UNIVERSITY OF LJUBLJANA

FACULTY OF ECONOMICS

MASTER'S THESIS

SUCCESS FACTORS OF KICKSTARTER CAMPAIGNS

Ljubljana, September 2018   ALEKSANDRA RASPASHKOVSKA

AUTHORSHIP STATEMENT

The undersigned Aleksandra Raspashkovska, a student at the University of Ljubljana, Faculty of Economics, (hereafter: FELU), author of this written final work of studies with the title "Success factors of Kickstarter campaigns", prepared under the supervision of prof. Robert Kaše PhD.

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INTRODUCTION

Crowdfunding has become one of the most popular ways of funding a product idea, a company or some kind of venture. People nowadays need a better understanding and want to gain a deeper knowledge about what crowdfunding generally means, what is a crowdfunding platform, what are some of the most popular platforms today, where the crowdfunding campaigns' application makes sense in their world and whether they can achieve some success if they try to make a campaign.

A group of people who have a preference and support some specific idea can collect small amounts of money using online media which is called crowdfunding. In other words, it can be considered as an optional way of financing using the Internet. Furthermore, we can also look at it as an innovative technique aiming for a financial support for a variety of new ventures in a way that it allows the individual inventors of social, cultural or for-profit campaigns to request money from other people who in return receive equity or future innovative products. The scope of this kind of campaigns can be quite extensive according to both their aim and size and they can vary from small artistic campaigns to entrepreneurs looking for a huge amount of money in starting capital as an alternative to traditional venture capital investment (Schwienbacher & Larralde, 2010).

Schwienbacher and Larralde (2010), define crowdfunding as "an open call, essentially 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 in order to support initiatives for specific purposes", which is an extended definition of crowdsourcing by Kleemann, Voß and Rieder (2008).

Crowdfunding gained traction after the launch of ArtistShare, in 2003. Following ArtistShare, more crowdfunding sites started to appear on the Internet such as IndieGoGo (2008), Kickstarter (2009) and Microventures (2010) (Wharton School, 2010).

From the above-mentioned, Kickstarter is an exceptional community, which is not focused only on profits but is rather categorized as a benefit corporation. Kickstarter is an American public-benefit corporation based in Brooklyn, New York, which has established a global crowdfunding platform focused on creativity. The company was launched on April 28, 2009, by Perry Chen, Yancey Strickler and Charles Adler (official Kickstarter website, 2015).

Nowadays, the dynamics of successful crowdfunding, the common distribution and the utilization of the crowdfunding mechanisms are in fact not sufficiently recognized and acknowledged. For instance, we are not aware if the crowdfunding endeavors are actually in line with the already existing theories for raising capital and achieving success in the venture, or whether in reality, they oppose them. Moreover, there is the doubt about the consequences of crowdfunding in the long-term, for instance, whether the promised products will eventually

be provided at the end of the existing campaigns. To sum up, even though the process of crowdfunding and its policy is steadily progressing, we can say that this significant and emerging area of entrepreneurial activity and government action is not examined to a satisfactory extent, in other words, we could say it is understudied (Mollick, 2014).

The purpose of my master's thesis is to acquire deeper and broader understanding of the crowdfunding platforms and to identify the factors that can provide success for campaign's end users, indicating some essential characteristics and determinants which will serve to make better proposals for the campaigns. Moreover, I try to refine and define the relevant factors for the success of the campaigns on Kickstarter community. It certainly helps the campaigns' creators to know which factors are influencing the investors. They will learn a better way of presenting their idea and reaching out to the right people who believe and are ready to give a financial support. It is benefitial for both sides, creating a deeper connection evolving into a close collabration for the realization of the campaign. The research and the analysis of the success of the campaigns identify the factors and explain the reasons for their existence.

My master thesis research goals are:

- to provide an understanding and thorough knowledge about crowdfunding platforms by investigating the successfully and unsuccessfully funded campaigns on the Kickstarter website;
- to understand the main purpose and usage of the Kickstarter crowdfunding platform;
- to make an analysis of the campaigns, to explain the steps and discover critical characteristics which have a big influence on the success of the Kickstarter campaigns, and in addition, to give some proposal for future improvements;
- to integrate theory and practice while making a deep analysis of the conditions for the success of the campaigns;
- to do a research on already existing case studies and analyses in order to define the main success factors of Kickstarter campaigns;
- to statistically test the success factors of the Kickstarter campaigns.

The research questions that are investigated in this master's thesis are:

1. Which factors influence the success of the Kickstarter campaigns?
2. Can the selected success factors really make an impact on the success of the Kickstarter campaigns?
3. What is the real influence of the significant success factors on the Kickstarter campaigns in percentages?

The findings of this study can be useful for current and future campaign creators, not only on the Kickstarter crowdfunding platform but also on other platforms. It might also be valuable for the backers of the campaigns and most importantly, for the platform itself. This study can

also be used as a guideline for future studies in this field or for some related topics. First, the campaign creators can find this research practical and can implement some of the given recommendations while making their next campaign in the future. Second, it can help the backers of the campaigns with the decision making, whether a campaign should be supported and whether it can meet the predetermined funding goal in time. With the help of this research and its outcome, the crowdfunding platforms can make some changes in the assessment process of the campaigns or provide some helpful recommendations on their platforms, and mention the factors that future creators should pay more attention to in order to make a successful campaign. Lastly, this study is a kind of a contribution to the existing literature in a way that it is the first study of this kind that investigates the success factors of Kickstarter campaigns created by Slovenians and in the period of two years 2015 and 2016. This means that no such research was conducted for that time period and for the campaigns from Slovenia. Also, it provides directions and ideas for further research and it can be used as a reference by other academics from various fields.

This thesis intends to meet all previously set goals of investigating the success factors of Kickstarter campaigns within a limited number of campaigns included and within the limited time period. Moreover, this master thesis is limited to 88 Kickstarter campaigns that are created in Slovenia. Also, the research in this thesis is restricted to a specific number of success factors of Kickstarter campaigns.

The organizational structure of the thesis consists of four main chapters. The first chapter intends to explore the literature review separated within the theoretical and empirical literature review. It includes analysis and reviews from literature related to the phenomenon success factors of Kickstarter campaigns, containing also another possible success factors and campaigns from other countries. The second chapter contains the detailed explanation of the research methodology used in this thesis, accompanied by a thorough description and coding of the variables, and the statistical models. The third chapter represents the results from the estimated models through a few tables. The forth chapter consists of the discussion or interpretation of the results and evaluation of the thesis, focusing on the benefits and limitations in the research of the phenomenon. In the end are given concluding remarks and some recommendations for future research work.

1 LITERATURE REVIEW AND DEVELOPMENT OF THE CONCEPTUAL MODEL

The first chapter of this thesis consists of three main sections: the theoretical literature review, empirical literature review and the conceptual model of the thesis. The first section, the theoretical part, explains the overview of the crowdfunding with its history. The second section shortly examines the existing types of crowdfunding and some of the biggest crowdfunding types. The third section investigates the Kickstarter as a main crowdfunding platform of this

thesis, and the steps of building a campaign through this platform are explained in details. Then, the meaning of the success factors is explained, and some of the most common factors used in the literature are described. In the second part of the empirical literature review, the conducted studies and their empirical evidence on this matter are presented. The conceptual model of the thesis concludes this chapter.

1.1 Theoretical Literature Review

In this thesis, the theoretical literature review is focused on the exploration of the crowdfunding as an industry, listing and investigating the most popular types of crowdfunding and crowdfunding platforms, whilst focusing mainly on Kickstarter as a platform, and on a general explanation of the success factors of the Kickstarter campaigns.

1.1.1 Overview of the Crowdfunding

A long time ago, crowdfunding existed in another way, even before the use of the internet or the online approach, in the form of donations or gathering money for different causes. Many published books in the past were financed through crowdfunding, the film industry raised donations for making films that were left unfinished, the music was made with money from different people's contributions and even the building of a monumental base was funded. But the case with funding books was not like the crowdfunding we know nowadays, because in the past if enough subscribers announced buying the book, then the book would have been made and the funding would have begun with the actual arrival of the product (Fundable, 2013). The risk of this type of crowdfunding is big. The monumental base of the New York's Statue of Liberty is one of the known causes funded through crowdfunding in 1885, when donations from nearly 160.000 backers were gathered through a newspaper. Also, some rewards were offered to the backers of this so-called campaign (BBC Online, 2013). Historically, the crowdfunding or "tapping the crowd" to collect small amounts of money from a larger number of people was not an unknown phenomenon. For creating compositions or even a concert, famous composers from the classical era such as Mozart and Beethoven collected money from supporters of their music or so-called backers. Moreover, in 2001 the British rock band Marillion published the first crowdfunded album "Anoraknophobia" and discovered how bends can benefit and fund themselves by gathering contributions from their fans (Kuppuswamy & Bayus, 2013).

Crowdfunding, which is rooted in concepts such as crowdsourcing (Kleemann, et al., 2008; Poetz & Schreier, 2012) and microfinance (Morduch, 1999), can be seen as the next step of consumer evolution, as described in the marketing literature. Consumers have evolved from

mere targets to key information sources, co-producers, innovation drivers, co-creators, backers and finally, to financiers of the very products and services they consume (Mahr, Lievens, & Blazevic, 2013; Ordanini, Miceli, Pizzetti, & Parasuraman, 2011).

The term "crowdsourcing" was coined in the Wired article "The Rise of Crowdsourcing" (Howe, 2006), which was obviously derived from the term "outsourcing". Crowdfunding extends the concept of crowdsourcing as crowdfunding investors not only "contribute knowledge and effort but also have to play promotional and investment roles in support of the initiatives being crowd-funded" (Ordanini et al., 2011). Mollick (2014) states that being a rather recent phenomenon, the nascent academic literature regarding crowdfunding, including its conceptions and definitions, is still limited and in evolution.

Kappel (2008), differentiates between "ex-post facto crowdfunding", where funding is given after the completion of a campaign, and "ex-ante crowdfunding", where funding is provided before the campaign is completed. Only in the second case a campaign's realization is dependent on the crowdfunding success. Crowdfunding is defined as a form of using online media for collecting small amounts of money by a group of people who support and share the passion of a particular idea. It could be considered as an alternative way of financing through the internet. Building upon the given definition of crowdsourcing, crowdfunding is defined as "an open call, mostly through the Internet, for the provision of financial resources either in form of donation or in exchange for the future product or some form of reward to support initiatives for specific purposes". Mollick (2014), points out that even such broad definition does not capture all the examples that have been identified as "crowdfunding", such as fundraising initiatives started by enthusiastic fans of a music group rather than the music group itself (Burkett, 2011), peer-to-peer lending (Lin & Viswanathan, 2015; Zhang & Liu, 2012), as well as crowdfunding "Return on Entrepreneurial Passion: A study of funding success and timely delivery in crowdfunding 7 initiatives that promise equity in return for funding" (Ahlers, Cumming, Guenther, & Schweizer, 2012).

As the establishment of a comprehensive definition of crowdfunding, including all past and potential future examples appears to be elusive, Mollick (2014) suggests a narrow definition for an entrepreneurial context in which crowdfunding is of special importance. He defines crowdfunding as "the efforts by entrepreneurial individuals and groups – cultural, social, and for-profit, to fund their ventures by drawing on relatively small contributions from a relatively large number of individuals using the internet, without standard financial intermediaries". The second definition explicitly leaves out the goals of both the initiative and the investors. The goals are among the most important aspects of crowdfunding, but also the ones that are subjected to the highest level of divergence.

Crowdfunding entrepreneurs often expect more from crowdfunding investors than merely the provision of funds. Similarly, the motivations of crowdfunding investors range from obtaining control over rent seeking to emotional satisfaction and involvement in activities they are passionate about (Gerber, Hui, & Kuo, 2012). Mollick's definition (2014) deliberately does not

specify the threshold for when a crowd is big enough for the initiative to be considered crowdfunding, nor when the individual amount given is small enough. Indeed, such a definition would be arbitrary. What is more important than the eventual number of investors is the potential number that is created through the "open call" mentioned by Belleflamme (2011) and his colleagues (Luttner, 2014).

Considering all aforementioned elements of crowdfunding, including the definitions by Ley and Weaven (2011) and Belleflamme (2011), the following definition of crowdfunding may be formulated:

"Crowdfunding is a process where commercial or non-commercial projects are initiated in a public announcement by organizations or individuals to receive funding, assess the market potential, and build customer relationships. Pledgers may then contribute individual amounts of monetary or non-monetary resources, during a specified time-frame, using offline or online campaign platforms that utilize different payout schemes, in exchange for a product specific or unspecific, material or immaterial reward" (Müllerleile & Joenssen, 2015, p.3).

In recent years, in Slovenia and everywhere around the world due to the global financial crisis obtaining share capital is a common problem which many people and businesses face. The traditional forms of obtaining capital are aggravated, which is one of the reasons why people try crowdfunding. The use of crowdfunding through online platforms is rising because of these problems. Collecting money for campaigns has become popular among Slovenian businesses and entrepreneurial teams and elsewhere in the world. The most commonly used crowdfunding platform in Slovenia, besides the Slovenian Adrifund and IndieGoGo, is Kickstarter. In the period between the years 2011 and 2017, over 164 Slovenian campaigns were created on Kickstarter (Jug, 2016).

Figure 1 shows the prediction of the growth by crowdfunding region for 2015.

Figure 1: Growth by crowdfunding region prediction for 2015 in millions of USD
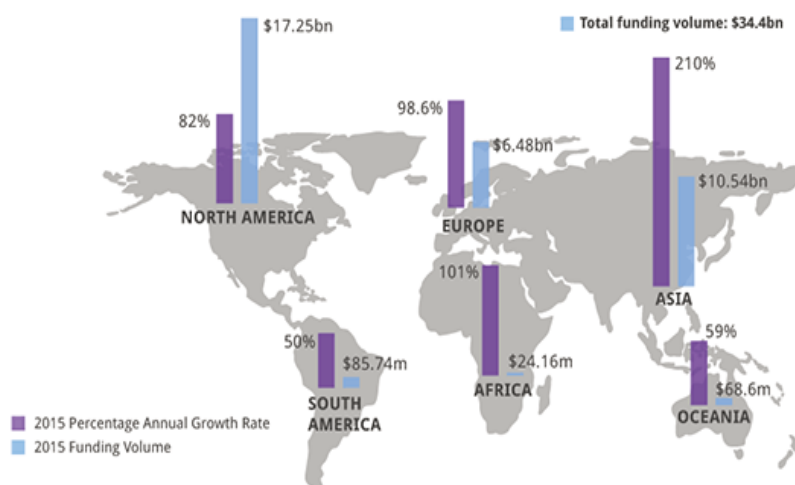
Source: *Massolution/Crowdsourcing.org 2015CF Crowdfunding Industry Report, 2015.*

Figure 1, above, shows the expected annual growth for 2015, which is 98.6 % for Europe and the funding volume is around $ 6.5 billion.

Crowdfunding as a relatively new industry on the market is in constant growth. By the year 2020, crowdfunding is expected to reach $ 3.2 trillion and to create more than 2 million new jobs worldwide, following an increase of 9,900 % in the last decade, according to Tordera (2014).

In the crowdfunding process, three types of participants can be defined. They are:

- **Campaign creator** - First is the campaign creator who has developed the idea. He/she posts the campaign that needs to be funded. In his study, Agrawal, Catalini and Goldfarb (2014), states that the motivation for campaign creators to choose crowdfund over traditional ways of gathering funds lies in the lower cost of capital and the access to more information.
- **Campaign backers** - Second are individuals or groups, also known as campaign backers, who are attracted by the campaign/idea and are interested to make a contribution for successful accomplishment. The motivation behind the backers of the campaigns is for at least five different reasons: access to investment opportunities, early access to new products, community participation, and support of an idea, product or service, and formalization of contracts.
- **Crowdfunding platform** - Third is the platform that enables connection between the creators and backers, which is the key factor for the campaign's realization and success. The crowdfunding platforms are motivated because of the profits they make from a transaction fee for successful campaigns which is somewhere between 4-5 % of the total funding amount (Agrawal et al., 2014). The choice of the crowdfunding platform must be made carefully, because some platforms are not suitable for a particular campaign (Briggman, 2014).

The steps of the crowdfunding process are:

- First is the idea that a person has and he/she gathers a team to help in the realization.
- Second is the search for a crowdfunding platform. When a platform is chosen the campaign goes live or is posted on the platform for the purpose of gathering money from the public.
- Then, the funding starts and the campaign creators make updates and improvements of the idea and the product and make promotions all the time during the funding period in order to reach the funding goal.
- When the funding period is over, the campaign can be successfully funded and can proceed with the next steps like campaign development, production and shipment of the rewards for the campaign backers. If the campaign is unsuccessful, then the campaign creators don't receive the funds that were collected at the end of the funding period. However, this is not how all crowdfunding platforms function. Some of the crowdfunding platforms give the funds even if the campaign doesn't achieve the predetermined funding goal, or the campaign creator receives some amount of that money.

Regardless the final status of the crowdfunding campaign, the whole crowdfunding process is long and extremely time-consuming. That is why in addition to this master's thesis, the factors that influence the success of the campaigns are explored and tested in order to help the campaign creators reach their funding goal in the funding period and have a successful campaign.

Figure 2, below, depicts the steps of the crowdfunding process.

Figure 2: Steps of the Crowdfunding Process
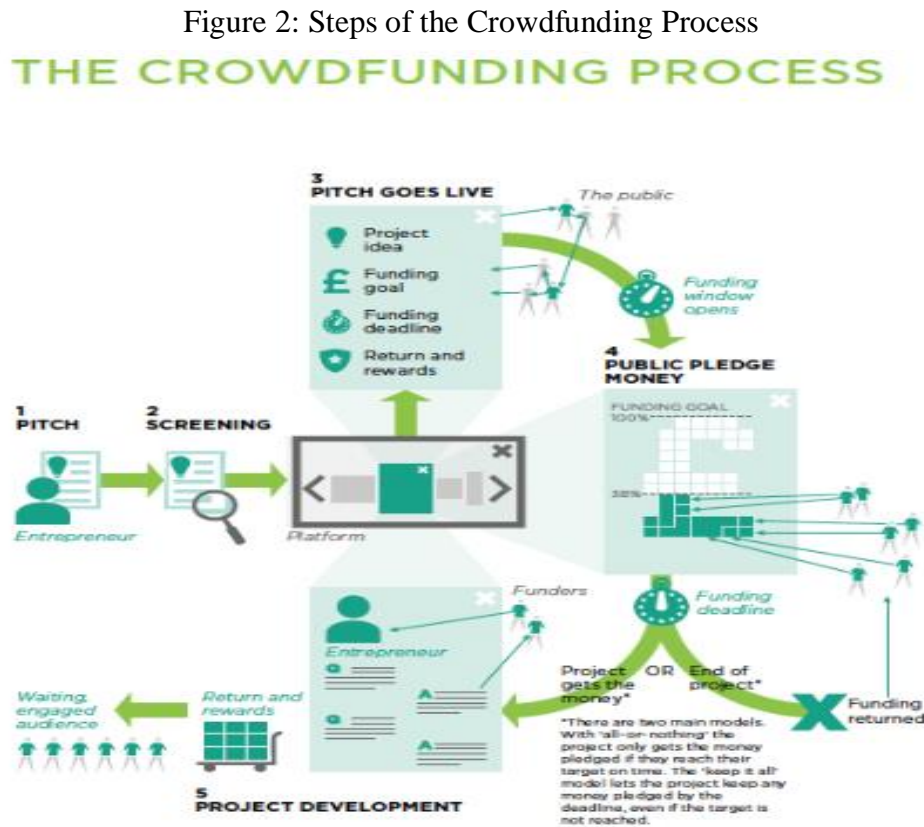
Source: *CrowdfundUK, Crowding in – Crowdfunding report from Nesta, 2012.*

1.1.2 Types of Crowdfunding and Crowdfunding Platforms

Hemer (2011), proposes a common classification of four different types of crowdfunding based on the return or so-called reward that backers receive for their funding. The four types of crowdfunding that are widely recognized are:

- Donation-based crowdfunding or patronage crowdfunding
- Lending-based crowdfunding or debt crowdfunding or peer-to-peer lending
- Reward-based crowdfunding
- Equity crowdfunding

The first type of crowdfunding is known as donation-based or humanitarian also called patronage crowdfunding because the backers don't expect anything in return for the donations they make. Backers usually support a charity or humanitarian campaigns, and an example of this is Great Britain's JustGiving crowdfunding platform (Mollick, 2014). In donation-based crowdfunding, backers do not receive any tangible or financial reward. This type of crowdfunding makes up around 20 % of crowdfunding (Schwienbacher & Larralde, 2012).

The second type is the lending-based crowdfunding or peer-to-peer lending, where money is given as some kind of credit, with some rate on return attached on capital investment. In the lending-based crowdfunding campaigns, the backers expect a financial return or some interest on the money invested. This type of crowdfunding seems like it offers classical bank loans, but they are not given by banks or other financial institutions, instead, the funds are provided by individuals (Mollick, 2014).

The third type is the most popular and is commonly called reward-based crowdfunding, and is the model which this master's thesis focuses on. Here, backers of the crowdfunding campaigns receive different rewards for investing their funds, in other words for backing a campaign. Tangible and intangible rewards are offered to the backers of reward-based crowdfunding campaigns. The rewards in this model of crowdfunding vary from virtual things, the manuscript of the product or the opportunity to meet the campaign creators. Backers of the reward-based campaigns are even considered as initial consumers of the campaigns' product because they can receive the products from successfully funded campaigns at an earlier date, maybe at a better price, or have some other advantage against others. Actually, backers in reward-based crowdfunding receive a non-financial reward which is, for example, an early version of a product in return for their support (Mollick, 2014). Kickstarter and Indiegogo are the largest and most popular rewards-based crowdfunding platforms (Crowdsourcing.org, 2015).

The last and fourth type of crowdfunding is equity-based, where backers are treated as stakeholders because they receive equity stakes or related compensation in return for backing a campaign and giving funds. In this type of crowdfunding, backers receive a financial return, such as a share in the company. It is the rarest type of crowdfunding worldwide, with less than 5 % contribution to the crowdfunding investment (Massolution, 2015). Still, it is very uncertain whether the equity crowdfunding will exist in the future like the other types of crowdfunding because it is subject to really high levels of regulations. Mollick (2014), regarding this model, stated that even if the equity-based crowdfunding doesn't exist in the future it can occur in many different ways such as shares of future profits or royalties, a portion of returns for a future planned public offering or acquisition, or a share of a real estate investment, among other options.

Clearly, the reward-based crowdfunding is much different from all the other traditional forms of external financing. While the other three models all have comparable traditional financing pendants, reward-based crowdfunding is rather exceptional. Moreover, it is currently the most dominant type of crowdfunding. Hence, this master thesis' research will mainly focus on the

reward-based crowdfunding and the most popular reward-based crowdfunding platform, Kickstarter (Luttner, 2014).

There is another distinction of the crowdfunding platforms and the funding forms. Overall, three types of funding exist: fixed funding, flexible funding, and subscription funding. Fixed funding is also known as an all-or-nothing funding, and here the campaign creator receives the entire crowdfunded amount only if the predetermined funding goal is reached or exceeded. Kickstarter relies on the all-or-nothing type of funding. Flexible funding, or keep-what-you-raise funding, allows the campaign creator to get the funds that are raised at the end of the funding period, even if the campaign hasn't reached the funding goal. Some crowdfunding platforms even require a determined percentage of the funding goal to be reached in order for the campaign creator to be allowed to get the collected funding (Holm, 2013).

As mentioned before within the explanation of the crowdfunding models, it can be concluded that one of the most popular crowdfunding platforms are: JustGiving, IndieGoGo, and Kickstarter.

1.1.3 Success Factors of Kickstarter Campaigns

Some of the crucial factors for achieving success in crowdfunding ventures are identifying and understanding the target audience, finding a possible way to reach them and have actual conversations with the same audience. Moreover, another crucial factor is having the appropriate skills for expressing and communicating the vision transparently and clearly, and finally, constructing a convincing argumentation and a proper support for the product. In other words, the campaign creator must be capable of gathering, mobilizing and empowering the same community and also upholding their awareness in the unpredictable and changeable industry (Schmitz, 2015).

In general, campaigns usually focus on a range of human, budgetary and technical variables. We can say that there are many definitions for campaigns but as a general rule, the characteristics of the campaigns that are commonly accepted are the following: schedule, limited budget, quality standards and a series of complex and interconnected actions which can be campaign-based or matrix structure (Belout & Gauvreau, 2004). As it is suggested by Shenhar (1997), the determination of the campaign's success can be connected to four crucial dimensions which are the campaign's efficiency, influence on the customer, direct and business success and preparation for the future. Another key factor worth mentioning that influences the success is the insight of the different interest groups which include the stakeholders, customers, management and employees, since all of them perceive success in different ways. Also, the most helpful way of determining the success or failure of the campaign is through the campaign management triangle based on schedule, cost and technical performance. In addition, other essential elements for the estimation of the campaign's success that can be combined with all

the previously mentioned elements are the campaign's risk and the ability to resolve issues with the campaign team due to management uncertainty (Belout & Gauvreau, 2004).

"Success entails meeting the goals you have set for yourself. Success doesn't have to do with comparing yourself to others; it is all about growth and accomplishments." – Marcia Dee, owner of Etsy shop UpcycleFever (Mielach, 2013).

Success in crowdfunding campaigns is a sensitive field that has prompted a big number of researchers to put an effort in discovering at least the factors of success. Mollick (2014), has analyzed the dynamics of crowdfunding and discovered that personal networks and underlying campaign quality were connected with the success of crowdfunding efforts. Xu (2014), directed his research in the view of the content and usage patterns of campaign updates on Kickstarter. Many researchers put their efforts in studying social media activities while running campaigns on the crowdfunding platforms. Lu (2014), studied how fundraising activities and promotional activities on social media simultaneously evolve over time, and how the promotion campaigns influence the final outcomes. Rakesh (2015), came to the idea to use promoter network on Twitter to show that the success of the campaigns depends on the connectivity between the promoters. They developed backer recommender which recommends a set of backers to Kickstarter campaigns. Predicting the success of a campaign is one of the important research problems, and that is why I have also set it as a goal of my master's thesis to try to define and analyze the important success factors (Chung & Lee, 2015).

Since I have researched some cases about the success factors of Kickstarter campaigns, here is a combined list of research papers from Mollick (2014), and Steinberg and DeMaria (2012), detailing the following success factors, some of which are included in the following statistical analysis and some of which are not. First, I am going to explain the factors included in the following analysis of the thesis and later on the factors that are not included in the thesis.

- **The Success of a Campaign**

Cleland (1986) said that the campaign's success is significant only if watched from two different perspectives: whether the campaign objective was reached within the given time and whether the campaign collected the necessary funds. But Pinto and Slevin (1988) stated that the easiest way to measure a successful campaign is if the campaign reaches its funding on schedule. This conclusion can be misrepresentative and incomplete because even though the success of the campaign depends only on the previously mentioned parameters, it can happen that it hasn't satisfied the customer's needs. Many different views on the campaign's success are possible (Stuckenbruck, 1986). Even different people that work in the same company, Kickstarter for example, can have a different definition of success at different times. So there is no commonly agreed definition of the success of a campaign.

- **Launch Period of the Year**

The launch period of a campaign is a very important success factor, therefore the launch time in the year for different products or campaigns must be well thought and planned because specific products are more demanded and can be more easily sold in particular season in the year.

- **Video**

The first thing that people see in a campaign is the video of the campaign's product, in this way, they form a first impression and also get a closer insight into the campaign. It is crucial for the campaign to post a video, since the statistics of many cases show that campaigns with video have better chances of success than those without a video. Kickstarter advises the campaign creators to include a video in the campaign because that is the ultimate proof that they are willing to make a successful campaign (Mollick, 2014). However, the video alone is not that important, rather the information included in the video and how well they are presented, length of the video, how many campaign details are considered and whether it ends with a direct message or request. There are some common rules that define a good video and they are: video quality, clarity, length which is suggested that it should be 2-3 minutes approximately, the content of the video which is really important and also difficult to measure, and the request for people to back the campaign (Drabløs, 2015).

- **Category of the Campaign**

As I have mentioned before, Kickstarter offers 15 categories for a campaign. Other crowdfunding platforms have different categories from those offered on Kickstarter. The category in which someone wants to initiate a campaign is of core importance for the success of the campaign because some categories are more or less successful than others. The field in which the campaign should be categorized is chosen afterwards. The choice can be made between 15 different categories: Art, Comics, Crafts, Dance, Design, Fashion, Film and Video, Food, Games, Journalism, Music, Photography, Publishing, Technology and Theater. Mollick (2014) stated in his study that design and technology campaigns are considered different especially because they include real or tangible products as rewards. These kinds of campaigns have to make a whole production plan and have to define a sharp delivery date for their rewards.

- **Backers**

The backers are the ones who provide some financial support in order for a campaign to be successful and for them to get the desired campaign's reward or even the real product. Friends, family, colleagues or acquaintances are actually the campaign's backers. They can pledge funds depending on the rewards of the campaign offered, they can start from one euro and go to the last reward's price. The backers are very important part of every campaign's success because without them the success can't be guaranteed. Regardless if the campaign fails to reach the predetermined goal within the funding period, the backers will not lose their money nor will they receive their rewards since the campaign is unsuccessful, but instead, they will get the money back into their accounts. It is favorable for the campaign to attract a larger number of smaller backers as opposed to one big important backer. Also, expanding the campaign's community group among friends and family is really important because they can also give some financial support for the campaign to succeed. (Davidson & Poor, 2016).

- **Environmental Consciousness**

The level at which the campaign is environmentally conscious is important for the success of the Kickstarter campaigns because its staff is committed to taking care of the environment, and since it is a benefit-corporation they encourage the overall company commitment. I decided to put the environmental consciousness as part of the success factors because this is a very important factor for Kickstarter that they implement in their campaigns to increase the chances of success. Some of the campaign creators has recognized this as an important factor and have publicly announced that the campaign's product is natural, either in the material they used or in the design of the product. In this dataset, some products are made naturally from plywood or from recycled inner bicycle tubes, from 100 % recyclable cardboard, sustainable hardwood, nylon polyester breathing polyamide or from natural rubber, which shows that many campaign creators are aware that they should take care of the environment while making their products. After an observation of all the campaigns included in the dataset, most of them, or respectively 64 campaigns of the total 88, were environmentally conscious and that makes 72. 73 %, and the other 24 campaigns or 27. 27 % either did not make a public announcement or simply did not care about environmental consciousness.

- **Timeline**

The timeline is a way of expressing a list of events in chronological order. It can use different types of time scale depending on the data. The timeline usually includes dates. Campaigns included in the dataset mostly include a timeline as part of their campaign and post it on the front page. Respectively 65 campaigns from the total of 88 campaigns have a timeline and the remaining 23 campaigns do not have a timeline. Figure 3, below, shows the timeline of the Slovenian campaign Twistear, which is included in the dataset.

Figure 3: Timeline of the campaign Twistear (year 2016)
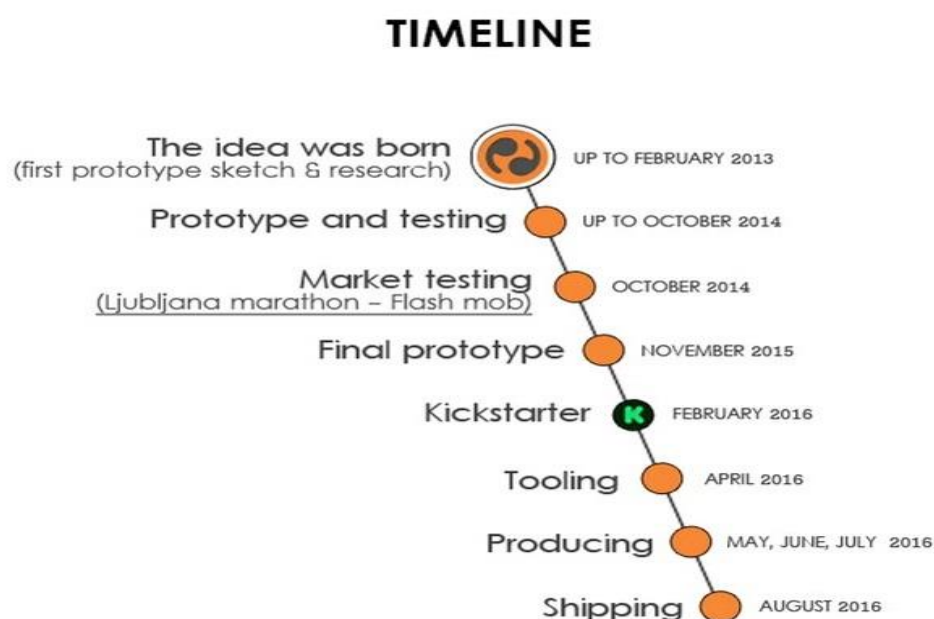
Source: *Twistear/Twistear - the tangle-free way!, 2016.*

- **Marketing and Social Media**

The key factors: marketing, promotion, and social media involvement are showing people how much time, assets and money the campaign creator has put in a campaign to make it successful. In order to make a successful Kickstarter campaign one must use the social networks such as Facebook, Twitter, YouTube, Instagram and Pinterest, to trace a larger crowd of people and to promote and show the campaign and the campaign's product. (Lambert & Schweinbacher, 2010). The role of social networks in funding Kickstarter campaigns is really important, which stresses the need of linking a campaign to a Facebook account in order to increase the network size and the possibility of a successful campaign. Many types of research show that the network size matters when it comes to the success of the campaigns (Mollick, 2014).

- **Updates**

Updates are part of the campaign where the creator provides everyone viewing the campaign, including the backers, with much different information. Campaign creators must post additional information during the funding campaign period and after that in order to gain more backers and customers and to build a relationship with them, and finally to satisfy them since they are prepared to pledge money or have already pledged money to back the campaign. Providing updates is necessary for the success of the campaign. The updates give the campaign a better chance of success because through them the campaign creators show how prepared and dedicated they are for and to the campaign. According to a recommendation from Kickstarter, updates should be posted as soon as the campaign is launched. More frequent updates mean more chances for the campaign to succeed (Mollick, 2014). The updates as well serve to promote the campaign. The campaign creators are promoting other campaigns by mutually sharing each other's campaigns. Through the whole funding period of a campaign, everyone that is part of that campaign must promote the campaign and campaign's product. This is necessary because it helps more people see the campaign and support it, if they believe in the product, on top of that, they can bring even more people when they spread the word further more (Davidson & Poor, 2016).

- **Campaign Idea**

First, the idea for a campaign on the Kickstarter platform must be unique, simple enough and understandable in order to appeal to a lot of people. The purpose has to be clear in order for the campaign to be successful and for the product to be useful. A simple but powerful campaign is the key, yet it has to be sure that the campaign is easily understood. The creator has to be prepared for a huge commitment of time and effort in order for the campaign to be successful. Also, one must decide whether the campaign idea solves some problem that people have, how well the product is described and how much personal and campaign information is offered. Not every campaign is accepted to be on Kickstarter and the idea plays the crucial role whether or not the campaign will be created and posted on the platform. Some of the crucial factors for achieving success in crowdfunding are identifying and understanding the target audience, finding a possible way to reach them and have actual conversations with the same audience. Another crucial factor is having the appropriate skills to articulate and communicate the vision transparently and clearly, and finally, the ability to construct a convincing argumentation and a proper support for the product (Schmitz, 2015).

- **Rewards**

The Kickstarter platform uses the rewards-based model of crowdfunding, which means that every campaign must provide a set of rewards for the backers in return for their pledge. Rewards can start with a pledge of one euro and reach the price of the main product or even the price of a package of two or more products. Some campaigns do not include the product in the rewards, and these campaigns are risking failure because of their choice of rewards (Davidson & Poor, 2016). As the rewards are the primary motivator for the backers, they have to be carefully considered. However, the crowdfunding phenomenon extends these examples to individuals that often give money expecting anything in return. These returns are mostly tangible, such as physical rewards or money, but can also be intangible, such as preferred treatment, identification, and social esteem (Ordanini et al., 2011). Contrary to this extrinsic motivation, crowdfunding investors can also be intrinsically motivated, for instance, when a person enjoys the involvement in a certain campaign or is enthusiastic about a cause (Schwienbacher & Larralde, 2012). If the campaign is unsuccessful at the end of the funding period, the backers of the campaign do not receive their rewards and are not charged for them either because their delivery cannot be guaranteed. Figure 4 shows the rewards from one of the campaigns included in the dataset.

Figure 4: Rewards of the campaign Swingy (year 2015)

Source: *Swingy/SWINGY - Play Ping Pong With Your Feet!, 2015.*

- **Campaign Creator Information**

The personal information about the campaign creator is also an important factor for the success of a campaign, because many people look for the number of campaigns the creator has already created and how successful they were, if they were successful at all. If someone is posting a campaign for the first time, he/she will need family, friends, and colleagues to support and to help create a successful campaign. It does not mean that the single name written in the section "Creator" on Kickstarter is the only creator, in more and more campaigns a whole team of people stands behind the idea and the whole process of the campaign. In my sample data of 88 Kickstarter campaigns, only a few campaign creators have made a campaign before, respectively only 10 of the total number of campaigns, or 11. 36 % of total campaigns in the dataset. The fact that they have already created a campaign in the past increases the probability of success of the campaign.

- **A Prototype of the Product**

The success factor prototype of the product, means that the campaign's product has been made before the start of the campaign. Pictures of the product can indicate that a prototype of the product has been made, however, that is not a relevant indicator because those pictures can just be internet pictures and not the real pictures of the actual campaign's product. A posted campaign video can also indicate whether or not a prototype has been made; if the product is not visible in the video, then a prototype is not made. Most of the campaigns must have a prototype of their product because if not, people will not know and will not believe that the product is made from the materials they say it is made from, or whether the product is real. Some of the campaigns, during the process of implementing an idea into a campaign and a product, have not only one but a few different prototypes of the product. It is important to make a prototype because first, the campaign creators have to believe in the product that they are selling in order to make other people believe in it too so they can help them succeed by backing the campaign. If there are few different prototypes made, then it is evident that the campaign creators are making changes and in that way they are making progress and improvement of the product in order to overcome the obstacles they are facing. Later on, they will test the product to see whether it solves the problem that they think it should. They give the product to friends, family or people that probably are in a desperate need for that kind of product. Then they conduct the results of the testing and once again make changes to improve the product.

- **Features of the Product**

Explanation of the main characteristics of a product is also known as an explanation of the features of that product. The features explained on the front page are the product's size, height, width and weight described in details. Pictures best describe this factor and are most applicable in the process of attracting more people to provide funds and to contribute to the campaign's success. The product is brought closer to the people if everything about it is explained through the features factor. It helps both sides of the campaign, the creators and the future backers. Being featured is strongly associated with success (Mollick, 2014).

Below, Figure 5 shows the features of the product of the Swingy campaign, or the wooden rockers. They consist of the dimensions of the rockers, the material they are made from, the sensors incorporated inside, and the operating system with which they usually function.

Figure 5: Features of the product of the campaign Swingy (year 2015)

WOODEN ROCKERS

DIMENSIONS		LENGTH 12.1" / 30.7 cm
		BOTTOM WIDTH 5.0" / 12.7 cm
		TOP WIDTH 3.9" / 10.0 cm
		HEIGHT 3.9" / 10.0 cm
		THICKNESS 0.6" / 1.5 cm
WEIGHT		3.5 lbs / 1.6 kg
MATERIAL		BEECHWOOD
MAXIMUM USER WEIGHT		300 lbs / 136 kg

SENSORS

BATTERY		CR2025 (up to 6 months)
CONNECTIVITY		Bluetooth 4.0
OPERATING SYSTEM		for devices with BLE enabled connectivity
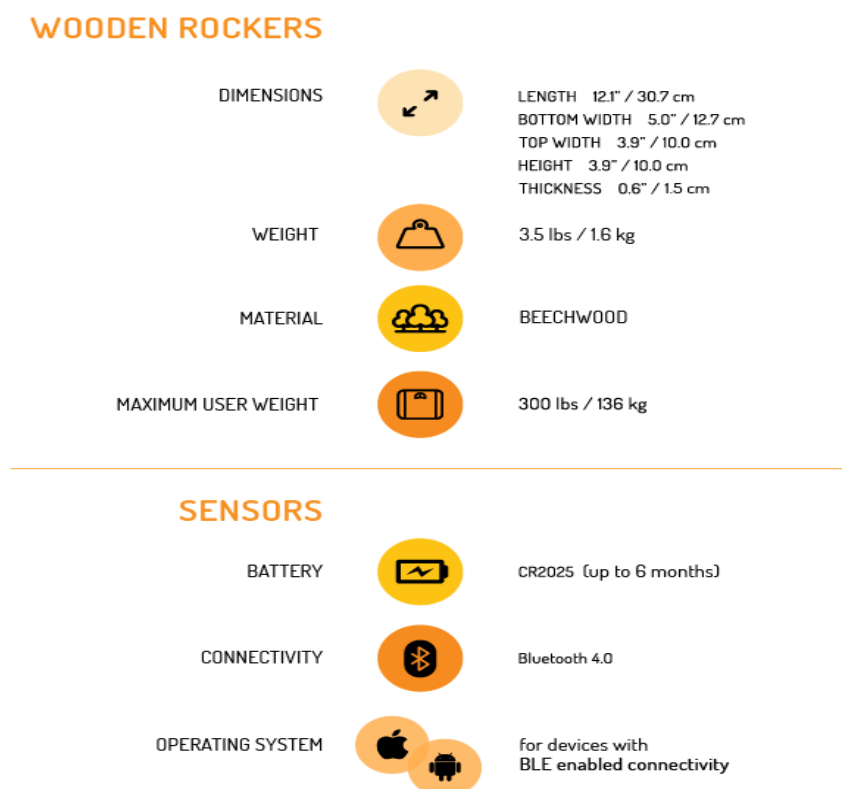
Source: *Swingy/SWINGY - Play Ping Pong With Your Feet!, 2015.*

- **Funding Goal**

Before a campaign is posted on the Kickstarter platform, a funding goal that needs to be reached must be set in order for the campaign to be successful and the product to be produced and sold in the future. Because Kickstarter sticks to "all or nothing" or the threshold crowdfunding model, if the funding goal is not reached in the predetermined period, the creator will not receive the funds at all and the campaign will be unsuccessful. It must be ensured that the money requested are enough for making of the product. A rigorous cost analysis must be made in order to meet the funding goal. In the Mollick's study (2014), it is concluded that the increasing of the funding goal is negatively associated with the success of the campaigns. Some campaigns may not reach their funding goal and are considered unsuccessful and result in campaign non-delivery, some of them that raise their goal are considered successful and receive the total pledged money, and some raise way more than their funding goal and are considered as overfunded campaigns (Mollick, 2014).

- **Funding Duration**

The funding duration is the period in which the campaign receives funding. Initially, Kickstarter allowed campaigns to request funding for 90 days, which later on changed. But unexpectedly, funding duration can reduce the chances of success, because a longer duration can be a signal of the absence of confidence (Mollick, 2014). Although Kickstarter allows campaigns to raise money for a limited number of days, 60 days to be exact, at the same time it inspires campaign creators to reach their goal within 30 days. Every supporter of a campaign and every future consumer of a campaign's product is expecting the campaign to be completed within the predetermined deadline (Kickstarter, 2016).

"To improve chances of success, you want to build a project or product where you think you're filling a hole. Part of the trick is showing people things that they either a) haven't seen in a long time or b) things they haven't seen before." - Brian Fargo, creator, Wasteland 2

1.2 Empirical Literature Review

The widest and the most complex research on the crowdfunding success is done by Mollick (2014), who used data from the most popular and largest crowdfunding platform Kickstarter and covered over $ 237 million in funding money pledged to 48,526 campaigns. He suggests three different research aspects which are of interest to the scholars. First, he is interested whether crowdfunding successes and failures are following the same logic as the traditional

forms of funding or investment, or whether people or the crowd only fund campaigns that signal potential quality or something else drives their selection of funding of campaigns. Second, he suggests that crowdfunding is not geographically limited way of funding, but still the question remains whether geography is important for new campaigns in the crowdfunding industry (Agrawal et al., 2010). Finally, and most importantly, it is crucial to find out whether crowdfunding is really sustainable, whether it works, do crowdfunding campaigns actually deliver results and are they of core importance for future crowdfunding successes. As previously mentioned, the data is extracted from the largest reward-based crowdfunding platform Kickstarter, but Mollick (2014) also finds an inspiration in the legalization of equity crowdfunding. He states that Kickstarter is a really useful platform for examining crowdfunding efforts. His data consists of Kickstarter campaigns from their inception in 2009 to July 2012. A lot of eliminations were done in the selection process of the data for this research, like campaigns that had funding goals below $ 100 and above a million dollars, as well as all foreign Kickstarter campaigns that were not created by US residents were not included. Also, the population for this analysis is limited to only large campaigns, with funding goals of $ 5000 or even higher goals than this. In the end, the data includes 48,526 funding efforts, out of which 23,719 campaigns or 48.1 % successfully reached their funding goals. At around the same period, Kickstarter published an overview statistic with a slightly lower success rate of 44.7 %, but without excluding the foreign campaigns or those with extreme funding goals. The selected success factors were the following: campaign goal, funding level, backers, pledge/backer ratio, Facebook friends of campaign creators, category, updates, comments, campaign duration. He used logistic regression in the research paper. This research study shows that campaigns usually succeed by raising a little above the funding goal, or fail by large difference margins from the goal. Also, the social media and network size influence the campaign success. Geography again is associated with success rates of campaigns, there is a delay in the delivery of the products in most of the campaigns despite the attempt of the campaign creators to deliver the products promised to the backers (Mollick, 2014).

Kromidha and Robson (2016), have examined 5000 most funded Kickstarter campaigns from April 2014 in order to try to determine the factors of success of a campaign. They also attempt to refine the definition of success in the reward-based online crowdfunding. In their study, it is stated that this is the first study using the multivariate regression models which enable to control the location of the Kickstarter campaigns by state or country in the United States of America. Also, they control the campaigns by industry using the Standard Industrial Classification codes and the time people spend crowdfunding, which differentiates this study from all others. The dependent variable they chose is a natural logarithm pledge/backer ratio from the number of pledges divided by the number of backers, through which they measure the crowdfunding success or pledges connection to the network or backers of the campaigns. As independent variables or possible success factors are chosen: number of updates posted by the campaign creator, number of comments exchanged between the campaign creators and backers, number of friends of the creators on Facebook and number of shares on social media by backers of the campaign, and the previously mentioned control variables: location, industry and time.

Four different hypotheses are defined. The study confirms that the number of friends on the creators' Facebook and the number of comments have strong influence, shares are not so significant, and the number of updates doesn't make an impact (Kromidha & Robson, 2016).

Hobbs, Grigore and Molesworth (2016), focused on the film campaigns as a main category on the crowdfunding platform Kickstarter, in the way of exploring the success factors of the campaigns. They also distinguish how small and medium companies can make a successful campaign, but this analysis can lead to the paradox where the companies that gather the most funds from crowdfunding might be the least likely to profit from it in the long term. Their study aims to determine the significant factors of success in crowdfunding campaigns while investigating the differences between successful and unsuccessful campaigns. In total, 100 campaigns are included in the analysis, equally divided between successful and unsuccessful campaigns, respectively 50 successful and 50 unsuccessful, from which 24 successful and 24 unsuccessful from the period between December 2012 and February 2013, and an additional 26 successful and 26 unsuccessful campaigns between the 3rd and 7th of December 2013. The study's sample size contains 100 campaigns or cases which is considered an adequate number for making an exploratory factor analysis. As possible success factors included in the study are: number of rewards, updates, campaign length, number of campaigners (as included in the team of campaign creators that helped in the whole campaign and its promotion), Facebook friends, direct network size, search results, Facebook shares, campaign goal, total money raised, backers, reward quality and pitch quality. From all these factors, after the discriminant analysis, as significant were stated: pitch quality, the total raised, shares, updates, backers and reward quality (Hobbs et al., 2016).

Another study that researched the success factors of crowdfunding also used the most popular crowdfunding platform Kickstarter to enrich the current literature on this topic. In the period between the 16th and 19th of May 2013, a total number of 45,400 campaigns were collected. The data was extracted by a custom web crawler from the publicly available data posted on Kickstarter. The variables or success factors used in this study are: requested and pledged funding amount, time from the end date of the funding period to the expected delivery date, update count, campaign website and the number of photos posted on the campaign front page. Some data transformation was performed in order to make sure that the variables are appropriately prepared for the statistical analysis. After the data transformation, the number of campaigns in the dataset decreased to 37,745 campaigns, and all 1,042 campaigns that were in the technology category were excluded from the analysis. The logistic regression model is used in this research study in the investigation of the success factors of crowdfunding campaigns. The results show that the more updates the campaign creators post, the more it increases the chances of a successful campaign, and thus the updates have a positive impact on the success. Also, the updates alone are not that important, but the quality of these updates is crucial and shows the commitment of the campaign creators. The number of photos posted on the campaign's front page and the availability of the campaign website as two separate variables don't influence the campaign's success, as couldn't be confirmed by this study. Furthermore, the variables months to delivery and updates count have shown highly significant results and

are confirmed to have an influence on the campaign's success (Joenssen, Michaelis, & Müllerleile, 2014).

Koch and Siering (2015), again collected data of crowdfunding campaigns available on the widest crowdfunding platform Kickstarter. The data consists of 1,000 Kickstarter campaigns, from which 500 successful campaigns and 500 unsuccessful campaigns. The campaigns are among the latest that finished funding on Kickstarter as of 28th of October 2014. Only campaigns that use the United States Dollar (USD) are included in the research analysis because of the need for money-based figures for comparability. For this reason, the dataset eliminated the non-USD campaigns and at the end included 762 campaigns. Logistic regression is used in the further analysis of this research study. Success factors or variables are divided in four groups: campaign-specific media which consists of the following variables: the depth of campaign description, graphical presentation and provision of video material; other campaign-specific aspects like: availability of campaign updates and size of the funding goal; creator-specific aspects: campaign experience and funding reciprocity; and control variables: funding duration, number of Facebook friends and category. The results from the analysis confirmed that the extent of the campaign description has a positive influence on the success of the campaigns, therefore, campaign creators can increase the campaigns funding success by adding additional information. Also, the video is confirmed to have an impact on the success of the campaigns and the number of photos influences as well. The campaign creators experience doesn't have an influence on the success of the campaigns, meaning that whether or not they have created some previous campaigns is not that important, but the activity of the creators on the platform is a significant success factor, which means that if the creators backs more campaigns it will have a positive influence on the success. Campaign updates have high importance during the funding period, thus they positively influence the success of the campaigns. The funding duration doesn't influence the success at all. A conclusion is made that the higher the funding goal, the lower the chances for a successful campaign. The number of Facebook friends doesn't influence the success of the campaign (Koch et al., 2015).

As the empirical literature is done, we can make some conclusions about the main success factors that had an influence on the success of the campaigns and the ones that showed the opposite results. According to these studies, the updates as a factor have shown that are influential, so it is important for the campaign creators to post them before, during and after the campaign's period. However, the number of updates has no influence at all, rather the quality of information included in them. The social media has influence on the success of the campaign in different ways, either it includes friends or family, or friends on Facebook, or even posting comments on social networks. The video also showed to be positively associated with the success of the campaign by almost all studies reviewed. Nevertheless, posting the video in the campaign alone is not that important, but the quality of the video enclosed. Some of the factors that don't influence the success of the campaign are: funding duration, campaign creators' experience and funding goal. We will see later in the results whether they determine the already existing success factors or whether they oppose them.

1.3 Conceptual Model of the Thesis

Finally, the conceptual model of the thesis is described. The main goal of this thesis is to refine and define the success factors of the Slovenian Kickstarter campaigns, as it was mentioned earlier in this thesis. Therefore, a conceptual model is created to point out the dependent variable, which is the success of Kickstarter campaigns, and the independent variables. There are three groups of independent variables or success factors. They consist of only categorical variables.

The first group of the categorical success factors is about the internal or creator's factors and involves campaign updates, rewards for the backers, campaign creator information, the prototype of the product, features explained on the front page, the launch year of the campaigns, the launch period of the year, video included in the campaign, category of the campaign, environmental consciousness expressed in the campaign and the timeline announced in the campaign. The group is called internal factors because these factors depend mostly on the decisions made by the campaign creators themselves. Whether they provide updates or not, or whether they offer good and attractive rewards, depends on the creators of the campaigns. The campaigns creators have influence over when the campaign should be launched, whether it should include a video or not, in which category the campaign belongs, whether the campaign is environment-friendly, whether it includes timeline.

The second group of them is about the external factors and includes only one factor and that is the backers' origin. For instance, the backer's origin could not be known because the campaign is posted on the platform and the interest of the backers from all over the world can't be predicted or known before the end of the campaign's funding period.

The mixed success factors are basically a combination of internal and external factors because the campaign creators have an influence on some of them and they can decide whether a factor should be included in the campaign or not. They can't know how much social media is used, and most importantly the creators are the ones that had the idea of the campaign in the first place, but they don't know how the public will react on how innovative it actually is. Also some of the mixed success factors can be at the same time both internal and external. The conceptual model of this thesis can be seen in Figure 6, below.

Figure 6: Conceptual Model
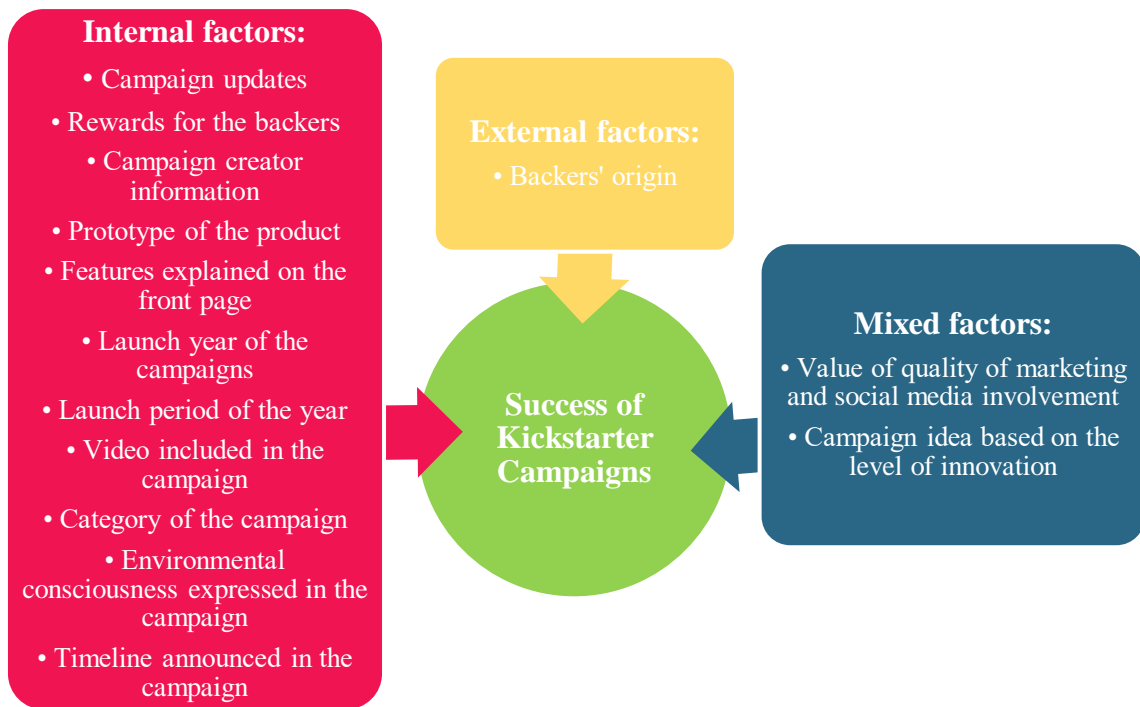
2 METHODOLOGY

This master's thesis intents to examine the success factors of Slovenian Kickstarter campaigns. This chapter explains the research methodology used in the empirical part of the thesis. Firstly, the research design and approach are explained followed by the sample data preparation process and the data analysis explanation. Secondly, the dependent variable and independent variables included in the analysis are explained. Lastly, the statistical models and tests are described.

2.1 Research Design and Approach

The research objectives are usually developed from the research questions and together are represented as the crucial elements of every research paper. In order for the research objectives to be reached, it is suggested that an appropriate research design should be chosen. Mainly, research questions are answered when a combination of secondary and primary data is used (Field, 2009).

In this thesis, secondary data is used. The secondary data can also be a combination of qualitative and quantitative data and it is used in both descriptive and explanatory research.

Because explanatory research studies are the ones that tend to explain a causal relationship between variables, this master's thesis falls under this type of studies. The relationship between dependent variable and the explanatory independent variables can exist or there can be no interaction between them at all, which is one of the main purposes of this thesis (Saunders, Lewis & Thornhill, 2009).

The mixed-model research relies on a combination of qualitative and quantitative data collection and analysis procedures. That is why this model is used, because the data available for the thesis is mixed. After that, only the need for numeric values remains in order the statistical analysis of the data to be done. All the previously gathered qualitative data is changed into quantitative data (Saunders et al., 2009).

The choice of an appropriate research approach is influenced by the researcher's education and experience. The background in statistics during my educational process drives me, as the researcher of this thesis, to the use of quantitative data (Creswell, 2013).

As mentioned and explained previously, several types of statistical hypotheses are created. The hypothesis presents a testable proposition about the relationship between the variables (Saunders et al., 2009).

2.2 Sample Data Preparation and Analysis

After the long process of collecting the data and inputting into the Microsoft Excel program, the data is distributed across different types of information. Then, this information turns into different success factors or later on, into several independent variables. Some of the collected variables include qualitative data and are afterward transformed or coded into quantitative data for the purpose of this thesis. The data is reorganized effectively and checked a few times in order to be as accurate as possible (Trochim, 2010).

The study is cross-sectional, in the sense that the data for each case was collected at one point in time and as each crowdfunding campaign in the sample was completed.

The data used in this master's thesis is a cross-sectional data because the campaigns in it are only explained by several factors. Neglecting the fact that the data is contained from different campaigns within a period of two years, 2015 and 2016, the data is not time-series. The campaigns are not duplicated, instead, there are different campaigns for the first and the second year and the number of those campaigns differs over the years. It is a data that includes campaigns created on the largest reward-based crowdfunding platform site Kickstarter. It is compiled of 54 Slovenian Kickstarter campaigns created in the period from 1st of January up until the 31st of December in 2015 and 34 campaigns created during the whole year 2016. Overall, the data consists of 88 Kickstarter campaigns. The secondary data is collected from the biggest crowdfunding community in Slovenia which is Slovenia crowdfunding meetups.

The dataset initially includes crowdfunding campaigns created in Slovenia by years, from three different crowdfunding platforms: the first Slovenian crowdfunding platform Adrifund, and two of the most popular US crowdfunding platforms Indiegogo and Kickstarter.

I proceed with further analysis on the assumption that this data on the campaigns is substantially complete, as the nature of any gap cannot be precisely determined. Maybe there are some missing campaigns created during this period of time, that failed or were canceled, but they should not affect the following analysis. Therefore, the significance of the variables also should not be affected (Mollick, 2014). Deriving only the Kickstarter campaigns from the whole data, through the links provided in the dataset, I make a direct observation of each campaign in details. Unlike other studies conducted in the past, I individually examine the available information on each campaign. Then, the literature review helps me with the decision which factors should be included in the following process of statistical analysis. And then, I analyze which of them can possibly have an influence on the success of the campaigns. The sample data size is relatively small in the number of cases which are the Kickstarter campaigns, but there are 14 different success factors that are going to be tested. The total list of the 88 Kickstarter campaigns included in the analysis separated by year, their category and the displayed success can be seen in Appendix A.

The dataset is compiled of one dependent variable which is the success of the campaign and 14 independent variables. The variables are analyzed on the 88 cases or campaigns included. As mentioned at the beginning of this section, firstly, the dataset is inputted, prepared and updated in the Excel software package. Then, through reviewing and checking its consistency it is prepared for further analysis in the IBM SPSS Statistics 22 software package. In the SPSS the variables included in the dataset are coded and recoded several times, then checked for errors and missing values (Saunders et al., 2009).

In this thesis, two different estimation tests are used for the statistical hypothesis analysis sometimes also called as confirmatory data analysis, and then logistic regression is estimated only to see which factor has the strongest influence on the success. The hypothesis testing or significance testing is for all 14 success factors that are defined as categorical variables. They are checked one by one whether they influence on the success or not. The hypothesis testing is done through these two tests: Pearson's chi-square test and Fisher's exact test, where crosstabs or contingency tables are also distributed. The Chi-Square Test of Independence is the simplest test to examine a causal relationship between two nominal level variables. In order to see whether the explanatory independent variable has an influence over the dependent variable, these tests must be conducted. The logistic regression as a statistical method is only used on the factors or variables that already appear as influential on the success of the campaigns (Saunders et al., 2009).

These estimation tests will be explained in more details later in the next chapter. Also, the results will be explained in the proper theoretical description in the next chapter.

2.3 Description of Research Variables

The main variable in the analysis is the success of the Kickstarter campaigns which is the only dependent variable in the dataset. It is a categorical variable, and because it has only two possible categories it is a dichotomous variable at the same time.

Independent variables are those which may influence the dependent variable. There are 14 independent variables in the dataset, all of which are categorical, either descriptive (dichotomous or nominal) or ranked (ordinal), depending on whether they have two or more categories and whether they are placed in rank order.

The independent variables in the role of success factors in this analysis are those that can make an impact on the dependent variable or more accurately on the success. They are undivided within different groups, which means that every factor exists freely from the other factors and has to be checked whether it has some impact on the success. The order in which independent variables are put in the dataset is not due to the level of importance of each factor, instead, they are randomly ordered. Based on the literature review made from the similar researches from Mollick (2014), Müllerleile and Joenssen (2015), Drabløs (2015) and Steinberg and DeMaria (2012), my selection includes the following factors: launch period of the year, video included in the campaign, category of the campaign, backers' origin, environmental consciousness expressed in the campaign, timeline announced in the campaign, quality of marketing and social media involvement, campaign idea based on the level of innovation, campaign updates, rewards for the backers of the campaigns, campaign creator information, prototype of the product, features explained on the front page.

There is only one control variable and it is the launch year of the campaign. In other words, all of the independent variables are either dummy variables which are also called proxy variables and contain two or more values and are categorical variables. Every value has its own labels, most of them are yes and no for values of one (1) and zero (0), the others are explained later on. The whole list of the variables, their codding values and labels, and the number of campaigns respectively for each category can be seen in Appendix B.

2.3.1 The Success of the Campaign (Dependent Variable)

The dependent variable in the dataset is the **success of the Kickstarter campaigns**. My definition of the success of the campaigns on Kickstarter would be that a campaign is successful when it achieves the previously set funding goal in the predetermined funding period which varies from 1-60 days. The success is the main inspiration for one campaign to be created and posted on different crowdfunding platforms and it can be influenced by many different factors.

Predicting the success of a campaign is one of the most important research problems, so that is why I also set it as a goal of my thesis to try to define and analyze the important success factors (Chung & Lee, 2015).

The success rate in this sample data is 42.05 %, or respectively 37 campaigns from the total 88 are successfully funded. The unsuccessfully funded campaigns represent 57.95 %, or 51 from the total 88 campaigns that have not been funded. The success as a dependent variable is a dichotomous variable and has values of zero (0) that are labeled as no and values of one (1) labeled as yes. Similarly, if the campaign is unsuccessful has a value of zero (0) and if the campaign is successful it has a value of one (1). This is done through the process of coding variables, which is also used for all of the independent variables included in the dataset and used in the analysis.

2.3.2 Launch Period of the Year

The launch period of the year of the Kickstarter campaign is an important success factor because of the different campaigns' ideas and products. The period of the year must be well thought and planned since specific products are more demanded and can be more effectively sold in particular season of the year. Almost none of the studies that have been included in the literature review has this variable in the data analysis.

At first, this independent variable was defined as the launch date, but since it can be 365 different days of the year and in this thesis two years are included, some changes were made. This means that because of the 88 different campaigns in my dataset only 88 dates would be considered under this variable, but I have categorized them in the launch period of the year according to the four seasons. So it is coded respectively, the values vary from 1-4, the value of one (1) is for winter, the value of two (2) is for spring, the value of three (3) is for summer and the value of four (4) is for autumn. An ordinal scale is attached to this variable because the campaigns are ordered from January till December, starting from the winter season to spring, summer, and autumn up until winter again.

2.3.3 Video Included in the Campaign

The first thing that people see in a campaign is the video of the campaign's product, in this way, they form a first impression and also get a closer insight into the campaign. Since the launch of the full site in 2010, Kickstarter advises everyone to create a video for their campaign. Having a video shows at least some level of quality and preparedness of campaigns' creators. It is crucial for the campaign to have a video posted since the statistics of many cases show that campaigns with video have more chances to succeed than those without a video. As stated,

campaigns that don't have a video have 26 % fewer chances of achieving success (Mollick, 2014).

The video as an independent variable also needs to be coded because most of the campaigns have a video, only a small number of campaigns don't have a video. It is an integral part of every Kickstarter campaign and it is a useful tool for a better explanation of the product's purpose. From 88 campaigns in the dataset, only two or 2.27 % of the total number of campaigns don't have a video, and these values are set as missing values. But still in this dataset, the true importance of the video can't be seen because from the two campaigns that don't have a video one is successful and the other one is unsuccessful.

According to some of the rules for a quality video mentioned in the literature review, the video is coded with two different values that are labeled as follows: the value of one (1) refers to a poor video and the value of two (2) refers to a good video of a campaign.

2.3.4 Category of the Campaign

The category as an independent variable that can probably make an influence on the success of the campaigns is difficult to be coded differently, but it is not impossible. In the dataset, 13 different categories are included, so there are 13 different values to start with, each of them representing one category. That is why this factor is recoded into three different categories: the two most commonly used categories in the dataset and the remaining categories all together as other category.

This variable has three different values: zero (0) which corresponds to design as a category, one (1) corresponding to technology as category, and two (2) which corresponds to other as a newly defined category that includes few different categories from the dataset.

2.3.5 Backers' Origin

Because of the wide range of possible backers for every campaign, this variable is set as backers' origin and represents the country from which most of the campaign backers come from. This variable also has some missing values because when we have a small number of backers present, the country where most of them come from is not provided in the section "community" on Kickstarter. In my dataset, 10 of the 88 campaigns didn't provide this data, thus have missing values on the backers' country of origin.

Most of the campaigns have backers mostly from the United States of America since Kickstarter is an American crowdfunding platform. The second country of origin of the backers

in this dataset is Slovenia, the reason is pretty obvious. Under the "others" category, Germany and other countries are the origin countries of the most backers.

Backers' origin as a variable is coded with four values that are labeled as follows: the value of zero (0) represents the backers from the United States of America and the value of one (1) represents the backers that come from Slovenia as a country of origin, the value of two (2) represents the backers from all other countries and the value 999 is set for the missing values.

2.3.6 Environmental Consciousness Expressed in the Campaign

Many campaigns posted on Kickstarter don't have information whether they have taken care of the environment, so it makes it difficult to examine this variable.

Although a subjective observation of all the campaigns in the dataset is made, many of them are environmentally conscious with the campaign idea or the product.

To be environmentally conscious is a matter of choice, but in order to increase the probability of a campaign's success it is of great importance to apply that consciousness. This variable is coded and has two values zero (0) and one (1), where the value of zero (0) means no and the value of one (1) means yes, that the campaign does not or does have environmental consciousness.

2.3.7 Timeline Announced in the Campaign

The timeline presents the whole process of a campaign, from the early beginning when the idea was born and the first prototype was made and tested, all the way through the production process and up to the end product, the packaging, and shipping process.

In the dataset this variable is also coded like most of the other variables included, it has two different values zero (0) and one (1), the value of zero (0) means no and the value of one (1) means yes, indicating whether the campaign does not or does have a timeline announced in the campaign.

2.3.8 Value of Quality of Marketing and Social Media Involvement

For a good promotion of the campaign's product, the campaign creator must have a big community supporting the idea. Moreover, it is stated that a bigger community increases the chances of a campaign's success better than a smaller community. The right people must be

found for a perfect social media promotion to be provided. It is the right way to save money and to reach the funding goal in time because all of the social media nowadays require only the internet and it is the most powerful way to promote a campaign and even the campaign's product (Mollick, 2014).

According to the previously mentioned social media networks, I have used the Likert or rating scale to address the value of quality of the marketing and social media involvement, which is subjectively conducted and coded. It consists of values from 1-5 and they are labeled respectively, the value of one (1) is for very low, the value of two (2) is for low, the value of three (3) is for ok, neither low neither high level of quality of the social media involvement, the value of four (4) is for high and the value of five (5) is for very high, addressing the value of quality of marketing and social media involvement again. This makes the independent variable, the value of quality of marketing and social media involvement, a ranked categorical variable with five different categories.

2.3.9 Campaign Idea Based on the Level of Innovation

At first, only the campaign idea was set as an independent variable, but it needed a proxy which was necessary in order for the variable to be analyzed statistically. Then, I changed it into a campaign idea based on the level of innovation because the ideas vary from a board or video games, furniture, accessories, multifunctional inventions, to coffee machines. Even though only 88 campaigns are included in the dataset, I can say that at least 70 of them have invented a completely different idea and product.

For that reason, I have used a Likert or rating scale again to address the level of innovation of the idea, which is subjectively conducted and coded. It has values from 1-5 and they are labeled respectively, the value of one (1) is for very low, the value of two (2) is for low, the value of three (3) is for ok, neither low neither high level of innovation, the value of four (4) is for high and the value of five (5) is for very high, again, addressing the level of innovation. This makes the independent variable, campaign idea based on the level of innovation, a ranked categorical variable with five different categories, as explained previously.

2.3.10 Campaign Updates

The campaign updates can vary regarding the information provided. A promotion of other campaigns and their products is as well posted in the updates of the campaigns, and in that way, campaign creators help each other's campaigns. Some updates are posted and are available only for the backers of the campaign. Kickstarter advises campaign creators to provide updates,

and emphasizes that frequent updates are related to a greater chance of success of the campaigns.

In the dataset, 71 of the total 88 campaigns have provided updates which is 80.68 % of the total, the other 17 campaigns haven't provided updates on their campaigns.

Because the number of the updates is unlimited the coding of this variable is limited to only two values, whether the campaign doesn't or does have any updates. Again, most of the campaigns have updates, but some of them don't, and that is the obstacle in reaching the campaign's success. The value of zero (0) is labeled as no and the value of one (1) is labeled as yes.

2.3.11 Rewards for the Backers of the Campaign

Rewards can encourage the backers to pledge funds and help the campaign in achieving success. This variable also has a wide range in a number of rewards provided and is coded in five different categories. It has the values 1-5, the value of one (1) is for the range of 1-6 rewards, the value of two (2) is for the range of 7-12 rewards, the value of three (3) is for the range of 13-18 rewards, the value of four (4) is for the range of 19-24 rewards and the value of five (5) is for the range of 25-30 rewards. It also could have been coded whether the campaign does or doesn't have rewards, but it would not make sense since all of the campaigns on Kickstarter have posted rewards.

2.3.12 Campaign Creator Information

It is necessary to provide information about the campaign creator in order for people to connect and understand the story behind the campaign and the campaign entirely. When investing in a Kickstarter campaign, people are also investing in the creators of that campaign and their abilities and experience. It can in a way make an influence on the success of the campaign and on the further development of the campaign and on the product in general. Many crowdfunding platforms indicate that the need for this information is important for the campaign's success (Drabløs, 2015).

Campaign creator information as an independent variable is coded in a way that includes either one of the two gender types or it includes a team which has people of both gender types. Behind the most analyzed campaigns stands a well-organized team that has created the campaign. Since that is the case, the variable campaign creator is coded with three different values from 0-2, and they are labeled as follows: the value of zero (0) refers to male, the value of one (1)

refers to female, and the value of two (2) refers to both or to a team consisting of males and females.

2.3.13 A Prototype of the Product

The variable prototype of the product means that the campaign's product has been made before the start of the campaign. The majority of the campaigns in the dataset, 80 out of 88 or almost 91 %, have made prototypes of their product, the remaining eight (8) campaigns or 9 %, haven't made a prototype of the product, or what is more, don't have an actual product.

This variable has only two values, the values of zero (0) and one (1), which are labeled: zero (0) refers to no and one (1) refers to yes, whether the campaign doesn't or does have a prototype of the product included in the campaign.

2.3.14 Features Explained on the Front Page

The probability of achieving success in a campaign is increased if the campaign has features of the product explained on the front page or in other words, in the campaign itself. In general, many campaigns don't have this part included which is a kind of a weakness in the campaign and the implications can be tough.

But that is not the case in my dataset because only 10 campaigns don't have the features explained in their campaign, while the other 78 campaigns have them explained. Again, this variable is coded with two different values zero (0) and one (1), where the value of zero (0) means no and the value of one (1) means yes.

2.3.15 Launch Year of the Campaigns (Control Variable)

The launch year of the campaigns is included in the list of the independent variables as a control variable. It controls and separates the campaigns by year, although it covers only two different years. Once again, 54 or 61.36 % of the total Kickstarter campaigns are created during 2015 and the other 34 campaigns or 38.64 % are created during 2016. It is dichotomous variable because it has two values and respectively two labels, the value of zero (0) is for the campaigns created in 2015 and the value of one (1) for those created in 2016.

2.4 Analysis and Statistical Models Specification

In order for the master thesis' objective to be met, which is to examine which factors influence the success of a Kickstarter campaign, proper statistical models have to be specified. The models are widely used and include all of the variables explained earlier in this chapter. Single formula can't be computed since the model used is not a regression model. The evaluation of the variables should be well adjusted so that the values have the same meaning over time and across different circumstances (Field, 2009).

No matter the phenomenon that a person wants to elaborate, the data is gathered from the real world in order to test the hypotheses about that phenomenon. The statistical hypothesis or significance testing can be done through two kinds of tests: non-parametric and parametric. In this master's thesis, only the non-parametric tests are used because all of the data is categorical. As mentioned earlier, two different types of statistical non-directional hypotheses are determined, this also applies for the categorical variables.

For all variables and for the Pearson's chi-square and the Fisher's exact tests the non-directional hypotheses are used and this is the statistical view of the hypotheses:

- the null hypothesis H_0: the variables are independent
- the alternative hypothesis H_1: the variables are dependent
  Or:
- the null hypothesis H_0: there is no relationship between the variables
- the alternative hypothesis H_1: there is a relationship between the variables

The first set of hypotheses is going to be tested with either the Pearson's chi-square or Fisher's exact test that shows probability (p-values), which is the determinant of the statistical significance. The p-values also determine which statistical hypothesis should be rejected and which one should not be rejected. The significance level α that is used in these hypotheses testing is set at 5 %, and if the p-value or the exact significance is under this value it gives confidence that the null hypothesis can be rejected. Additionally, the significance level α of 1 % will be taken into consideration in the results, but not the 10 % significance level. It is important to mention again that these hypotheses are non-directional because they specify that there will be an outcome, but they don't specify the direction of the outcome. There can be a positive or a negative relationship or there can be no relationship at all, just like the null hypothesis is defined. The statistical model that tests non-directional hypothesis is known as a two-tailed test. That is why I only provide the values of the exact two-tailed significance tests from Pearson's chi-square and Fisher's exact tests' results (Field, 2009).

Fisher stated that a person should be strict and certain that a result is authentic when there is a 95 % confidence, otherwise there should be only 5 % possibility of getting a result even if there was no outcome, which would mean that the null hypothesis is correct. Although there is 95 % confidence, there can still be a small possibility that it would be incorrect (Field, 2009).

The relationship is estimated in the simplest way because as mentioned before, the relationship can only be between two categorical variables, the dependent and the independent one. When we have to analyze the categorical variables we estimate the frequencies, which means that the cases belonging to each combination of categories are shown. For example, in my dataset we have the control variable launch year, which has two values: year 2015 and year 2016, and the dependent variable success of the campaigns, again with two possible values: whether the campaign is successful or not. By combining these two variables, we get four different categories. Then we see how many Kickstarter campaigns fall into each category. Later on, these frequencies are tabulated in what is known as a cross tabulation or contingency table which allows us to analyze the interdependence between the variables. Furthermore, the chi-square can be estimated as well (Field, 2009).

There is a problem associated with the sampling distribution of the test statistic which has an approximate chi-square distribution. When a considerably large sample data is analyzed, the approximation is better and accurate enough to ignore the fact that it is just an approximation. In small sample data, like my sample in this master's thesis which has 88 Kickstarter campaigns, some of the significance tests of the chi-square distribution may turn out to be inaccurate (Field, 2009).

For the same variables mentioned as an example, the launch year and the success of the campaigns, the degrees of freedom can be calculated. They can be calculated with this formula $(r - 1)(c - 1)$, where r means the number of rows and c the number of columns in the contingency table, and in this particular case df $= (2 - 1)(2 - 1) = 1$. Then the critical values of the chi-square distribution have to be found and if the estimated value of the chi-square is bigger than these critical values, it can be assumed that a significant relationship exists between the variables. For one degree of freedom (df $= 1$) the critical values are: for p $= 0.05$ it is 3.84 and for p $= 0.01$ it is 6.63. Therefore, if the value of the chi-square is greater than these two values it can be concluded that the relationship is significant at p < 0.01 or that it is significant at significance level α smaller than 1 %.

Apparently, the chi-square test doesn't rely on assumptions for a normal distribution of data, because the variables used are categorical rather than numerical (specifically continuous) variables.

There are two key assumptions that the chi-square test relies on:

1. It looks at the relationship or the independence between variables and each case is a part of one cell of the contingency table, which means that it can't be used on a repeated-measures design.
2. The expected frequencies in each cell of the contingency table should be more than five, and in larger contingency tables it is tolerable to have up to 20 % of expected frequencies less than five but still, there will be some loss of statistical power in the result. No matter how large the contingency table is, no expected frequencies should be less than one (Howell, 2006).

Because of the second assumption, Fisher's exact test is recommended to be used with small sample data. This test will be explained in the next section of this chapter.

The SPSS output also computes the likelihood ratio together with the chi-square calculation and it is another alternative to Pearson's chi-square because it gives almost the same results but it is based on the maximum-likelihood theory. The purpose behind this theory is collecting sample data and computing a model, the probability of acquiring the observed data is maximized and finally, it is compared to the probability of acquiring this data under the null hypothesis. The statistic result from this ratio is based on a comparison between the observed and the predicted frequencies by the model. The likelihood ratio gives similar results as the Pearson's chi-square, but it is favored for small samples data (Fisher, 2009).

The results from the statistical models used, the statistical hypothesis testing and some other tests, will be interpreted in details further in this master's thesis.

3 RESULTS

This chapter explains the whole process of estimating the results from the previously specified statistical models. First, the statistical models are described in details, the assumptions from these models are justified, and their advantages and disadvantages are elaborated. Next, the descriptive statistics of some of the variables are presented through few figures and are explained in details. Lastly, the main parameters that are included in the results' tables are discussed and that concludes this chapter.

3.1 Statistical Models Estimation

The only model, as explained in the previous chapter, is the statistical hypotheses testing and it is estimated through two similar tests which are the Pearson's chi-square test and Fisher's exact test. Only categorical variables are tested through one of these two tests. Some of the variables are tested with one of the two tests and some with the other test because they need to fulfill a required condition. This condition requires that no more than 20 % of the expected frequencies among the cells in the table should expect values less than five.

3.1.1 Pearson's Chi-Square Test

The contingency table shows the number of campaigns that fall into each combination of categories. In the end of this thesis, all the contingency tables are provided in the Appendixes.

In total, 51 campaigns are not successful or 58 %, and of these, 33 were created in 2015 and the other 18 were created in 2016. Additionally, 37 campaigns are successful and that makes 42 % of the total number of campaigns, 21 of which were created in 2015 and the remaining 16 in 2016. The total number of campaigns dropped to 20 campaigns from 2015 to 2016 which represents 37 % of the total. The number of successful campaigns dropped to five in a period of one year, or in other words, 24 % of successful campaigns.

However, no proper conclusion can be made because a different number of campaigns were created in two different years and we cannot proportionally compare in which year more or less successful campaigns were created. The number of successful and unsuccessful campaigns in both 2015 and 2016 and their percentages is shown in Figure 7, below.

Figure 7: Successful and Unsuccessful Campaigns in 2015 and 2016
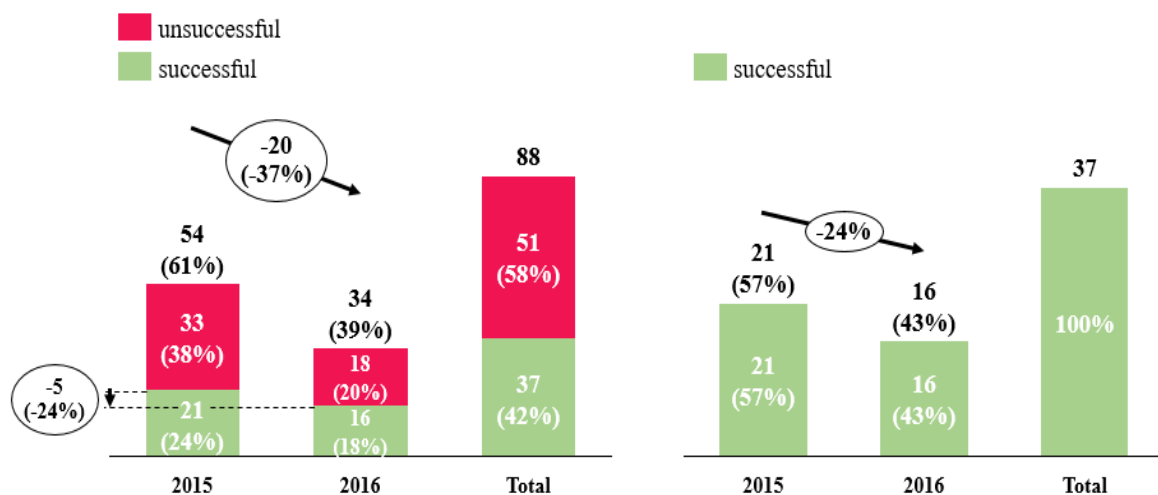
As mentioned before, the Pearson's chi-square test evaluates whether there is a relationship between two categorical variables. SPSS in the crosstabs analysis displays a table with the chi-square tests and their significance values. The Pearson's chi-square statistic tests show whether the variables are independent from each other. The null hypothesis as defined, if the variables are independent will be rejected if the significance value is less than 0.05 which respectively means that we can confidently say that there is some relationship between the variables.

Also, in the same table other statistics were computed, like the Continuity Correction which is the Yate's continuity corrected chi-square, the Likelihood Ratio which is preferred in small samples data.

Under the chi-square tests table few footnotes are included: the first one is associated with the condition that expected frequencies or counts, as SPSS shows, should be greater than five, the second footnote refers to the Continuity Correction that is only computed when 2x2 table is produced, and the last one is the standardized statistic (Field, 2009).

In the same example with the launch year and the success of the campaigns, none of the cells has expected count less than five which makes the chi-square test accurate. The insignificant outcome implies that there is no relationship between these two variables and that we fail to reject the null hypothesis. The launch year is not a significant success factor and doesn't influence whether or not a campaign would be successful or not.

An additional table can be displayed in the SPSS with other statistical tests associated with the strength of the relationship. These tests measure the strength of the relationship and are based on adjusting the chi-square statistic considering both the sample data size and degrees of freedom, with limiting the range of the statistic test between zero (0) and one (1). The test Phi is suitable and precise mostly for 2x2 contingency tables, for larger tables it might not be between zero and one because chi-square value may be above the sample data size. For that reason, another test is recommended and that is the Contingency Coefficient which guarantees a value between zero and one but rarely or almost never attains the maximum value of one. Therefore, Cramer developed the Cramer's V which is the most effective because even with larger contingency tables or tables with variables having more than two categories it can reach its maximum value of one, unlike the Phi and the Contingency Coefficient. While 2x2 contingency tables are computed, Phi and Cramer's V are exactly the same. For the same two variables the Cramer's V is 0.081, way beyond the maximum value of one. This signifies that there is no relationship between the variables at all and the value is close to the minimum value of zero. Also, this value is insignificant and p = 0.509 which indicates that if there is no relationship, the strength of that relationship cannot be significant. These outcomes validate the results of the chi-square tests and confirm them but give a little more information about the size of the effect (Field, 2009).

Even though the Cramer's V is an acceptable effect size because it falls between the values zero and one, a better and more useful measure of the effect size of categorical variables is the odds ratio. When contingency tables larger than 2x2 are displayed, the odds ratio is not that useful because the effect sizes are also accurate when a particular comparison is made. And 2x2 contingency table is a specific comparison of categorical data (Field, 2009).

When interpreting the results of the Pearson's chi-square test it is important to report the value of the chi-square test statistic accompanied by the degrees of freedom and the significance value (Field, 2009).

3.1.2 Fisher's Exact Test

The only problem with the chi-square test, as I have mentioned earlier, is that it is not an accurate model when we analyze a small sample data. In order for the Pearson's chi-square test to be used, the frequencies in each cell must be greater than five which is not the case with every variable in my dataset. The contingency tables are not all in 2x2 form or with two variables with two different categories in order to have four possible categories altogether in the end. Some variables have three or more different categories to the maximum of five possible categories in only one variable, which at the end makes 10 possible categories when measured with the dependent variable which is dichotomous (has only two categories). In order to overcome this problem, I used the Fisher's exact test which is mainly for smaller data samples and doesn't consider the condition for the expected frequencies to be greater than five in each cell (Field, 2009).

The Fisher's exact test is not some specially designed test, it is just a slightly different method of calculating the exact probability of the chi-square statistic. And it is used mainly for small samples' data and 2x2 or larger contingency tables (Field, 2009).

3.1.3 Descriptive Statistics

First, descriptive statistics are concentrated on a central tendency and a dispersion. The central tendency is measured in three different manners: mean which is the average value of the total data values, median which is the middle value after the data values have been put in an ascending order (from the minimum to the maximum data value) and the last is the mode which is the value that appears most commonly. The dispersion is also known as the spread of the values of a variable around their mean, which is the extent to which a distribution is expanded, and further, it represents the standard value for the distribution. Most used measures of the statistical dispersion are the variance which is the spread of the data values, a standard deviation which is an illustration of the extent of spread of numerical data, and interquartile range (index numbers) (Field, 2009).

Figure 8 shows the category of the campaigns, also, in one way the coding is presented as it was explained earlier. The two major categories which are the design and technology are coded separately and all other categories are listed as other.

Figure 8: Category of the campaign as an independent variable across successful
and unsuccessful campaigns
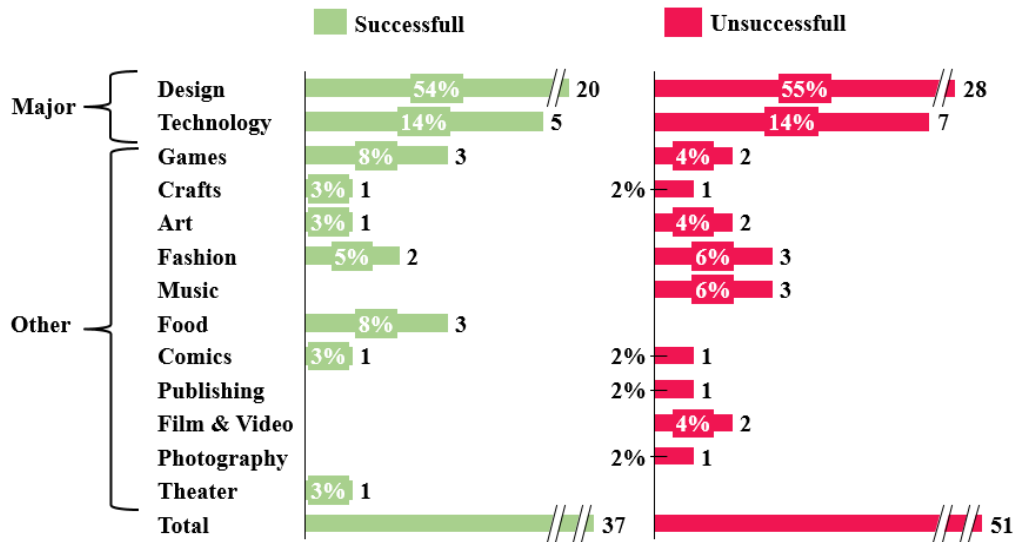
The design is the most frequently used category of the campaigns in my dataset campaigns, meaning, 20 campaigns from the total 37 successful campaigns fall in this category and that makes 54 % of the total. From the total 51 unsuccessful campaigns, 28 are in the design category and that makes 55 % of the total. The technology is the second major category used in the campaigns, and 5 of the total 37 successful campaigns or 14 % fall under this category. If we take a look on the other side, 7 campaigns are in the field of technology from the total 51 unsuccessful campaigns and that again makes 14 % of the total. All other categories are used in the remaining 12 successful campaigns from the total 37 and they represent 32 % of the total. 16 of the total 51 unsuccessful campaigns fall under the other categories, and that makes 31 % of the total.

This means that Slovenian campaigns are mostly created for the category of design and technology, following previous trends as indicated in one research for Slovenian crowdfunding campaigns from 2011 to 2015. It is said that Slovenia has the most design and technology campaigns. Finally, in one Slovenian study, it was concluded that on average the choice of the campaign's category influences the success of the campaign (Žibert, 2016).

3.2 Results Tables

This section begins with the results from the Pearson's chi-square tests computed only on some of the internal factors or, as mentioned earlier, the variables that fulfill the conditions required, and the Fisher's exact tests computed on the rest of the internal factors. The interpretation of these results is also included.

3.2.1 Internal Factors Results

As stated a few times, the Pearson's chi-square is calculated when the interdependence or the possibility of a relationship between variables is investigated. Also, the key assumptions explained earlier consider only variables with expected frequencies less than five, and it is tolerated if 20 % have less than five, but at least each cell to have a minimum of one case. This is why not all of the variables are presented in this section. The results from the internal factors can be seen in Table 1, where the expected counts, the values of the coefficients, the degrees of freedom and the p-values implying the exact statistical significance, are included. Furthermore, the whole output set from SPSS can be found in Appendix C.

Table 1: Internal Factors Results with Pearson's chi-square test

N°	Independent Variables	Expected counts less than 5	Pearson's Chi-Square Value (Coefficient)	Degrees of Freedom (df)	Exact Significance (2-tailed) p-value
1	**Launch Year of the Campaigns (Control Variable)**	0 cells (0.0 %)	0.572	1	0.509
2	**Launch Period of the Year**	0 cells (0.0 %)	3.576	3	0.326
3	**Video Included in the Campaign**	0 cells (0.0 %)	4.447	1	0.046*
4	**Category of the Campaign**	0 cells (0.0 %)	0.011	2	1.000
5	**Environmental Consciousness Expressed in the Campaign**	0 cells (0.0 %)	0.857	1	0.468
6	**Timeline Announced in the Campaign**	0 cells (0.0 %)	0.674	1	0.468

Note. * Denote significance at 5 % (0.05) level, respectively.
** Denote significance at 1 % (0.01) level, respectively.

Now we will see the results from Table 1 which presents the internal factors results computed with the Chi-Square test.

The first independent variable as can be seen in the table above is the launch year of the campaigns which is also a control variable for the Kickstarter campaigns. As its result was interpreted as an example few sections earlier, there is no need to interpret it once again. Just as a remainder, the main finding here was that we failed to reject the null hypothesis because of the highly insignificant result.

The next variable, the launch period of the year has a chi-square coefficient of $X^2 = 3.576$, three degrees of freedom and a p-value of p = 0.326. The significance level α is high above the required 5 % of statistical significance to have some impact on the dependent variable.

The video included in the campaign as an independent variable has a chi-square value of $X^2 = 4.447$. And if we look at the critical values for the chi-square distribution, which are associated with degrees of freedom as mentioned earlier, it is slightly higher than the critical value for one degree of freedom and p = 0.05 which is 3.84. The p-value is p = 0.046 and is significant at 5 % significance level. It indicates that there is enough evidence to reject the null hypothesis and gain confidence that these variables, the success and the video are somehow related.

As it can be seen from the table, the category of the campaign as an independent variable is extremely insignificant. Although in some empirical studies this variable was found to have an impact on the success, in this sample data I can't confirm the same findings. The p = 1.000 implies that it is highly insignificant, way above the 5 % significance level. As a result, we fail to reject the null hypothesis which indicates that these two variables, the success and the category of a campaign are independent of each other. We can gain confidence that there is no significant relationship between them.

The following variable is the environmental consciousness expressed in the campaign and it has a chi-square coefficient of $X^2 = 0.857$ and one degree of freedom, where the critical value for p = 0.05 is 3.84. As a result, the chi-square value of the coefficient is far below the minimum critical value. The p-value is p = 0.468 which is much higher than the required 5 % for a significant result. As a result, we fail to reject the null hypothesis that the variables are independent of each other. Therefore, it can be concluded that there is no significant relationship between the success and the environmental consciousness.

After the obtained result, whether or not the campaign has its timeline announced in the campaign and posted on Kickstarter it won't make any difference. Its chi-square value is the same as the previous variable, is $X^2 = 0.674$, this variable too has one degree of freedom and a p-value of p = 0.468. This result indicates that we fail to reject the null hypothesis. We can gain confidence that the variables success and timeline are independent of each other and there is no significant relationship between them.

As the main purpose of this master's thesis is to define, refine and examine the success factors of the Kickstarter campaigns, the obtained results are really fascinating. Despite the fact that only a few of the variables are statistically significant and influence the success as a dependent

variable, the results are going to be interpreted for every variable separately in the discussion chapter later on.

Below in Table 2 are the results of the rest of the internal factors done with the Fisher's exact test.

Table 2: Internal Factors Results with Fisher's exact test

N°	Independent Variables	Expected counts less than 5	Fisher's Exact Test Value (Coefficient)	Exact Significance Level (2-tailed) p-value
1	**Campaign Updates**	0 cells (0 %) ***	****	0.000**
2	**Rewards for the Backers of the Campaigns**	5 cells (50.0 %) ***	6.426	0.113
3	**Campaign Creator Information**	2 cells (33.3 %)	1.424	0.541
5	**Prototype of the Product**	1 cell (25.0 %)	****	0.293
6	**Features Explained on the Front Page**	1 cell (25.0 %)	****	0.040*

Note. * Denote significance at 5 % (0.05) level, respectively.
 ** Denote significance at 1 % (0.01) level, respectively.
 *** Denote that variables have cells that are equal to 0, despite the 0 cells (0 %) and the 5 cells (50.0 %) that have expected counts less than 5. Accordingly, the conditions for Pearson's Chi-Square are not met.
 **** Denote that Fisher's exact test value (coefficient) was not computed in the SPSS output.

The next set of variables including the internal success factors is presented in the table above, and the results from the Fisher's exact test computed will be explained individually and in details in the interpretation part of the discussion section of this thesis.

Basically, the interpretation of the results from the second table and the Fisher's exact test will be similar to the one in the previous section because the same parameters are displayed, except the test is slightly different.

The campaign updates as an independent variable have expected counts less than five, that is equal to zero or 0 %, but it still can't be incorporated in the previous results' table. The reason why it can't be investigated with the Pearson's chi-square test is that this variable has one cell that has a value of zero which contradicts one of the conditions that require the frequency of each cell to be at least one. Then the Fisher's exact value of the coefficient was not computed in the SPSS output due to unknown reasons. But the p-value or the exact significance is at its highest or p = 0.000 which indicates that this variable is significant at level p < 0.01 or less than 1 %. According to this result, we reject the null hypothesis and can gain confidence that the variables success and campaign updates are dependent on each other. Certainly, it can be concluded that there is a strong and significant relationship between these two variables.

There is another variable with the same problem, but not only that it has not met the one condition mentioned above, but it also contradicts both conditions required for the Pearson's chi-square test. That variable is the rewards for the backers of the campaigns, and it has way above the required 20 % of the expected frequencies, respectively it has five cells that have expected counts less than five or 50 % of the overall frequencies. Its Fisher's exact value of the coefficient is 6.426 and its p-value is p = 0.113. These results indicate that there is not enough evidence to reject the null hypothesis. So it can be said that the variable success and rewards for the backers are independent of each other. In other words, there is no significant relationship between these variables. In the end, it can be concluded that the number of rewards for the backers posted in a campaign doesn't influence the probability of success of the campaign.

The results of the variable campaign creator information have led to a very interesting finding. First, the expected counts in the two cells are less than five and that equals 33.3 % overall. The value of the Fisher's exact coefficient is 1.424 and the p-value is p = 0.541. The results point out that we fail to reject the null hypothesis because of the high significance level. There is no significant relationship between the dependent variable the success and the independent variable campaign creator information. They are independent of each other. The conclusion here is this interesting fact, which is also a good result, that there are no male or female preferences on the path to the success of a campaign.

The prototype of the product as an independent variable has only one cell that has counts less than five or converted into percentages, 25 %. Unfortunately, the value of the Fisher's exact test coefficient was not computed in the SPSS output. The p-value that this variable has is p = 0.293 which is not significant neither at the level of 5 % nor at 1 %. This result indicates that we fail to reject the null hypothesis, which means that the variables are independent of each other. We can gain confidence that there is no significant relationship between the success and the prototype of the product. This variable doesn't make an impact on the success of the Kickstarter campaign.

The last variable in this set of results is the features explained on the front page. It has one cell that has expected counts less than five or equal to 25 % overall. The Fisher's exact test value of the coefficient was not computed in the SPSS, same as the previous variable. The p-value is

p = 0.040 and indicates significance at 5 %. Therefore, we reject the null hypothesis and can gain confidence that there is a significant relationship between the dependent variable success and this independent variable features explained on the front page. They are dependent on each other. Thus, to have the features explained on the front page of a Kickstarter campaign influences the campaign's success.

3.2.2 External Factors Results

The results from the next statistical test that are going to be explained in this section are from the external factors done with the Fisher's exact test. Another set of variables are going to be presented here. The results can be seen in Table 3 below, where again the expected counts, the values of the coefficients and the p-values implying the exact statistical significance are included. The obtained output set from SPSS can be seen in Appendix C.

Table 3: External Factors Results with Fisher's exact test

N°	Independent Variables	Expected counts less than 5	Fisher's Exact Test Value (Coefficient)	Exact Significance Level (2-tailed) p-value
1	**Backers' Origin**	2 cells (33.3 %)	8.973	0.007**

Note. ** Denote significance at 1 % (0.01) level, respectively.

Another variable that has two cells that have expected count less than five or 33.3 %, is the independent variable backers' origin. Here, the value of the Fisher's exact coefficient is 8.973 and the p-value of p = 0.007. This result of the p-value indicates that this variable is highly significant at a level below 1 % and so we can gain confidence and reject the null hypothesis. There is a strong relationship between the dependent variable success and the independent variable backers' origin. Hence, the backers' origin influences the success of the campaign.

3.2.3 Mixed Factors Results

The last group of success factors includes the mixed factors which are only two. The results for these independent variables are computed through the Pearson's chi-square test. Below in Table 4 can be seen the expected counts in the cells, the coefficient, degrees of freedom and the exact two-tailed significance.

Table 4: Mixed Factors Results

N°	Independent Variables	Expected counts less than 5	Pearson's Chi-Square Value (Coefficient)	Degrees of Freedom (df)	Exact Significance (2-tailed) p-value
1	**Value of Quality of Marketing and Social Media Involvement**	0 cells (0.0 %)	7.681	4	0.106
2	**Campaign Idea Based on the Level of Innovation**	2 cells (20.0 %)	11.153	4	0.023*

Note. * Denote significance at 5 % (0.05) level, respectively.

The variable value of quality of marketing and social media involvement has a chi-square of $X^2 = 7.681$, four degrees of freedom and a p-value of $p = 0.106$. These results indicate that this variable is insignificant at a level slightly higher than 10 %. With four degrees of freedom, the critical value of the chi-square distribution for $p = 0.05$ is 9.49 and the obtained value of our coefficient is 7.681 which is below it. As a result, there is not enough evidence to reject the null hypothesis and we can gain confidence that there is no significant relationship between the success and the value of quality of marketing and social media involvement. This also means that they are independent of each other.

The second variable which is included in the table of the mixed factors results done with the Pearson's chi-square test is the campaign idea based on the level of innovation. Firstly, this variable has two cells that have expected counts less than five, which equals to 20 % and it is the maximum tolerable percentage of expected frequencies in order for the Pearson's chi-square test to be accurate. Otherwise, this variable would have been included in the next section. As we can see the p-value is $p = 0.023$ which indicates significance at the level of 5 %. According to these results, it can be concluded that the variable campaign idea based on the level of innovation is a significant one. The null hypothesis is rejected, therefore we can gain confidence that there is a significant relationship between the dependent variable and this independent variable. They are dependent on each other.

4 DISCUSSION

This chapter is part of the conclusion of this master's thesis paper. In general, it includes an overall assessment of the results and the explained findings. It will begin with the main findings of the thesis, then it will continue with the practical implications that emphasize the benefits and the limitations for potential Slovenian Kickstarter campaigns' creators and backers, and it will give some advice on possible changes. The impact of the success factors on the campaigns will be explained. The evaluation of the thesis will conclude this chapter.

4.1 Main Findings

This master's thesis aims to investigate the success factors of the Kickstarter campaigns. The main objectives are to determine which of the previously well thought and researched factors included in the dataset have influence on the success of the campaigns. They are inspected individually and in details within the theoretical and the empirical literature review part of the thesis and once again in the methodology and the results.

Many researchers find this phenomenon as a really interesting and important field for conducting a study. Because the crowdfunding is still a fast-growing industry, this kind of study in the future will be more and more conducted. People are very interested in this way of collecting financial support for their new idea or product, and the number of campaigns created increases every day. On the other hand, some people want to help or financially support crowdfunding campaigns, of course, in return for different rewards. It is very interesting to mention that this way of financing through crowdfunding platforms is not a long-term solution for some people that already have established companies. Instead, it is a short-term gathering of financial support in order to introduce a new product on the market or to improve some features on an existing one, or as a help to expand in different areas. No matter what the reason for creating a campaign on Kickstarter or other crowdfunding platform is, the gathered funding is provided once the campaign's funding period is over.

To this point, the main findings in this thesis are the several success factors determined and statistically proven to have an influence on the Kickstarter campaigns' success. It is of great importance to choose the most accurate tests, based on the types of variables, in order to properly express the variables or the success factors included in the collected (compiled) dataset. This study has shown that a significant relationship is found at a confidence interval of 95 % between the success as a dependent variable and these independent variables: video included in the campaign, campaign idea based on the level of innovation, campaign updates, backers' origin and features explained on the front page.

Because the results are just one side of the whole research process of this thesis, I have formed my own opinion on them and can confidently explain why some of the success factors that are insignificant should be considered as important. Every Kickstarter campaign should first develop a unique idea for a product, and then implement few of the many key factors that will lead to its success. The creator has to have a clear picture of what he wants to achieve with the campaign and the product. The campaign has to have a video that presents its product in the best way. The story behind the idea and the product has to be well explained. A good marketing strategy should be included in the campaign, and it should use at least some of the popular social media networks in order to achieve success. The idea and the product itself have to be appealing to a large number of people, most importantly to attract a determined focus group and many backers. It also must have a good overall strategy including a financial one, which includes the funding amount that will be requested and to choose precisely how many days will the funding period last. The campaign creator and the campaign itself in some way have to maintain a relationship with the supporters through the updates. It needs to have many different factors included that may help for a better understanding of the whole campaign like the information about the prototype of the product, explanation of its features, to bear in mind the environmental consciousness. Finally, it has to contain several interesting rewards that will be given to the backers in return for their pledged money.

4.2 Interpretation of the Results

Firstly, I will interpret some of the internal factors results, including the final decision on rejecting or not rejecting the hypotheses. Following is a short explanation of the parameters that can be seen in the tables above.

The launch year in which a campaign is created doesn't influence whether the campaign will be successful or not. This means that there is no relationship between the success and the launch year or in other words, they are independent of each other. Also, the launch period of the campaign has no association with the success of the campaign. So the season in which a Kickstarter campaign is created is not an important success factor. Again, there is not enough evidence to reject the null hypothesis and we can conclude that there is no significant relationship between these variables, the success and the launch period of the year. They are independent of each other as well. The third variable, the video of the campaign, has shown highly significant result and it can be concluded that it influences the success of the campaign. Therefore, the variables are dependent on each other or in other words, the success is reliant on the video of the campaign. For the category of the campaign, the environmental consciousness of the campaign, timeline announced in the campaign and the value of quality of marketing and social media involvement, we can say that we fail to reject the null hypothesis. Therefore, a confidence can be gained that the success is not dependent on these factors. The last factor, the campaign idea based on the level of innovation influences the success of the campaigns.

Finally, from the results interpreted in Table 1 and 2, it can be concluded that some significant success factors were determined. On the success of the Kickstarter campaigns, in this case the Slovenian Kickstarter campaigns, only a few variables or factors make an influence. The video included in the campaign, and here the question is not whether to make a video or not, but whether it will be of good or poor quality as explained in the previous chapters, is one of the important success factors. So having a good video increases the probability of success while creating a Kickstarter campaign. Then, the other important factor is the campaign idea based on the level of innovation. Not only is the campaign idea the crucial reason for starting a Kickstarter campaign in the first place, but it is also the most valuable factor for the campaign to be successful. These are the internal factors results from the Pearson's chi-square tests and are not computed on all the variables from the dataset, as I explained earlier. In the next section, we continue with the internal factors results from the Fisher's exact test computed on the set of variables that have not met the conditions for the Pearson's chi-square. Conclusively, the results from another set of variables or the internal factors have been interpreted and few more success factors have been determined. The significant variables are the ones that can act like accurate factors that make an impact on the success of the Slovenian Kickstarter campaigns. The independent variables: campaign updates and features explained on the front page are the most important from this set of variables. Also, posting the features of the product in the campaign can increase the chances of success. As I mention it a few times earlier, these are the results from the Fisher's exact test and are computed on the variables that don't satisfy one or both of the conditions that Pearson's chi-square requires.

As there is only one external variable and that is the backer's origin, its result is in Table 3 above. It showed highly significant result, so the backer's origin as an external factor influences the success of the campaign. It seems reasonable that if a campaign creator posts updates and tries to strengthen the relationship with its backers, which is the second important variable, the probability of making a successful campaign can increase.

The last group of factors is the mixed factors which are the value of quality of marketing and social media involvement and the campaign idea based on the level of innovation. As it is depicted in Table 4 above in the results part, the first variable or the value of quality of marketing and social media involvement doesn't influence the success of the campaign, so it is an insignificant factor. On the other hand, the campaign idea based on the level of innovation is a significant success factor and shows significance at the predetermined level which is in this case 5 %. So the level to which a campaign idea is innovative which is partially influenced by the campaign creators and partially by the backers of the campaigns can in any possible way increase the chances of a successful campaign at the end of the funding period.

To sum up the statistical results, five success factors from the total 14 are statistically significant. Table 5 represents their percentage level of influence based on their p-values.

Table 5: Percentage of Influence of the Significant Success Factors based on the p-value

Significant Success Factor	p-value	Percentage of Influence
Campaign Updates	0.000	100 %
Backers' Origin	0.007	86 %
Campaign Idea based on the Level of Innovation	0.023	54 %
Features explained on the Front Page	0.040	20 %
The video included in the Campaign	0.046	8 %

The closer the p-value is to 0, the higher is the percentage of influence. The maximum set level of the p-value is 0.05 or 5 % significance level. The closer the p-value is to 0.05, the lesser the percentage of influence of the factor.

4.3 Practical Implications

This is the first study of this kind conducted that examines the Kickstarter campaigns from Slovenia and particularly for the years 2015 and 2016. This master's thesis contributes to the enrichment of the currently available literature on the success factors of Kickstarter campaigns. Some attempts may have been made for statistical analysis of this particular data of these campaigns, but not with the same intent. The research on the Slovenian crowdfunding campaigns was done with an intention to find out how many of them are created yearly, which platforms are mostly used, how many of them are successful, how much money they gathered, what categories are the most popular among the Slovenians etc.

The provided results are of high practical relevance for the Kickstarter campaign creators. The reason why this thesis is important for current and future campaign creators is that it points out the most important things that they should keep in mind when creating and posting a campaign not only on Kickstarter but also on other crowdfunding platforms. It can also be said that this study is of high importance for the Kickstarter backers of the campaigns. These results can be also valuable for the crowdfunding platform itself. Generally speaking, the results are valuable for all participants on Kickstarter as a crowdfunding platform, and especially for the Slovenian Kickstarter creators and backers of campaigns.

The most important implication that this thesis makes is for my own understanding, knowledge and future interest in trying out crowdfunding myself, especially creating a campaign on the Kickstarter platform. This master's thesis is really helpful to my friends who are also interested in the crowdfunding area, for scholars and future researchers as well.

As the most important benefit of this thesis is the successful recognition of the most important success factors of Kickstarter campaigns, which was also one of the main goals of this master's thesis.

For future research similar analysis can be directed towards including a few crowdfunding platforms from different countries or even continents, or either campaign from one platform but from many different countries in a given period of time. Such insights would help to create a more comprehensive picture of the success factors. Clearly, many factors can have an influence on the success of a campaign. My research in this master' thesis only includes a few of those factors. Future research that includes additional factors can be of great importance for better understanding of the success factors.

Firstly, this study was mainly limited due to the unavailability of data; it is hard to have access to such data or to gather it on your own, searching among hundreds of campaigns from a particular country, and then set a specified time frame in which the research will be conducted and made. It is really important to have it all planned out, starting from which platform you are going to research, to particular campaigns from particular country, in which predetermined time period (year). Even if these things are well thought and chosen, a problem can arise even if the predetermined data is available somewhere and if that data is enough for the research that is planned. Similar to other empirical studies in this field, in this master's thesis some data limitations occurred and the campaigns analyzed have already ended, so the changing aspects during the funding period couldn't be approached. Another limitation was the selection of campaigns only from one crowdfunding platform, Kickstarter. Even though I have found available data for the Slovenian Kickstarter campaigns across the years, I needed to gather more detailed information from every campaign and to do research on all of them, one by one, which is really time-consuming. After that was done, I had to read and study other similar researches done and decide among the different factors that were included in order to choose some on my own. After choosing the success factors, the models used required test analysis on one-by-one factor in order to see which one of them influences the dependent variable, which I found as the biggest limitation in my thesis. Maybe the choice of the models requires this kind of analysis, but it is the only one that suits and best explains this kind of data. Finally, I can say that the number of campaigns on Kickstarter that were created in Slovenia in the 2015 and 2016 is 88, which is not a large sample data, but the use of the statistical models for this type of data gives satisfactory results that can be used in the future for larger data samples.

CONCLUSION

Crowdfunding platforms like Kickstarter emerged in the recent years and offer creators different opportunity to present their campaigns, attract potential backers and collect funds required for campaigns' success. Because of the all-or-nothing crowdfunding model used by Kickstarter, campaigns only receive funds if the funding goal is reached, thus it is important to realize which information should be provided in order to increase the chance of a successful campaign.

The key objective of this master's thesis is to define and refine which are the most important success factors of the Kickstarter campaigns, created in Slovenia in the time period of two years 2015 and 2016. In order to examine the success factors and because of the variety of factors, this research study is conducted using three different statistical models. Not all statistical models include all of the success factors which explains the need for a few different techniques.

To give a direct and clear answer to the research questions, this part of the thesis is necessary. The answer to the first question, which factors influence the success of the Kickstarter campaigns, would be that the video, the backers by country and the two different factors that emerged from this factor the US backers and Slovenian backers, the campaign idea based on the level of innovation, the updates and the features explained on the front page are the only significant success factors. For some of them it was expected to be in this list as the most important factors that make an impact on the success of the Kickstarter campaigns, but during the research, for the thesis, some new evidence arose. The answer to the second question whether these factors can really make an impact on the success, the findings show that yes, they can. And if I look at the investigated campaigns, most of them failed to succeed because not much attention was given to any of these factors. Therefore, the results from the used techniques in this thesis have given the proper answers to the major research questions.

Lastly, I offer some recommendations for future researches. One recommendation is inspecting the success factors of Kickstarter campaigns not only from one country but from more countries, from some European region like the Southeastern, or from more interesting and far more developed regions in the crowdfunding industry such as the Northern and Western Europe. In that way, the number of campaigns will increase, and the probability of new findings will rise. Then, another recommendation for future research can be examining the success factors by excluding some of the factors from this thesis and including several others. For future research similar analysis can be directed towards including a few crowdfunding platforms from different countries or even continents, or either campaign from one platform but from many different countries in a given period of time. Such insights would help to create a more comprehensive picture of the success factors. Clearly, many factors can have an influence on the success of a campaign. My research in this master's thesis only includes a few of those factors. Future research that will include additional factors can be of great importance for better understanding of the success factors.

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APPENDIXES

TABLE OF APPENDIXES

Appendix A: List of Campaigns included in the Dataset

Table 1: List of Campaigns

N°	Campaign's Name	Campaign's Category	Successful Campaign
The year 2015			
1	Archiminima Structura	design	no
2	Carabinsi	design	yes
3	Glovys	technology	no
4	Cando	design	yes
5	Pam	technology	no
6	Pure water filter Pur Go	design	no
7	Trobla	design	yes
8	Sipa Boards	design	yes
9	Leano	design	yes
10	Stromle	design	no
11	Gas Scale	technology	no
12	Superheroes that make differences	publishing	no
13	Ori	design	no
14	Ondu	design	yes
15	Diego and friends	film & video	no
16	Kobeiagi kilims	design	yes
17	My seat	design	no
18	Rok's 100% natural peanut butter	food	yes
19	Orange sessions: Lucie	design	no
20	Coopy life's little shortcut	technology	no
21	Origo boat	design	no
22	Chevall watches	design	no
23	ERA (earth. roots. art)	art	no
24	SipSup	design	no
25	4 MK – wooden bike (2ⁿᵈ)	design	no
26	Magic planner	design	no
27	Swinging pads	design	no
28	Melodies of nations	music	no

Table 1: List of Campaigns (continued)

	Campaign's Name	Campaign's Category	Successful Campaign
The year 2015			
29	Alexandra	film & video	no
30	WaxOn	design	no
31	Less	games	yes
32	Comic development	comics	yes
33	Scoutee	technology	yes
34	Copcho	design	no
35	Decadolo	games	yes
36	Easy life belt	design	yes
37	Smart Froc	design	no
38	Snapp guides	photography	no
39	Win or snooze	technology	no
40	Lucky 3in1	design	no
41	Border mover	art	yes
42	Swingy	design	no
43	Itero	design	yes
44	FlyKly smart ped (2nd)	design	yes
45	Origami Christmas tree balls	design	no
46	Palmieri	food	yes
47	Where was I	theater	yes
48	Urban Planty	design	no
49	Wu-Le wooden ties	fashion	yes
50	Zoyo baby	technology	no
51	SciNote	technology	yes
52	Lumu power (2nd)	technology	yes
53	Switch necklace	fashion	no
54	Pilius	design	no
The year 2016			
55	Lex Arena	games	no
56	Fret friend	design	no
57	Hudwood	crafts	yes
58	Hillstrike™ Snowtrike	design	no
59	Art of the places	art	no
60	NV: T-holder (2nd)	fashion	yes
61	Twistear	technology	yes
62	Ziggie bag	design	no
63	WebEye VR	technology	no
64	The SUP revolution(2nd)	design	yes

Table 1: List of Campaigns (continued)

	Campaign's Name	Campaign's Category	Successful Campaign
The year 2016			
65	Switch stance	design	yes
66	Masterclasses Haliaeti summer academy	music	no
67	24 Hands stands	crafts	no
68	The Woodieful chair	design	yes
69	Army of Kurents	games	no
70	Organika cases	fashion	no
71	Beyond vocals	music	no
72	BuWizz	technology	yes
73	Project Cookbook	food	yes
74	Secura clips for your camera	design	no
75	Visečko Mr. Hangy	design	no
76	Lightspeed frontier (2nd)	games	yes
77	Zakistar	fashion	no
78	Realms	comics	no
79	3D cases	design	no
80	Ironate (2nd)	design	yes
81	Mag-Lev audio	design	yes
82	Gina (2nd)	design	yes
83	OTO	design	yes
84	Skippy	design	no
85	GO-Growing object	design	no
86	My pocket master	design	yes
87	One hand tying Quickshoelace	design	yes
88	Easy life belt magnetic (2nd)	design	yes

Appendix B: Coding of the Variables included in the Dataset

Table 2: List of variables and coding

N°	Variable name	Variable Data Type	Values	Labels	Number of Campaigns
1	The success of the campaign	categorical descriptive (dichotomous)	0 → 1 →	no → yes →	51 37
2	Launch year of the campaigns (control variable)	categorical descriptive (dichotomous)	0 → 1 →	the year 2015 → the year 2016 →	54 34
3	Launch period of the year	categorical ranked (ordinal)	1 → 2 → 3 → 4 →	winter → spring → summer → autumn →	13 29 24 22
4	The video included in the campaign	categorical descriptive (dichotomous)	1 → 2 → 999 →	poor → good → missing values →	22 64 2
5	Category of the campaign	categorical ranked (nominal)	0 → 1 → 2 →	design → technology → other →	48 12 28
6	Environmental consciousness expressed in the campaign	categorical descriptive (dichotomous)	0 → 1 →	no → yes →	24 64
7	Timeline announced in the campaign	categorical descriptive (dichotomous)	0 → 1 →	no → yes →	23 65
8	Value of quality of marketing and social media involvement	categorical ranked (ordinal)	1 → 2 → 3 → 4 → 5 →	very low → low → ok → high → very high →	13 15 20 17 23
9	Campaign idea based on the level of innovation	categorical ranked (ordinal)	1 → 2 → 3 → 4 → 5 →	very low → low → ok → high → very high →	9 9 19 30 21

table continues

4

Table 2: List of variables and coding (continued)

N°	Variable name	Variable Data Type	Values	Labels	Number of Campaigns
10	**Campaign updates**	categorical descriptive (dichotomous)	**0** **1**	**no** **yes**	**17** **71**
11	**Rewards for the backers of the campaigns**	numerical continuous (interval)	**1** **2** **3** **4** **5**	**1-6** **7-12** **13-18** **19-24** **25-30**	**18** **56** **11** **2** **1**
12	**Campaign creator information**	categorical ranked (nominal)	**0** **1** **2**	**m (male)** **f (female)** **both**	**23** **7** **58**
13	**Backers' origin**	categorical ranked (nominal)	**0** **1** **2** **999**	**USA** **Slovenia** **other countries** **missing values**	**43** **31** **4** **10**
14	**A prototype of the product**	categorical descriptive (dichotomous)	**0** **1**	**no** **yes**	**9** **79**
15	**Features explained on the front page**	categorical descriptive (dichotomous)	**0** **1**	**no** **yes**	**10** **78**

Appendix C: SPSS Output from the Crosstabs (Pearson's Chi-Square and Fisher's Exact Test)

Table 3: Success and launch year of the campaigns crosstabulation

Success * Launch year of the campaigns Crosstabulation

Count

		Launch year of the campaigns		Total
		2015	2016	
Success	no	33	18	51
	yes	21	16	37
Total		54	34	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 4: Chi-Square tests for the independent variable launch year

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	.572[a]	1	.450	.509	.296	
Continuity Correction[b]	.285	1	.593			
Likelihood Ratio	.570	1	.450	.509	.296	
Fisher's Exact Test				.509	.296	
Linear-by-Linear Association	.565[c]	1	.452	.509	.296	.132
N of Valid Cases	88					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.30.

b. Computed only for a 2x2 table

c. The standardized statistic is .752.

Source: *IBM SPSS Statistics 22, 2017.*

Table 5: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.081	.450	.509
	Cramer's V	.081	.450	.509
	Contingency Coefficient	.080	.450	.509
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 6: Success and launch period of the year crosstabulation

Success * Launch period of the year Crosstabulation

Count

		Launch period of the year				Total
		winter	spring	summer	autumn	
Success	no	8	19	15	9	51
	yes	5	10	9	13	37
Total		13	29	24	22	88

Source: *IBM SPSS Statistics 22, 2017.*

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Table 7: Chi-Square tests for the independent variable launch period of the year

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	3.576[a]	3	.311	.326		
Likelihood Ratio	3.549	3	.314	.331		
Fisher's Exact Test	3.499			.329		
Linear-by-Linear Association	2.116[b]	1	.146	.169	.089	.030
N of Valid Cases	88					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.47.
b. The standardized statistic is 1.455.

Source: *IBM SPSS Statistics 22, 2017.*

Table 8: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.202	.311	.326
	Cramer's V	.202	.311	.326
	Contingency Coefficient	.198	.311	.326
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 9: Test check for missing values for the independent variable video

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Success * Video	86	97.7%	2	2.3%	88	100.0%

Source: *IBM SPSS Statistics 22, 2017.*

Table 10: Success and video included in the campaign crosstabulation

**Success * Video included in the
campaign Crosstabulation**

Count

	Video included in the campaign		Total
	poor	good	
Success no	17	33	50
yes	5	31	36
Total	22	64	86

Source: *IBM SPSS Statistics 22, 2017.*

Table 11: Chi-Square tests for the independent variable video included in the campaign

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	4.447[a]	1	.035	.046	.030	
Continuity Correction[b]	3.453	1	.063			
Likelihood Ratio	4.690	1	.030	.046	.030	
Fisher's Exact Test				.046	.030	
Linear-by-Linear Association	4.395[c]	1	.036	.046	.030	.022
N of Valid Cases	86					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.21.

b. Computed only for a 2x2 table

c. The standardized statistic is 2.096.

Source: *IBM SPSS Statistics 22, 2017.*

Table 12: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.227	.035	.046
	Cramer's V	.227	.035	.046
	Contingency Coefficient	.222	.035	.046
N of Valid Cases		86		

Source: *IBM SPSS Statistics 22, 2017.*

Table 13: Success and category of the campaign

Success * Category of the campaign Crosstabulation
Count

		Category of the campaign			Total
		design	technology	other	
Success	no	28	7	16	51
	yes	20	5	12	37
Total		48	12	28	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 14: Chi-Square tests for the independent variable category

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	.011[a]	2	.994	1.000		
Likelihood Ratio	.011	2	.994	1.000		
Fisher's Exact Test	.078			1.000		
Linear-by-Linear Association	.010[b]	1	.922	1.000	.508	.094
N of Valid Cases	88					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.05.
b. The standardized statistic is .097.

Source: *IBM SPSS Statistics 22, 2017.*

Table 15: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.011	.994	1.000
	Cramer's V	.011	.994	1.000
	Contingency Coefficient	.011	.994	1.000
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 16: Success and environmental consciousness expressed in the campaign crosstabulation

Success * Environmental consciousness Crosstabulation

Count

		Environmental consciousness expressed in the campaign		Total
		no	yes	
Success	no	12	39	51
	yes	12	25	37
Total		24	64	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 17: Chi-Square tests for the independent variable environmental consciousness

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	.857[a]	1	.355	.468	.246	
Continuity Correction[b]	.467	1	.494			
Likelihood Ratio	.851	1	.356	.468	.246	
Fisher's Exact Test				.468	.246	
Linear-by-Linear Association	.847[c]	1	.357	.468	.246	.125
N of Valid Cases	88					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.09.

b. Computed only for a 2x2 table

c. The standardized statistic is -.920).

Table 18: Statistical measures of the strength of the relationship between variables

Symmetric Measures

	Value	Approx. Sig.	Exact Sig.
Nominal by Nominal Phi	-.099)	.355	.468
Cramer's V	.099	.355	.468
Contingency Coefficient	.098	.355	.468
N of Valid Cases	88		

Table 19: Success and timeline announced in the campaign crosstabulation

Success * Timeline announced in the campaign Crosstabulation

Count

		Timeline announced in the campaign		Total
		no	yes	
Success	no	15	36	51
	yes	8	29	37
Total		23	65	88

Table 20: Chi-Square tests for the independent variable timeline announced in the campaign

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	.674[a]	1	.412	.468	.284	
Continuity Correction[b]	.331	1	.565			
Likelihood Ratio	.683	1	.409	.468	.284	
Fisher's Exact Test				.468	.284	

Table 20: Chi-Square tests for the independent variable timeline announced in the campaign (continued)

Linear-by-Linear Association	.666[c]	1	.414	.468	.284	.142
N of Valid Cases	88					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.67.
b. Computed only for a 2x2 table
c. The standardized statistic is .816.

Source: *IBM SPSS Statistics 22, 2017.*

Table 21: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.088	.412	.468
	Cramer's V	.088	.412	.468
	Contingency Coefficient	.087	.412	.468
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 22: Success and value of quality of marketing and social media involvement crosstabulation

Success * Value of quality of marketing and social media involvement Crosstabulation
Count

		Value of quality of marketing and social media involvement					Total
		very low	low	ok	high	very high	
Success	no	11	10	11	10	9	51
	yes	2	5	9	7	14	37
Total		13	15	20	17	23	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 23: Chi-Square tests for the independent variable value of quality of marketing and social media involvement

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	7.681[a]	4	.104	.106		
Likelihood Ratio	8.150	4	.086	.099		
Fisher's Exact Test	7.615			.105		
Linear-by-Linear Association	6.676[b]	1	.010	.010	.006	.002
N of Valid Cases	88					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.47.
b. The standardized statistic is 2.584.

Source: *IBM SPSS Statistics 22, 2017.*

Table 24: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.295	.104	.106
	Cramer's V	.295	.104	.106
	Contingency Coefficient	.283	.104	.106
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 25: Success and campaign updates crosstabulation

Success * Campaign updates Crosstabulation

Count

		Campaign updates		Total
		no	yes	
Success	no	17	34	51
	yes	0	37	37
Total		17	71	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 26: Chi-Square tests for the independent variable campaign updates

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	15.286[a]	1	.000	.000	.000	
Continuity Correction[b]	13.223	1	.000			
Likelihood Ratio	21.457	1	.000	.000	.000	
Fisher's Exact Test				.000	.000	
Linear-by-Linear Association	15.113[c]	1	.000	.000	.000	.000
N of Valid Cases	88					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.15.

b. Computed only for a 2x2 table

c. The standardized statistic is 3.888.

Source: *IBM SPSS Statistics 22, 2017.*

Table 27: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.417	.000	.000
	Cramer's V	.417	.000	.000
	Contingency Coefficient	.385	.000	.000
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 28: Success and campaign idea based on the level of innovation crosstabulation

Success * Campaign idea based on the level of innovation Crosstabulation
Count

		Campaign idea based on the level of innovation					Total
		very low	low	ok	high	very high	
Success	no	6	7	14	18	6	51
	yes	3	2	5	12	15	37
Total		9	9	19	30	21	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 29: Chi-Square tests for the independent variable campaign idea based on the level of innovation

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	11.153[a]	4	.025	.023		
Likelihood Ratio	11.356	4	.023	.033		
Fisher's Exact Test	10.732			.027		
Linear-by-Linear Association	6.784[b]	1	.009	.009	.005	.002
N of Valid Cases	88					

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.78.
b. The standardized statistic is 2.605.

Source: *IBM SPSS Statistics 22, 2017.*

Table 30: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.356	.025	.023
	Cramer's V	.356	.025	.023
	Contingency Coefficient	.335	.025	.023
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 31: Success and rewards for the backers of the campaigns crosstabulation

Success * Rewards for the backers of the campaigns Crosstabulation

Count

		Rewards for the backers of the campaigns					Total
		1	2	3	4	5	
Success	no	14	30	6	0	1	51
	yes	4	26	5	2	0	37
Total		18	56	11	2	1	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 32: Chi-Square tests for the independent variable rewards

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	6.879[a]	4	.142	.107		
Likelihood Ratio	8.183	4	.085	.093		
Fisher's Exact Test	6.426			.113		
Linear-by-Linear Association	2.205[b]	1	.138	.183	.092	.040
N of Valid Cases	88					

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .42.

b. The standardized statistic is 1.485.

Source: *IBM SPSS Statistics 22, 2017.*

Table 33: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.280	.142	.107
	Cramer's V	.280	.142	.107
	Contingency Coefficient	.269	.142	.107
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 34: Success and campaign creator information crosstabulation

Success * Campaign creator information Crosstabulation

Count

		Campaign creator information			Total
		m	f	both	
Success	no	15	5	31	51
	yes	8	2	27	37
Total		23	7	58	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 35: Chi-Square tests for the independent variable campaign creator

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	1.503[a]	2	.472	.479		
Likelihood Ratio	1.532	2	.465	.479		
Fisher's Exact Test	1.424			.541		
Linear-by-Linear Association	1.110[b]	1	.292	.327	.177	.057
N of Valid Cases	88					

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.94.
b. The standardized statistic is 1.054.

Source: *IBM SPSS Statistics 22, 2017.*

Table 36: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.131	.472	.479
	Cramer's V	.131	.472	.479
	Contingency Coefficient	.130	.472	.479
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 37: Test check for missing values for the independent variable backers' origin

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Success * Backers by country	78	88.6%	10	11.4%	88	100.0%

Source: *IBM SPSS Statistics 22, 2017.*

Table 38: Success and backers' origin crosstabulation

Success * Backers by country Crosstabulation

Count

		Backers' origin			Total
		USA	Slovenia	another country	
Success	no	16	22	3	41
	yes	27	9	1	37
Total		43	31	4	78

Source: *IBM SPSS Statistics 22, 2017.*

Table 39: Chi-Square tests for the independent variable backers by country

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	9.084[a]	2	.011	.006		
Likelihood Ratio	9.311	2	.010	.012		
Fisher's Exact Test	8.973			.007		
Linear-by-Linear Association	8.098[b]	1	.004	.007	.003	.002
N of Valid Cases	78					

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.90.
b. The standardized statistic is -2.846).

Source: *IBM SPSS Statistics 22, 2017.*

Table 40: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.341	.011	.006
	Cramer's V	.341	.011	.006
	Contingency Coefficient	.323	.011	.006
N of Valid Cases		78		

Source: *IBM SPSS Statistics 22, 2017.*

Table 41: Success and prototype of the product crosstabulation

Success * Prototype of the product Crosstabulation

Count

		A prototype of the product		Total
		no	yes	
Success	no	7	44	51
	yes	2	35	37
Total		9	79	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 42: Chi-Square tests for the independent variable prototype of the product

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	1.617[a]	1	.204	.293	.182	
Continuity Correction[b]	.838	1	.360			
Likelihood Ratio	1.733	1	.188	.293	.182	
Fisher's Exact Test				.293	.182	
Linear-by-Linear Association	1.598[c]	1	.206	.293	.182	.135
N of Valid Cases	88					

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.78.

b. Computed only for a 2x2 table

c. The standardized statistic is 1.264.

Source: *IBM SPSS Statistics 22, 2017.*

Table 43: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.136	.204	.293
	Cramer's V	.136	.204	.293
	Contingency Coefficient	.134	.204	.293
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*

Table 44: Success and features explained on the front page crosstabulation

Success * Features explained on the front page Crosstabulation

Count

		Features explained on the front page		Total
		no	yes	
Success	no	9	42	51
	yes	1	36	37
Total		10	78	88

Source: *IBM SPSS Statistics 22, 2017.*

Table 45: Chi-Square tests for the independent variable features explained on the front page

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	4.755[a]	1	.029	.040	.028	
Continuity Correction[b]	3.387	1	.066			
Likelihood Ratio	5.587	1	.018	.040	.028	
Fisher's Exact Test				.040	.028	
Linear-by-Linear Association	4.701[c]	1	.030	.040	.028	.025
N of Valid Cases	88					

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.20.

b. Computed only for a 2x2 table

c. The standardized statistic is 2.168.

Source: *IBM SPSS Statistics 22, 2017.*

Table 46: Statistical measures of the strength of the relationship between variables

Symmetric Measures

		Value	Approx. Sig.	Exact Sig.
Nominal by Nominal	Phi	.232	.029	.040
	Cramer's V	.232	.029	.040
	Contingency Coefficient	.226	.029	.040
N of Valid Cases		88		

Source: *IBM SPSS Statistics 22, 2017.*