour and individual-level motivations harbours a plurality of logics in crowdfunding (André et al., 2017). In this respect, our work complements existing research on how new media is playing an important role in the diffusion of cyber (online) ideas and projects (Spitzberg, 2014). Social technologies such as social networking sites (SNS), as part of social media, not only have become a powerful communication medium for individuals and groups but also organizations have realized the potential of these tools in how they can optimize their benefit. These online services represent a huge impact on organizations' operational scheme as they serve as a measure for the relationship with users and customers (Cvijikj and Michahelles, 2013). Furthermore, users' satisfaction has gained great importance as SNS online platforms simplify the task of attracting and maintaining customers and users, whereby organizations can approach and influence them in a significant and efficient way.

The rest of the paper is organized as follows: in the literature survey section, we first briefly discuss the prior work on crowdfunding and viral marketing campaigns. This is followed by a review of prior work on motivations to donate to charity. We also introduce the ALS Ice Bucket Challenge campaign in this section. In the following sections, we describe our data and present the results. The final section concludes with suggestions for future research in this area.

## Literature Review

Crowdfunding has a goal to gather money for investment or an activity usually via an online platform (Ahlers et al., 2015; Mollick and Robb, 2016; Vismara, 2016). The fundraising typically targets a small group of specific investors. The project that is seeking funds does need not to be niche, since the online public audiences are large and can be from any part of the world. Each individual investor can give a relatively small amount of money to the company or entrepreneur and the total amount of money funded could be huge due to the size of the target audience. The investment from these 'crowds' uses the form of mutual funds, equities, loans, donation or pre-ordering of a product or service (Mollick and Robb, 2016). Belleflame et al. (2014) define crowdfunding as: "involving an open call, mostly through the Internet, for the provision of financial resources either in form of donation or in exchange for some form of reward and/or voting rights."

Prior literature on crowdfunding has argued that crowd investors' motivations are different from those of traditional financial investors (e.g., Linderberg and Steg, 2007; Lehner, 2013). Crowd funders (Hörisch and Tenner, 2020) are mostly driven by altruistic or normative reasons (Linderberg and Steg, 2007) including meeting social and environmental needs (Valančienė and Jegelevičiūtė, 2014); sustainability (Linderberg and Steg, 2007; Lehner, 2013), environmental concerns (Hörisch, 2015), or related to sustainable products (Lehner, 2013). Crowdfunding is also a source of capital for initiatives that combine the profit opportunities with the desire to contribute to public goods, as in the case of climate action initiatives (Hörisch, 2015). The above issues are directly relevant to the social business model which has been defined by Yunus et al. (2010, p. 309) as: "a self-sustaining company that sells goods or services and repays its owners' investments, but whose primary purpose is to

serve society and improve the lot of the poor." Effectively, crowdfunding has the ability to draw the attention of the public and other stakeholders to support respective social causes and it has been noted that it is another "tool to accomplish social businesses" (see Kocer, 2015, p. 233). This is primarily due to the fact that crowdfunding platforms facilitate and maximise the diffusion of social causes by enhancing a legitimate interaction and participation by platform users resulting in an effective financing and backing of the project involved (Presenza et al. 2019).

On the other hand, venture capital (VC) investments have, over the years, rapidly developed as one of the most important financing channels in some mature capital markets. For instance, many multinational companies such as Apple.Inc and Microsoft Corporation have benefitted from VC investments. The National Venture Capital Association (NVCA) defines VC as a long-term investment due to the fact that the progress of an investment would last five to eight years; meanwhile, there would be limited returns from an invested company unless it is acquired or goes public. It is worth mentioning that the purpose of VC investment is not to control the invested company but to establish a wider business scope, access new markets, and achieve higher capital appreciation or market return; then the capital invested would cease and will be directed to another investment cycle. It is generally acknowledged that VC investment refers to a form of equity investment in a private company before it is listed in the public market. Broadly defined, the funds would be managed during seed stages, initial stages, developing stages, expensing stages, mature stages and/or pre-IPO stages of an invested company. Hence, VC is a financial agent between the resource of funds and private firms; according to the definition from Oxford Handbook of VC, VC refers to investment provided in seed-stage companies with high-growth start-up potentials. Summarily, venture

capitalists often support new companies at their seed stages or initial stages, and generally connect with high-return and high-risk potential.

*Crowdfunding in the not-for-profit sector.*

The not-for-profit sector is complex in its needs and offerings compared to the conventional commercial sector. It requires not just monetary donations but also volunteers, infrastructure, the sale of goods, and overall support from the public and government (Miller, 2012). This sector has been yearning for innovative techniques and ideas due to cuts in the US Government's spending and the competing demands for private donations (Das et al., 2008). As the economic climate begins to recover, US charities have witnessed an increase of 4.9% in donations since the downfall in 2008 (MacLaughlin and Cohen, 2014, ALS Ice Bucket Challenge took place against this background). Of those methods of donation, online donations have risen by 13.5% from the previous year (MacLaughlin and Cohen, 2014). It is estimated that online crowdfunding tools raise six times more than offline tools due to the vast network. For instance, Facebook alone has over one billion users, of which each user has an average of 130 friends, giving charities instant access to a phenomenal amount of people if users 'share' their donating activity (Castillo, Petrie, and Wardell, 2014; Waddingham, 2013). This is not just true to Facebook, but all social networking channels used in conjunction with one another resulting in successful campaigns. For example the '#GivingTuesday' campaign, which encourages online donations yearly in December, produced over $19.2million in online donations in 2013 (MacLaughlin and Cohen, 2014). These trends are also largely evident in the UK and other European countries.

In USA, the move to online crowdfunding is a pragmatic transition as 83.8% of people own a computer and 74.4% have internet connection enabling easy and wide access to other people (File, 2013). The campaigns are not dependent on only one method but many other methods such as appeals on websites, commissions from online product sales, appeals on e-mails and online auctions (Bøg et al., 2012). More recently, with the use of social networks, charities now encourage donors to 'share' that they have donated as it is a quick and costless way to increase donations (Castillo et al., 2014). The reasons and motives for donating to a charity are diverse and often differ depending on the "Mode of Ask". The diverse set of motivating factors for charitable donations have been explored by academics. They are: intention to donate, outcome expectancies, moral obligation, guilt, income, media exposure, attitude toward donation, self-esteem and public recognition (Cheung and Chan, 2000; Hibbert and Horne, 2006; Oosterhof et al., 2009).

Based on the above, it is evident that crowdfunding in the not-for-profit sector is extremely relevant to the social business model. Crowdfunding can be an ideal catalyst to disseminate the core social values of the project involved, by making it easier for these personal interconnections between users to materialise and with financial donations being generated which support not-for-profit organizations (see van den Hoogen, 2020). Hence, we can argue that crowdfunding in the not-for-profit sector can address societal problems and challenges and it can be a solid foundation supporting the social business model.

The paper focuses on a case study, the Ice Bucket Challenge. The ALS Association had started this viral crowdfunding campaign in June 2014 in various social media platforms to spread awareness of the disease and raise funds for research to find a cure (Pressgrove et al., 2018). Pete Frates, a former captain of the Boston College Baseball team (USA), was

diagnosed with the disease. In the campaign, people dumped or poured a bucket of ice over their head either by themselves or by others and nominated their friends to do the same. The entire activity was filmed and uploaded in the social media platforms. The nominees had 24 hours to perform the activity or donate to the ALS association or a charity of their choice. Even after performing the challenge, people had donated to this campaign. Subsequently, the ALS association was able to generate more than $100 million from this campaign. The phenomenal success of this campaign was also the outcome of the participation of numerous celebrities including Bill Gates, Mark Zuckerberg, George W Bush (Burgess et al., 2018; Heylighen and Chielens, 2009) as well as Charlie Sheen and Sir Patrick Stewart (Schlaile et al., 2018). Considering celebrities as social actors, Kwon's (2019) study focuses on how celebrities' public referral networks evolved during the Ice Bucket Challenge. The results show the importance of restrictive social networking rules in how celebrities engaged in the campaign. Moreover, sociodemographic similarities or homophily featured prominently in celebrities' referral decision making. Burgess et al. (2018) investigate Neknomination, the Ice-Bucket Challenge and SmearForSmear, as social media challenges. They find that viral challenge memes, manifesting a set of consistent features, diffuse in a wave-like fashion.

Schlaile et al. (2018) explain the origin of the Ice Bucket Challenge in terms of the role of different prior memes such as the neknomination. They also focus on memetic characteristics in how the Ice Bucket Challenge's success can be explained; for example, according to their simulation results, there are so-called tipping points in the campaign - in order not to stall prematurely, the Ice Bucket Challenge had to reach a critical mass of carriers. Moreover, as the Ice Bucket Challenge exhibited a strict nomination rule, this allowed the hubs to have a higher probability of being nominated (however, they still could

not nominate more than three of their peers). When hubs had a higher influence on others due to their status, the consequence was a faster diffusion of the Challenge. This wide-ranging diffusion could be especially observed in networks exhibiting a highly skewed degree distribution (Schlaile et al., 2018). Weng et al. (2013) examine whether memes and behaviours are complex contagions (unlike infectious diseases). They find that most memes spread like complex contagions, although a few viral memes spread across many communities. Spitzberg (2014) develops a model that argues that memes compete at multiple levels in order to sustain their presence in users' mind. The model explicates, among other things, how new media is playing an important role in the diffusion of cyber (online) ideas and projects. It is important to recognise that the evolution to the second generation of Web has provided key features of communication and improved functionality for its users, benefiting campaigns such as the Ice Bucket Challenge. Alongside blogs and applications, the most interactive feature is the development of social media.

Obar and Wildman (2015) define social media services as a social network online determined by the relationships of individuals and/or groups; and the generated content produced by the users is the "lifeblood of social media" (Obar and Wildman, 2015). Blogging has become one of the most appealing features to arise from the ordinary Web. The prevalence of dynamic websites over static websites, such as the progression of RSS, began to enrich user content where "recent changes" can produce notifications and updates that can be personally aggregated and collated (Pilgrim, 2017). These Web 2.0 technologies have advanced communication within most companies as well as providing a more integrated environment (Andriole, 2010). Berthon et al. (2012) capture how Web 2.0 can be split between social content and social creators. The web conceptually took information and

activity from the desktop to a sharable platform, where two types of content are created, ‘creative consumers who produce value’ and ‘social media platforms who shift power’. The growth of digital technology and content sharing created the possibility for users to interact with companies, advertisers and brands started tapping into consumer engagement and capitalising on their information (Polzin et al., 2017).

Consequently, crowdfunding platforms have become largely dependent on social marketing; they utilize the integration of social marketing, both online and offline, for the promotion of projects (Polzin et al., 2017). From an economic perspective, funders also face hidden information problems within crowdfunding campaigns due to the inability of potential funders to control how funds are utilized. The beneficial infrastructure of social media platforms allows crowd funders to reduce friction in customer acquisition (Datta, Sahaym and Brooks, 2018). Funders can collate their own information through social media and observe any information asymmetry that a project initiator may not provide. In addition, information is exchanged through social media that could promote a project. A funder is more likely to reveal a project to their social network in order to ensure its success. In summary, social networks have become a portal to enhance a project creator’s reputation and share information (Berthon et al., 2012; Belleflamme et al., 2015). Moisseyev (2013) explores the effects of social media on crowdfunding project results, looking into the connection between Facebook ‘friends’ and ‘likes’ on the number of backers and the total funding achieved on crowdfunding projects’ data. Moisseyev (2013) collates data across numerous categories, but is limited in his conclusions; for example, he only researched one factor (social media) on the success of a crowdfunding project.

**Theoretical Framework**

We first provide a theoretical framework that includes individual-level factors for 'sharing' a content and 'donating' to a charity within viral crowdfunding campaigns. As discussed, crowdfunding reflects an amalgam of motivations, ranging from pure altruism to financial return on investment (Gerber, 2012). In a general crowdfunding context, the type of exchanges permitted between the fundraiser and the funder can be monetary (i.e. initial capital plus interest or equity/ profit-participation) or non-monetary benefits (i.e. a symbolic gift as reward or simply the warm glow feeling of having helped) (Mollick, 2014). These differences in the type of exchange from monetary to non-monetary are also echoed in the variation of the crowd's behaviour and their diverse motivations for participating (Cholakova and Clarysse, 2015). We can thus characterize this hybridity of transactions and motivations as harbouring a plurality of logics (André et al., 2017; Ramani et al., 2017; Gregory-Smith et al., 2017). It is in this context that the following research questions will act as a basic structure for our theoretical framework:

1. Which individual-level factors are most influential in terms of forwarding or sharing content online? In other words, what are the most influential viral factors at the individual level of actors?
2. Which individual-level factors are most influential in terms of donating money online?
3. Is there a linkage between willingness to share and willingness to donate at the individual level of actors?

The extant research has identified factors of crowdfunding such as Moral Obligation, Attitude Toward Donation, and Income (Cheung and Chan, 2000; Oosterhof, Heuvelman, and Peters, 2009). However, the emergence of viral crowdfunding means that we now have the

opportunity to identify not only the reasons behind 'virality', but also how one can test existing motives in the context of donating. We may be able to shed new light on how both donating factors and sharing factors are working simultaneously. For example, prior research lacks a comprehensive framework that takes into account the motivating or 'triggering' factors for donating to an organization.

*Viral factors*

The hybrid nature of crowdfunding emanating from the variance across different online business models means that there can be a large number of 'motivating factors' when it comes to 'sharing' online content. We select several factors due to their relevance to the case study. Firstly, Blomstrom et al. (2012) undertook a study focusing on a video-based viral campaign, in which 'triggering factors' for the participation in a viral campaign were identified and tested. Later, the framework was revised to include Interactive, Emotional and Motivational factors (Dichter, 1966; Heylighen and Chelens, 2009; Dobele et al., 2007; Spitzberg, 2014; Berger and Milkman, 2012 & 2013).

*Interactive factors – Comprehension, personalization, and participation*

Within the interactive factors, comprehension is defined as the time it takes a consumer to process the emotional content of the campaign (Pavlou and Stewart 2000). This is considered to be an influential viral factor as when a campaign involves too much time to comprehend, it will be less likely to be acknowledged, let alone 'shared' (Pavlou and Stewart 2000). Secondly, as stated by Xia and Bechwati (2008), in a loud and cluttered world of advertising, Personalization is an important factor when hoping to be noticed. It is said that a product, service, or campaign which is personalised is felt to be more relevant and in line with consumer's needs, thus enhancing a response (Xia and Bechwati, 2008). Thirdly, user

participation is shown to improve the satisfaction of customers as they partake in the advertisement process (Pavlou and Stewart, 2000). This particular motivating attribute will be assessed as the independent variable in the study, as participating and 'sharing' the campaign will be measured against all other viral factors (see Figure 1).

*Emotional involvement – Surprise*

'Emotional Involvement', adapted from Dobele et al.'s (2007) study, which originally involved six emotions which are thought to result in 'sharing' content: Surprise, Joy, Sadness, Anger, Disgust and Fear. After qualitative research, Blomstrom et al. (2012) concluded that from the six original emotions, surprise is the most influential in terms of provoking a positive viral effect, therefore it will be tested in the context of the Ice Bucket Challenge. Emotion plays an influential role when it comes to encouraging consumers to respond and forward content, as if the campaign evokes an emotional reaction this will then increase the likelihood of 'sharing' (Dobele et al. 2007).

*Motivating factors – Self-involvement, inclusion and message involvement*

Spitzberg (2014; p. 321) argues, "The diffusion of memes and knowledge is significantly influenced by individuals who are in a position to control or influence the flow of information throughout a network". Therefore, extracted from Blomstrom et al. (2012) 's revised model of four motivating factors: Self-Involvement and Message Involvement were adopted (see also Xia and Bechwati, 2008). Self-Involvement describes the consumer's need to gain attention and be recognized by others which could result in a campaign to be passed-on (Dichter, 1966). Factors of Inclusion and Control from the FIRO-based model (Fundamental Interpersonal Relations Orientation) were merged as part of Self-Involvement. However in this study, inclusion will be tested on a separate scale as it describes participants' need for

recognition, encouragement and to gain attention from others within their social circle (Blomstrom et al., 2012; Schutz, 1976). Linked to Individuation, Self-Involvement encompasses the willingness for a participant to voice an opinion, stand out and be different from others in order to then gain recognition from others (Ho and Dempsey, 2010). Message Involvement highlights the consumer's need to pass on a campaign despite possibly not even being connected to it or experiencing it personally (Blomstrom et al., 2012). Even if the product is not of interest, word of mouth (WoM) is triggered due to interest in the message itself, which could be of relevance and interest for this case study due its fundraising nature (Dichter, 1966).

*Internet usage*

Spitzberg (2014) and Heylighen and Chelens (2009) suggest that the competence of a user is moderated by the communicator's selectivity of media or how communication technologies may enhance social network factors. In terms of 'viral' factors, Internet Consumption was delineated as many studies highlight its significance as high rates of Internet usage are proven to positively relate to 'share' the content (Blomstrom et al., 2012). Ho and Dempsey (2010) state that the relationship between a high level of online consumption and the forwarding of online content is positive and significant. Against the background of the motivating factors (*self-involvement, inclusion and message involvement),* as discussed above, the first hypothesis associates each viral factor to those respondents who 'shared' the crowdfunding campaign.

Our first hypothesis is as follows:

H1. Respondents who shared the crowdfunding campaign show a significantly positive relationship to viral factors such as Comprehension, Personalization, Participation, Surprise, Self-involvement, Inclusion, Message involvement and Internet Consumption.

*Donating factors*

Moving on to donating factors, the following five factors were selected from various studies evaluated in terms of relevance to the current study.

*Moral obligation to donate/guilt*

Extracted from the study of social cognitive factors for donating money to charity, Cheung and Chan (2000) highlighted the relevance of an individual's feeling of Moral Obligation, either through personal morals or through reflecting the norms of society. Internalization of a certain set of moral standards is seen as something which is integral in terms of giving a person a purpose and a sense of achievement (Bandura, 1991). A Moral Obligation should be universally justifiable and comprise of no calculation of costs and benefits; thus, it is a relevant factor due to the altruistic act of donating to charity being a moral act as the beneficiary and donor do not know one another (Cheung and Chan, 2000).

*Attitude towards helping other people*

In relation to attitude towards helping other people, Webb et al. (2000) construct two scales: Attitude towards Charitable Organization (ACO) and Attitude towards Helping Others (AHO). Similar factors to AHO are covered across various studies such as Awareness of the Problem and Need for Donation as well as more generally Attitude towards Donation (Cheung and Chan, 2000; Oosterhof et al., 2009). AHO was chosen to be explored in this

study as Webb et al. (2000) claim that; “individuals having positive AHO and ACO are likely to make donations to charities”.

*Attitude towards charitable organization*

Many academics highlight similar factors influencing the act of monetary donations which relate to overall ACO, such as Outcome Efficacy which encompasses Outcome Expectancies, Problem Solving and Goal Attainment. (Cheung and Chan, 2000; Das, Kerkhof, and Kuiper, 2008; Oosterhof et al., 2009). When parting with money, donors need to have a level of trust for the charitable organization which is expected to fulfil its promises to achieve the goals outlined (Bagheri et al., 2019; Miller, 2012). Webb et al. (2000) noted that a positive image of the organization will in turn increase the likelihood of a donation, as well as maintaining a good reputation for effectiveness and efficacy.

*Attitude towards donation*

Attitude towards Donation describes the idea that “when people evaluate behaviour positively they will have the intention to perform that behaviour” (Oosterhof et al., 2009), as the attitude toward a behaviour is shown to have a direct effect on their intentions. Webb et al. (2000) determined that Attitude towards Donation is too broad in terms of specificity and, hence, insignificant which is also supported by Cheung and Chan (2000). However, other studies have produced contradictory results showing this to have been highly significant and having a positive direct effect of intention to donate (see for example, Oosterhof et al., 2009). We have included this factor in our framework.

*Income*

Income appeared to be an indirect influencing factor when it comes to donating money to Charity, as shown by Oosterhof et al. (2009). Even-though it fluctuates in significance between various research studies (Cheung and Chan, 2000; Oosterhof et al., 2009), it will be tested during this study as an element of the demographical classification as it "has a strong effect on an individual's contributions to help others. Wealthier people give more" (Bennett, 2003; Guy and Patton, 1988, p.9). Hypothesis (2) focuses on the donating factors outlined in the theoretical framework, associating each donating factor to whether the person donated money. Finally, an exploration of the relationship between those who donated and those who participated will also be investigated (Hypothesis 3).

Our second and third hypotheses are as follows:

H2. Respondents who donated show a significantly positive relationship to the donation factors such as Moral obligation to donate, Attitude towards helping other people, Attitude towards charitable organization and Attitude towards donation and Income.

H3. Respondents who shared the crowdfunding campaign are likely to also donate to the cause.

Our full conceptual model is presented in Figure 1.

[Insert Figure 1 about here]

**Methodology**

There are two main branches of research methods which can be used when gathering data; qualitative and quantitative. Both qualitative and quantitative research holds significant merit

when it comes to research as quantitative research offers easy identification of patterns and qualitative research often provides more in-depth information on key subjects. Malhotra et al. (2012) suggest that when conducting research there are three different methods. These are: mono-method, mixed methods and multi method research. The chosen method approach employed in this work is the mixed methods analysis including a case study approach to create a stronger outcome in relation to research questions (Malina, Nørreklit and Selto, 2011). For this research it was also important to gather a wide number of responses to ensure statistical accuracy. Malina, Nørreklit and Selto (2011) show that surveys are particularly reliable when assessing the behaviour and attitudes of large groups. For this reason, we also used quantitative data to allow for a wide and in-depth analysis; our study is thus deductive in nature.

In the light of the literature discussed above, a questionnaire was constructed. It consisted of demographical questions, screening questions, pre-constructed scale items for each 'Motivating Factor', and questions about their involvement with the campaign. The demographical questions enabled us to segment the data into sub-groups and aid in classifying respondents during the analysis stage. As the questionnaire is being sent to US citizens (platform / gig economy workers), appropriate demographics were extracted from Wang et al. (2011), consisting of *'Age', 'Sex', 'Marital Status', 'Ethnicity', 'Education', 'Annual Household Income', and 'Time Spend Online per week'*. Secondly, the use of screening questions will ensure that the data analysed represents the target population, therefore the answers to questions such as *'Are you aware of the ALS Ice bucket challenge'* and *'Are you a US Citizen?'* will determine the inclusion of the results in the final analysis (Wang et al., 2011). Figure 2 shows the sources for each scale chosen to represent each motivating factor.

[Insert Figure 2 about here]

The chosen population for this data collection is the US population who are aware of the campaign, as even though the Ice Bucket Challenge gained worldwide coverage, it originated in the USA and the ALS Association is a US organization. According to the United States Census Bureau, of the current US population of 320 million, 74.4% have an Internet connection (File, 2013; United States Census Bureau, 2015). An online questionnaire method is chosen, administered through the use of Amazon's Mechanical Turk software in order to gain access to US citizens. As it is a case study focusing on a viral phenomenon, an online questionnaire is an appropriate method for data collection as it will result in a select sample of US citizens who have access to, or own, a computer and are therefore likely to be frequent users of the Internet and aware of the campaign during the period 2014-2017. Also, using Mechanical Turk enables access to such a wide range of age, ethnicity, and social economic status which means that the sample will have a strong representation and generalisation compared to other methods (Mason and Suri, 2012). Furthermore, even though it is a reasonably long questionnaire (taking on average 7 minutes to complete), the financial incentive means that collection of data from a reasonably sized sample was possible, thus hopefully producing results which are as generalized as possible within the limitations. Prior to official data collection, a pilot survey was administered to 20 participants (platform / gig economy workers) on Mechanical Turk, identical to the intended final questionnaire. This piloting process helped to ensure that it was understandable, did not cause offence, and had a coherence layout. No issues were highlighted by the piloting participants and the data appeared to be completed therefore no changes were made in the questionnaire.

As mentioned above, the ALS Association had started its viral crowdfunding campaign in June 2014 on various social media platforms to spread awareness of the disease

and raise funds for research to find a cure (Pressgrove et al., 2018). During the social media campaign, people dumped or poured a bucket of ice over their head by themselves or by others and they nominated their friends to do the same. The case focused on answering the following specific questions: which factors were most influential in terms of forwarding or sharing content online? In other words, what were the most influential viral factors? Which factors were most influential in terms of donating money online? Was there a linkage between willingness to share and willingness to donate?

**Results**

The questionnaire was completed over a period of 2 days by 491 participants. A total of 565 participants were initially approached but some of their input was marked 'incomplete', resulting in a high response rate of 87%. Of these 491 participants, 22 responses were then removed during the data cleaning stage as they did not meet the screening requirement of being a U.S. Citizen or being aware of the Ice Bucket Challenge, as the responses from these participants would have been irrelevant and not met the target population.

*Descriptive statistics.* Of the remaining 469 respondents, 37.4% were female, 62.3% were male, and 0.3% selected 'undisclosed'. The majority of respondents, 50.1%, were aged 20-29 years, followed by 27.9% being aged 30-39 years. The majority of respondents, 49.9%, spend on average over 20 hours online per week. The chosen population for this data collection is the US population who are aware of the Ice Bucket Challenge; so we found that 309 (66%) respondents participated in the Challenge. Of those who participated in the campaign in terms of filming and uploading a video, the majority, being 92.1%, shared their video on Facebook; followed by 14.5% sharing this campaign on YouTube. A popular aspect of the campaign was 'nominating' friends to partake in the campaign. The results found that out of those who

participated in the campaign, 86.8% were nominated to do so. 23.6% of respondents donated to the charity, donating monetary values ranging between $1 and $35, the mode value being $1 and mean value being $6.67. Of those who participated in the campaign, 67.1% also donated money to the ALS Association. In contrast, of those who did not participate in the campaign, just 12.3% donated, suggesting a strong correlation concerning those who participated being more likely to also donate. Finally, Income was explored in relation to donations to investigate whether higher income was related to donating the campaign. Results did not indicate an obvious pattern, with the majority of donators, 54%, earning a household income of '40,000 – 99,000' US dollars and the higher income bands showing little to no donations.

*Reliability analysis*

One item in the 'Inclusion' scale was removed as a result of the 'Alpha if deleted' value meant that the scale would meet this requirement of being at least 0.6. Therefore, once this scale was edited, all scales held enough reliability to be involved in further analysis. These are acceptable  particularly as they are short scales (less than 10 items), which often have a lower alpha value than normal (Pallant, 2013). The resulting values for the scales are reported in Table 1.

Looking at the Viral Factors; participants have a high overall feeling of Comprehension in regards to the campaign at 3.71, showing their ease of understanding of the concept. The mean rating does not exceed 3 regarding Personalization, Emotional Involvement, Self-Involvement, and Inclusion; showing little to no overall feeling of these factors. Moving on to look at the Donating Factors, participants generally showed a positive

Attitude towards Helping Others (3.25), Attitude towards Charitable Organizations in general (3.13) and Attitude towards Donation (3.46).

We conducted the following inferential statistical analysis using SPSS software. Two sample t- test was conducted to compare the differences between two groups - participating / sharing and donating on the motivating factors. Bivariate correlation was conducted between viral and donating factors to understand the nature of association between them. Multivariate analysis of variance was conducted to compare the scale variables against the Independent variables (Donation and Participation) to investigate participating/sharing differences in terms of the viral factors and differences between those who donated and those who did not against the donation factors. Finally, two separate logit regressions were carried out; first, to predict the incidence of 'Participated/Shared' given Personalization, Comprehension, Surprise, Message Involvement, Self-Involvement and Inclusion, and, second, to predict the incidence of 'Donated' given Moral Obligation, Attitude towards Helping Others, Attitude towards Charitable Organizations, and Attitude towards Donation as independent variables. We also confirm that assumptions of MANOVA and logit regression were met. We further examine whether there is a significant difference in the mean of motivating factors between participating / sharing and donating. To answer this question, an independent-sample t-test was conducted. The compared results from the t-test about the mean scores for the two categories are presented in Table 1. There were significant differences in the rating for participating / sharing and donating (in terms of participating / sharing category: for Personalization m= 2.53, t=1.37; for Comprehension m=3.71, t=1.28; for Surprise m=3.54, t=1.45; for Self involvement m=2.86, t=1.24; for Inclusion m=2.54, t=1.18; for Message involvement m=3.19, t=1.47, and in terms of donating category: for

Moral obligation to donate m=3.79, t=1.58; for Attitude towards helping others m=3.25, t=1.43; for Attitude towards charitable organizations m=3.13, t=1.38; for Attitude towards donation m=3.46, t=1.52).

[Insert Table 1 and 2 about here]

*Correlation matrix*

Table 2 shows the correlation matrix, investigated using Pearson product-moment correlation coefficient, which indicates the strength and nature of the relationships between each pair of scale variables. Here, both the Viral Factors and Donating Factors have been compared to see if any relationships are present between the two groups. Firstly, focusing on the Viral Factors, a very strong relationship can be seen between Message Involvement and Personalization, with a correlation of 0.689. Looking secondly at the Donating Factors, it can be seen that there are strong relationships between Moral Obligation and Attitude towards helping others, Moral Obligation and Attitude towards Donation, and Attitude towards Helping Others and Attitude towards Charitable Organization – all of significant values. Finally, there does not appear to be a strong relationship between Donating Factors and Viral Factors with none exceeding 0.368, which is seen as a medium relationship (Pallant, 2013).

*Multivariate analysis of variance*

In order to compare the scale variables against the Independent variables (Donation and Participation), multivariate analysis of variance was performed on each set: Donating Factors and Viral Factors. Firstly, *a one-way between groups multivariate analysis of variance* was performed to investigate participating/sharing differences in terms of the viral factors. All six variables were used: Personalization, Comprehension, Surprise, Message Involvement, Self-Involvement and Inclusion. The independent variable was whether the respondent

participated/shared the campaign or not. Preliminary assumption testing was conducted to check for normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, with no serious violations noted. There was a statistically significant difference between those who participated and those who did not, F=16.78, p=0.00; Wilks' Lambda = 0.669; partial eta squared = 0.363. When each dependant variable was considered separately, using a Bonferroni adjusted alpha of 0.009, all variables showed a statistically significant difference. Upon inspection of each individual score, it can be said that those who participated in the campaign reported higher scores of Personalization, Surprise, Message Involvement, Self-Involvement and Inclusion. In terms of Comprehension, those who participated had lower scores than those who did not.

Secondly, the same one-way between-groups multivariate analysis was performed to investigate differences between those who donated and those who did not against the donation factors. Four dependant variables were used: Moral Obligation, Attitude towards Helping Others, Attitude towards Charitable Organizations, and Attitude towards Donation. As mentioned previously, the same assumption testing was performed, and no serious violations were noted. There was a statistically significant difference between those who donated and those who did not on the combined donation factor variables, F= 16.38, P=0.00; Wilks' Lambda = 0.762; partial eta squared = 0.214. When considered separately, using the Bonferroni adjusted alpha level of 0.0134, the results showed all variables to reach statistical significance in terms of difference. The difference between the mean values showed that respondents who donated reported a higher score for Moral Obligation, Attitude towards Helping Others, Attitude towards Charitable Organization and Attitude towards Donation.

Regression analysis is a tool that provides a picture of how multiple variables are affecting and interacting with dependent variables. In the first part, a logit regression was carried out to predict the incidence of a dependent variable (Participated) given a set of explanatory variables (Personalization, Comprehension, Surprise, Message Involvement, Self-Involvement and Inclusion). In the second part, another logit regression was run to predict the incidence of dependent variable (Donated) given Moral Obligation, Attitude towards Helping Others, Attitude towards Charitable Organizations, and Attitude towards Donation as independent variables. The first regression was run to see the impact on participation factor by these variables: Personalization, Comprehension, Surprise, Message Involvement, Self-Involvement and Inclusion (Table 3a). The model was significant in accounting for variance in Participation with an Adjusted $R^2 = .09$. Within the regression model, Personalization (Beta = .30, $p < .05$; adjusted odd ratio = .14, $p < .05$) surfaced as a significant predictor; the other significant predictors include Surprise, Message Involvement, Self-Involvement and Inclusion. As discussed, Personalization is an important factor when hoping to be noticed. This is especially true when a product, service, or campaign which is personalised is felt to be more relevant and in line with consumer's needs, thus enhancing a response (Xia and Bechwati, 2008). In the context of Surprise, it is likely that emotion plays an influential role when it comes to encouraging consumers to respond and forward content, as if the campaign evokes an emotional reaction and this will in turn increase the likelihood of 'sharing' (Dobele et al. 2007). Message Involvement, on the other hand, highlights consumer's need to pass on a campaign despite possibly not even being connected to it or experiencing it personally (Blomstrom et al., 2012). Even if the product is not of interest, WoM is triggered due to

interest in the message itself, which could be of relevance and interest for this case study due its fundraising nature (Dichter, 1966).

Linked to Individuation, Self-Involvement encompasses the willingness for a participant to voice an opinion, stand out and be different from others in order to then gain recognition from others (Ho and Dempsey, 2010). In other words, self-Involvement describes the consumer's need to gain attention and be recognized by others which could result in a campaign to be passed-on (Dichter, 1966). In this study, although factors of Inclusion and Control from the FIRO-based model (Fundamental Interpersonal Relations Orientation) were merged as part of Self-Involvement, we tested Inclusion on a separate scale as it describes the participants need for recognition, encouragement and to gain attention from others within their social circle (Blomstrom et al., 2012; Schutz, 1976). Our regression results confirm this procedure as it emerged as a significant predictor in the study. The second regression was run to see the impact on donation factor by these variables: Moral Obligation, Attitude towards Helping Others, Attitude towards Charitable Organizations, and Attitude towards Donation (Table 3b). The model was significant in accounting for variance in donation factors with an Adjusted $R^2 = .06$. Within the regression model, Attitude towards Helping Others (Beta = .24, $p < .05$; adjusted odd ratio = .11, $p < .05$) surfaced as a significant predictor. This is an important result as Attitude towards Helping Others also covers similar other factors like Awareness of the Problem and Need for Donation as well as more generally Attitude towards Donation (Cheung and Chan, 2000; Oosterhof et al., 2009). It is then the case that, as Webb et al. (2000) and others also claim, individuals having positive Attitude towards Helping Others will likely make more donations to charities.

[Insert Table 3a and 3b about here]

## Conclusion

Viral crowdfunding is a contextual concept that allows us to explore both factors that result in a viral crowdfunding campaign being 'shared' and factors that result in a donation to charity being made. Our work has illustrated that crowdfunding can generate significant interest by the public, organizations and other stakeholders for social causes. More importantly, crowdfunding can be a very effective platform to support social businesses and the underlying societal challenges involved. Therefore, it is evident that direct associations and interconnections exist between crowdfunding, social business and not-for-profit organizations taking into account the research focus of this work. Authors like Shifman (2014) and Spitzberg (2014) suggest how new media is playing an important role in the diffusion of online ideas and charitable projects. Our current study confirms this assertion as crowdfunding utilizes digital platforms to serve the larger societal objectives, including promoting social business and technology. Hence, our work is very relevant to the social business model (Yunus et al., 2010) as we have shown that crowdfunding can be a major tool to promote and encourage social businesses (Kocer, 2015). Equally, it can support successfully not-for-profit organizations (van den Hoogen, 2020).

Additionally, our results show interesting patterns and indicate differences between a charitable crowdfunding campaign and a more generic commercial product-based campaign (see Xia and Bechwati, 2008; Blomstrom et al., 2012). As discussed above, the growth of digital technology and content sharing created the possibility for consumers to interact with companies, which led many advertisers and brands to start tapping into consumer engagement and capitalising on their information. This has motivated many crowdfunding platforms to also utilize the integration of social marketing, both online and offline, for the promotion of

their projects (Polzin et al., 2017). As the Ice Bucket Challenge campaign was such a phenomenal success in terms of donations and general increased worldwide awareness of ALS, it is important that further studies surrounding this topic are explored. If the significant 'triggering factors' which explain this success can be identified, then it increases the possibility of charities being able to re-create this success and thus improving the efficiency and success-rate of online crowdfunding. For example, in our study, all viral factors, apart from Comprehension, show a positive correlation (including Personalization and Message Involvement) for the respondents who participated. Moreover, in relation to the donation factors, the relationship between Income and donating behaviour indicated no clear pattern of significance. Other factors such as Attitude towards Helping Others were found to be more important. Crowdfunding is a community-based funding method, which allows interaction between different stakeholders, as well as collecting feedback on ideas under development project validation.

However, to our knowledge, no studies have jointly investigated the donation-based crowdfunding model and Web 2.0 based viral factors. In particular, in order to fill the gap in literature, we aimed to answer the research questions such as the factors that are most influential in terms of forwarding content and the factors that are most influential for donating the money. More critically, we test the factors that are responsible for sharing and donating simultaneously. Extant research does not provide a comprehensive assessment of the motivating or 'triggering' factors for donating to an organization or individual; e.g., the success of some of the campaigns has been attributed to the voluntary engagement of celebrity communities (Burgess et al., 2018; Heylighen and Chielens, 2009). For example, in a viral environment, campaigns benefit greatly from peer-to-peer information sharing

(Kozinets, 2002); just one 'share' in Facebook can increase the donations by between $1 and $20 (Waddingham, 2013). Furthermore, in the case of 'friends' asking 'friends' to donate online, the likelihood of a donation increases by 10% and of that donation, gift size is increased by an average of 52% (Castillo et al., 2014)**.** Many studies on 'virality' also put an emphasis on the generic word-of-mouth (Berger and Milkman, 2012 & 2013; Sampson, 2012). In this context, we uniquely contribute to our understanding of the factors that are most influential in terms of forwarding content and the factors that are most influential for donating the money. By highlighting this plethora of factors, our work has a holistic and a multi-dimensional perspective and it complements past work by Moisseyev (2013) who examined the success of a crowdfunding project by taking into account only one factor (social media).

Our theoretical framework builds on the assumption that the hybridity of exchanges within crowdfunding harbours a plurality of logics (André et al., 2017). For example, in recent years, the proliferation of the crowdfunding phenomenon has led to the evolution of different online business models reflecting the diversity and different nature of transactions and exchanges between the fundraiser and the funder. These exchanges range from monetary (i.e. initial capital plus interest or equity/ profit-participation) to non-monetary benefits (i.e. a symbolic gift as reward or simply the warm glow feeling of having helped, see Mollick, 2014). This diversity of exchanges also reflects in an amalgam of motivations for people's participation in a crowdfunding campaign. These motivations may vary from pure altruism to financial return on investment (Gerber, 2012). There can thus be different incentives and motivations for participating in a crowdfunding campaign (Cholakova and Clarysse, 2015). Our empirical results shed light on the specific nature of these motivations such as how Personalization and Message Involvement and Attitude towards Helping Others affect

people's behaviours and actions in the context of a specific crowdfunding campaign, i.e. the Ice Bucket Challenge. Fundraisers and online crowdfunding platforms such as Kickstarter and Indiegogo may take into account these funders' motives when they design and implement a new crowdfunding campaign.

There is now a great deal of information regarding crowdfunding available through social media platforms and blogs by individuals who have successfully produced a campaign. On the other hand, we still need to understand how to increase the likelihood of success and analyse user choices based on incentives and policymakers. In this particular domain, the current study has evaluated the key considerations for a project creator and policymakers. The second implication that this study suggests is the management and development of social media platforms to advance success for a campaign. Information diffuses through social media, not just through connections within an individual's online social networks, but it can also expand into external networks, similarly to traditional marketing methods. The innovative capabilities produced within social networks are extensive and crowdfunding is unquestionably an example for the creation of unique enterprises. Equally, this finding is extremely important extending past work by Berthon et al. (2012) and Belleflamme et al. (2015). Agrawal et al. (2015) examine the relationships of investors and their social ties. Their research shows that despite the limited effect of distance-related frictions on campaigns, socio-economic frictions are significant. Social marketing and communication allow crowd funders to reduce the asymmetrical information barrier with their investors, and from previous exploration of the social media phenomenon, this research observes how it greatly advances a crowdfunding campaign. Overall, our paper supports and extends work by Polzin et al. (2017)

regarding the interdependence between crowdfunding platforms and social marketing as we have illustrated the key, influential factors for the success of these platforms.

The present research has some limitations. Although our current approach was useful in deriving more specific results, the use of a specific case study and population means that the results might not be generalizable across all online charitable campaigns. Despite this limitation, this work forms a solid benchmark for future comparisons. Furthermore, as indicted throughout the literature review and methodology, there are other triggering factors for both donating and participating in viral campaigns; new innovative research could explore these factors for significant relationships. In order to gain more understanding of the results and, overall, the subject of viral crowdfunding campaigns, there are several areas that require further research to achieve greater clarity. For example, further research into the 'nomination' aspect of the campaign in terms of peer pressure would be interesting to explore. The high statistic of nominated participants suggests that it potentially had some influence over whether the respondent participated or not, therefore additional research could explore this. In addition, the current work focused on US citizens and a relevant crowdfunding campaign. Future research could consider other national environments aiming to provide novel insights into possible similarities and difference between behaviours at national level. Equally, the role of sustainability can be further explored in relation to social business in the context of crowdfunding campaigns for both profit and non-for-profit organizations. Social causes were the underlying focus of this work, and it is evident that the social elements of sustainability require further attention. Finally, this crowdfunding campaign has been supported extensively by various celebrities such as Bill Gates, Mark Zuckerberg, George W Bush, Charlie Sheen, Sir Patrick Stewart (see Burgess et al., 2018; Schlaile et al., 2018). Nevertheless, this research

work did not include celebrities in the empirical work which is a limitation. Future research needs to consider, *inter alia*, the role of celebrities in crowdfunding campaigns and their influential role (or not) in the formation of various attitudes and behaviours as well as the possible success of these campaigns.

**Compliance with Ethical Standards:**

Ethical approval: Informed consent was obtained from all individual participants included in the study. This article does not contain any studies with animals performed by any of the authors. The authors declare that they have no conflict of interest.

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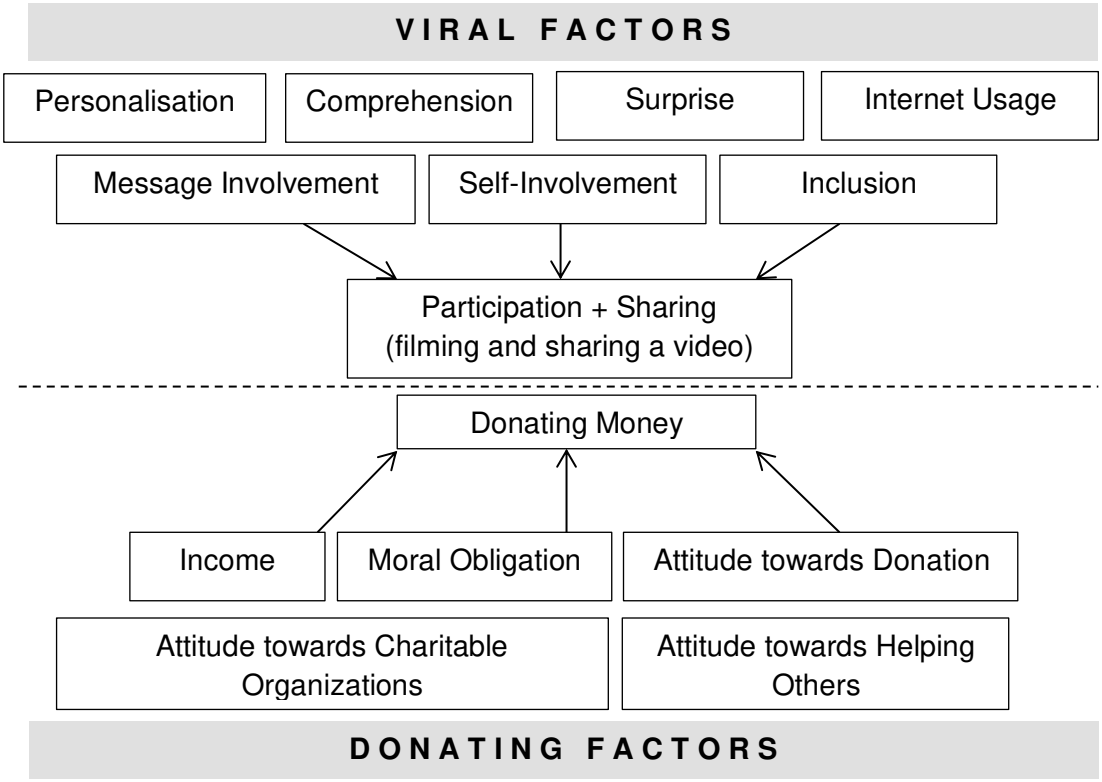
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***Figure 1: 'Viral Crowdfunding Campaign' Theoretical Framework***




H1. Respondents who shared the crowdfunding campaign show a significantly positive relationship to the viral factors such as include Comprehension, Personalization, Participation, Surprise, Self-involvement, Inclusion, Message involvement and Internet Consumption.

H2. H2. Respondents who donated show a significantly positive relationship to the donation factors such as Moral obligation to donate, Attitude towards helping other people, Attitude towards charitable organization and Attitude towards donation and Income.

H3. Respondents who shared the crowdfunding campaign are likely to also donate to the cause

***Figure 2: Pre-constructed Scale Sources***

*VF = Viral Factor; DF = Donating Factor*

| **Category** | **Scale Name** | **Reference** |
|---|---|---|
| **VF: Personalization** | Self-Brand Connection | *Bearden et al. 1993*<br><br>(p.373) |

| | | |
|---|---|---|
| **VF: Comprehension** | Resource Demands | *Bruner and Gordon 2009* (p.758) |
| **VF: Surprise** | Emotions: Consumption Emotions Set | Bearden et al. 1993 (p.308) |
| **VF: Self Involvement** | Attention related to consumer social influence | Bearden et al. 1993 (p.127) |
| **VF: Inclusion** | Self-Monitoring Scale | Bearden et al. 1993 (p. 145)ã |
| **VF: Message Involvement** | Involvement in the Message (Motivation) | Bruner and Gordon 2009 (p.531) |
| **VF: Internet Usage** | Multi-selection question in the demographic section | Wang et al. 2011 (p.56) |
| **DF: Moral Obligation to Donate** | Moral Obligation to Donate | Oosterhof et al. 2009 (p.152) |
| **DF: Attitude Towards Helping Others** | Attitude Towards Helping Others | Webb et al. 2000 (p.303) |
| **DF: Attitude Towards Charitable Organizations** | Attitude Towards Charitable Organizations | Webb et al. 2000 (p.303) |
| **DF: Attitude Towards Donation** | Attitude Towards Donation | Oosterhof et al. 2009 (p.152) |

***Table 1: Reliability alpha, mean and standard deviation values of each scale variable***

*VF = Viral Factor; DF = Donating Factor; all Likert scales were measured on a 5-point scale from 1= 'Strongly Disagree' to 5= 'Strongly Agree'.*

** Negatively-worded scales*

| Scale | Mean | SD | t-test |
|---|---|---|---|
| **VF: Personalization (α=.886)** | **2.53** | | 1.37 |
| *The Campaign reflects who I am* | *2.39* | *1.135* | |
| *I can identify with the campaign* | *2.83* | *1.065* | |
| *I feel a personal connection to the campaign* | *2.41* | *1.047* | |
| **VF: Comprehension (α=.817)** | **3.71** | | 1.28 |
| *The Campaign was difficult to understand** | 3.76 | *1.058* | |
| *I expended a lot of effort to understand the campaign** | 3.18 | *1.136* | |
| *The campaign was hard to grasp** | 3.17 | *1.137* | |
| **VF: Surprise (α=.897)** | **3.54** | | 1.45 |
| *I felt Surprise* | *3.72* | *1.175* | |
| *I felt Amazement* | *3.44* | *1.189* | |
| *I felt Astonishment* | *3.68* | *1.157* | |
| **VF: Self Involvement (α=.832)** | **2.86** | | 1.24 |
| *It is my feeling that if everyone else in a group is behaving in a certain manner, this must be the proper way to behave* | *2.78* | *1.132* | |

| | | | |
|---|---|---|---|
| *My behaviour often depends on how I feel others wish me to behave* | *2.21* | *1.018* | |
| *It's important to me to fit into the groups I'm with* | *2.38* | *1.143* | |
| *When I am uncertain how to act in a social situation, I look to the behaviour of others for clues* | *3.62* | *1.165* | |
| **VF: Inclusion (α=.746)** | **2.54** | | 1.18 |
| *I guess I put on a show to impress or entertain certain people* | *2.48* | *1.047* | |
| *In order to get along and be liked, I tend to be what people expect me to be rather than anything else* | *2.34* | *1.123* | |
| *My behaviour is usually an expression of my true inner feelings, attitudes and beliefs** | *2.46* | *1.038* | |
| **VF: Message Involvement (α=.866)** | **3.19** | | 1.47 |
| *I found it Interesting* | *3.21* | *1.032* | |
| *I found it Involving* | *3.57* | *1.189* | |
| *I found it Personally Relevant* | *2.78* | *1.146* | |
| **DF: Moral Obligation to Donate (α=0.865)** | **3.79** | | 1.58 |
| *I feel the moral obligation to donate* | *2.34* | *1.148* | |
| *Donating money conforms to my principles* | *2.57* | *1.123* | |
| **DF: Attitude Towards Helping Others (α=.883)** | **3.25** | | 1.43 |
| *People should be willing to help others who are less fortunate.* | *3.66* | *1.033* | |
| *Helping troubled people with their problems is very important to me.* | *4.01* | *1.962* | |
| *People should be more charitable toward others in society.* | *3.62* | *.984* | |

| | | | |
|---|---|---|---|
| *People in need should receive support from others.* | *3.43* | *.961* | |
| **DF: Attitude Towards Charitable Organizations (α=.821)** | **3.13** | | 1.38 |
| *The money given to charities goes for good causes.* | *3.27* | *1.027* | |
| *Much of the money donated to charity is wasted.** | *3.46* | *1.167* | |
| *My image of charitable organizations is positive.* | *3.34* | *.956* | |
| *Charitable organizations have been quite successful in helping the needy.* | *3.78* | *.967* | |
| *Charity organizations perform a useful function for society* | *3.37* | *.952* | |
| **DF: Attitude Towards Donation (α=0.877)** | **3.46** | | 1.52 |
| *For me donating money is important* | *3.86* | *1.142* | |
| *For me donating money is good* | *3.59* | *1.163* | |
| *For me donating money is positive* | *3.67* | *1.138* | |
| *For me donating money is unnecessary** | *3.84* | *1.127* | |
| *For me donating money is unsocial** | *3.57* | *1.019* | |

*Table 2: Correlation Matrix 1* – **Viral Factors and Donating Factors**

| | PERS | COMP | SURP | MINV | SINV | INCL | MO | AHO | ACO | ATD |
|---|---|---|---|---|---|---|---|---|---|---|
| Personalization | - | | | | | | | | | |
| Comprehension | -.186** | - | | | | | | | | |
| Surprise | .357** | -.181** | - | | | | | | | |
| Message Involvement | .689** | -0.167 | .478** | - | | | | | | |
| Self-Involvement | .376** | -.156** | .289** | .324** | - | | | | | |
| Inclusion | .198** | -.176** | .345** | 0.163 | .432** | - | | | | |
| Moral Obligation | .356** | -0.32 | .189** | .367** | .287** | 0.132 | - | | | |
| Attitude Towards Helping Others | .354** | 0.167 | .089** | .436** | 0.027 | -.236** | .548** | - | | |
| Attitude Towards Charitable Organization | .146** | .276** | .263** | .437** | .238* | -.246* | .562** | .461** | - | |
| Attitude Towards Donation | .342** | 0.158 | .251** | .376** | .217** | 0.178 | .547** | .376** | .254** | - |

Notes: PERS - Personalization; COMP - Comprehension; SURP - Surprise; MINV - Message Involvement; SINV - Self-Involvement; INCL - Inclusion; MO - Moral Obligation; AHO - Attitude Towards Helping Others; ACO - Attitude Towards Charitable Organization; ATD - Attitude Towards Donation.

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

**Table 3a: Regression analysis data**

| **Model** | **Unstandardized** | **Coefficients[a]** | **Standardized Coefficients** | | |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | t | Sig. |
| Constant | 3.157 | .156 | .238 | 21.567 | .000 |
| PERS | .682 | .057 | .302 | 5.854 | .004 |
| COMP | -.194 | .138 | -.151 | -4.672 | .765 |
| SURP | .372 | .173 | .125 | 2.785 | .843 |
| MI | .249 | .106 | .143 | 3.892 | .649 |
| SI | .292 | .158 | .163 | 2.379 | .000 |
| INCL | .637 | .189 | .241 | -2.904 | .002 |
| N | 469 | | | | |
| $R^2$ | .045 | | | | |
| Adjusted $R^2$ | .094 | | | | |

Notes: PERS - Personalization; COMP - Comprehension; SURP - Surprise; MINV - Message Involvement; SINV - Self-Involvement; INCL - Inclusion; MO - Moral Obligation; AHO - Attitude Towards Helping Others; ACO - Attitude Towards Charitable Organization; ATD - Attitude Towards Donation.

**3(b).**

| **Model** | **Unstandardized** | **Coefficients[a]** | **Standardized Coefficients** | | |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | t | Sig. |
| Constant | 3.692 | .283 | -.266 | 17.465 | .000 |
| MO | .637 | .189 | .241 | -2.904 | .002 |
| AHO | -.394 | .065 | -.101 | -3.436 | .841 |
| ACO | -.284 | .089 | -.045 | -2.267 | .628 |
| ATD | .676 | .254 | .324 | 5.839 | .927 |
| N | 469 | | | | |
| $R^2$ | .057 | | | | |
| Adjusted $R^2$ | .063 | | | | |

Notes: MO - Moral Obligation; AHO - Attitude Towards Helping Others; ACO - Attitude Towards Charitable Organization; ATD - Attitude Towards Donation.