

“SHOW ME THE MONEY”

The motivational factors driving athlete crowdfunding investments

A quantitative study of the investment psychology within the market of athletes
as commodities

Oscar Eriksson & Olof Göransson

Stockholm School of Economics

**Master Thesis (30 ECTS) – part of the examination for a MSc degree in
Business & Management at the Stockholm School of Economics**

Date of submission: May 18th, 2015

Thesis Supervisor: Anna Söderblom

Thesis Coordinator: Karin Fernler

Oscar Eriksson SSE Registration No: 40638

Olof Göransson SSE Registration No: 40633

Abstract

Background: Crowdfunding is an increasingly popular way of raising capital for companies, organizations or individuals. The growth of crowdfunding as a source of capital is amplified by laws, regulations and technology, creating easier and more reliable ways of giving and receiving funding through crowdfunding platforms. Several studies have investigated the motivation driving individuals to invest in crowdfunding projects. However, this research falls short in some aspects and further research has been requested. First, the knowledge of what drives investors specifically in equity-based crowdfunding has been seen as incomplete. Second, the motivation seems to differ between different niches of crowdfunding and some niches have still not been researched at all. The athlete niche of crowdfunding is, to the best of our knowledge, one of the niches that not have been investigated in terms of investor motivation. Furthermore, this niche is becoming increasingly popular among investors.

Purpose: The purpose of this paper is to examine the motivators and investment-drivers of athlete crowdfunders and to answer the research question: *What are the main motivational factors that drive individuals to invest in athlete crowdfunding?*

Method: Due to the scarce previous research among field-specific crowdfunding, this study takes an approach mixing extensive literature review, a qualitative pre-study and a quantitative larger-scale survey. Literature review and pre-study were tools for hypothesis generation and the quantitative main study was analyzed in order to gain initial insights to build upon regarding the growing market of investing in athletes as commodities.

Conclusion: The conclusion of this paper is that three main motivational factors seem to affect individuals to engage in athlete crowdfunding. These factors are enjoyment-based, philanthropy-based and financial-based. We cannot with distinction create an absolute ranking of all the motivational factors. Nor can we distinguish clearly between grouped extrinsic and intrinsic motivational factors – rather, we conclude three specifically important drivers of investments. Suggestions for further research include going in more detailed in examining these three factors in relation to athlete-based crowdfunding. Overall, we find that the motivational drivers among athlete crowdfunders differ in some cases to the motivational drivers that general crowdfunding research has concluded to be of importance.

Contribution: This thesis contributes with understanding of a previously scarcely researched part of an industry. Adding market-specific knowledge and insights will create the foundation for building upon further understanding of not only athlete-based crowdfunding investment decisions, but can also function as a base for crowdfunding research within other specific markets. Additionally, we create a practical contribution in two parts. Firstly, the athletes seeking funding for pursuing their careers gain insight in what their potential financiers are motivated by, and can thereby increase their chances of funding through presenting themselves in an informed and attractive way. Secondly, the platforms functioning as intermediaries between athlete crowdfunders and crowdfundees can better present their athletes and match them to athlete investors in order to increase the likelihood of investments.

Key words: Crowdfunding, athlete investments, investment motivation, self-determination theory, crowdfunding investment incentives, sport investments

Acknowledgements

The writing of this thesis has been a rewarding and challenging adventure. The nature of the subject has helped us a lot in digging deep and focusing during intensive periods. There a few people especially that we would like to extent the greatest of gratitude towards.

Firstly, our supervisor Dr. Anna Söderblom has been the best support imaginable from day one of our thesis process. She has been an invaluable support and enabled us to cut through ambiguousness and complexity. We appreciate all the understanding and patience that you have showed us during this process and we want to express our outmost appreciation for the quick and insightful feedback during ups and downs of our thesis creation.

Additionally, we want to thank Claes Holmström, CEO and co-founder at Trade in Sports. Without Claes, our research could never had been made as the very base of the research design built upon him giving us access to a database of over 1,000 athlete crowdfunders. We therefore highly appreciate this access as well as the fruitful inputs given to the design of our study.

Lastly, we want to thank all the crowdfunders that took time out of their schedule to participate in interviews and to complete our quantitative surveys. Our thesis would be nothing without you.

At the time of finishing this thesis, we, the authors Oscar Eriksson and Olof Göransson, will venture out in the world and take on challenges at H&M Global Expansion and Capgemini Consulting, respectively. We would therefore want to take this opportunity to send our gratitude to Stockholm School of Economics, where we have spent arguably the most developing and academically challenging years of our lives. To all the inspiring professors and to all our ambitious and kind-hearted classmates; thank you.

Oscar Eriksson
40638@student.hhs.se

Olof Göransson
40633@student.hhs.se

Stockholm, May 18th, 2015

Table of Contents

1. INTRODUCTION.....	6
1.1 BACKGROUND	6
1.1.1 <i>Athletes as financial assets</i>	6
1.1.2 <i>Start-ups' critical task to raise early-stage funding</i>	6
1.1.3 <i>The rise of crowdfunding as a source for early-stage funding</i>	7
1.1.4 <i>Limited crowdfunding research</i>	8
1.2 RESEARCH QUESTION AND PURPOSE OF THE THESIS	8
1.3 THEORETICAL AND EMPIRICAL CONTRIBUTION.....	9
1.4 SCOPE OF THESIS	10
1.5 THESIS DISPOSITION	10
2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK	12
2.1 CROWDFUNDING RESEARCH IN GENERAL	12
2.2 INVESTOR MOTIVATION IN CROWDFUNDING	13
2.2.1 <i>Self-Determination Theory</i>	14
2.2.2 <i>Intrinsic Motivation in Crowdfunding</i>	15
2.2.3 <i>Extrinsic Motivation in Crowdfunding</i>	17
2.3 THEORETICAL GAP AND RESEARCH QUESTION	19
2.4 THEORETICAL FRAMEWORK.....	21
3. METHODOLOGY.....	23
3.1 RESEARCH APPROACH.....	23
3.2 RESEARCH DESIGN	23
3.3 LITERATURE REVIEW	25
3.4 QUALITATIVE PRE-STUDY.....	26
3.4.1 <i>Purpose</i>	26
3.4.2 <i>Data Collection Method</i>	26
3.4.3 <i>Population and Sample</i>	26
3.5 QUANTITATIVE MAIN STUDY.....	27
3.5.1 <i>Purpose</i>	27
3.5.2 <i>Data Collection Method</i>	27
3.5.3 <i>Population and Sample</i>	29
3.5.4 <i>Data Analysis</i>	31
3.5.5 <i>Methodological Limitations</i>	32
4. PRE-STUDY.....	34
4.1 PRE-STUDY FINDINGS.....	34
5. HYPOTHESES GENERATION	36
5.1 HYPOTHESES 1-5.....	36
6. RESULTS.....	40
6.1 RESPONSE RATE, NORMALITY AND RELIABILITY	40
6.2 DESCRIPTIVE STATISTICS	41
6.3 MULTIPLE REGRESSION ANALYSIS	43
7. DISCUSSION.....	50
7.1 ANALYSIS.....	50
7.2 THEORETICAL AND EMPIRICAL CONTRIBUTION.....	55
7.3 LIMITATIONS	56
7.4 FUTURE RESEARCH	57

8. CONCLUSION.....	58
9. BIBLIOGRAPHY.....	59
10. APPENDICES.....	65

List of Figures

Figure 1: Thesis Disposition

Figure 2: Theoretical Path

Figure 3: Summary of Theoretical Framework

Figure 4: Research Design

Figure 5: The Literature Review Process

Figure 6: Summary of Hypotheses

Figure 7: Questionnaire Question 6

Figure 8: Questionnaire Question 8

List of Tables

Table 1: Questionnaire Overview

Table 2: Pre-Study Findings

Table 3: Normality Test

Table 4: Ranking Question Overview

Table 5: Independent Variables in Isolation

Table 6: Independent Variables Combined

Table 7: Factor Analysis

Table 8: Adjusted R Square

Table 9: Collinearity Matrix

1. Introduction

This introductory chapter describes the theoretical and empirical background to this thesis, presents the purpose and research question and highlights the intended theoretical and empirical contributions. Furthermore, the disposition and scope of the thesis is presented.

1.1 Background

1.1.1 Athletes as financial assets

In year 2001, one of the most promising Swedish football players was sold from the small talent-fostering club BK Häcken from Gothenburg, Sweden, to one of the larger Swedish football clubs in Stockholm, Djurgårdens IF. This deal had the traditional set-up of a buyer, a seller and an agent. But there was another special aspect with this deal; a risk capital company called Quesada, which helped to finance the deal in return for equity in the football player's future career. (Thorén, 2001) The player, Kim Källström, is since that day "owned" as a financial asset partly by Quesada, and still pays dividends to the company in form of performance bonuses, royalties from transfers other income streams that a modern football player generates (Lühr, 2007). This way, the player is considered a financial asset built by investors and shareholders – whom are free to sell their share of the asset according to their current agreement (Djurgårdens IF, 2002).

On a smaller scale, professional New Zealand surfer Ricardo Cristo completely turned his life around after a few years of misery following a lost surfing scholarship at the age of 24 (Gilles, 2013). Having had to give up any dreams of a professional career due to financial constraints, Ricardo found the service Sportfunder.com and quickly raised over \$17,000 from over 200 investors and could once again climb his way back to the world elite of surfing. Ricardo is currently on his way of qualifying into the top 43 spots in the World Series of surfing and thanks the possibility of "athlete crowdfunding" for this (Sportfunder, 2013).

As will be elaborated in more detail later, the process of crowdfunding is one where the public (the "crowd") in form of private persons invest (also called "pledge") a certain amount of money into a project, a company or a person – in return for some sort of tangible or intangible reward, equity or a future financial payoff.

The specific "equity-in-athlete" version of crowdfunding has grown rapidly the past few years and many companies are now offering private actors to buy and sell shares in athletes by the model of crowdfunding (Miller, 2014). This type of investment is similar to those in business ventures in the sense that equity or a future decided financial return is part of the agreement. Furthermore, the need of financial support for athletes in an early stage of the career could be likened with start-ups' critical task of raising early-stage funding.

1.1.2 Start-ups' critical task to raise early-stage funding

One of the single most critical phases of any business venture is the initial phase, where financing regularly is a key factor (Beck & Demircug-Kunt, 2006; Blumberg & Letterie, 2008; Cosh, Cumming, & Hughes,

2009; Freel et al., 2012). Cases have even been made claiming that the lack of financial resources is the one major reason for the failure of start-up business ventures (Söderblom & Samuelsson, 2014; Florin et al., 2003). A large portion of business ventures fails during the first three years of operation due to financial constraint (Gompers & Lerner, 2002). Meanwhile, raising capital to a business venture is seemingly difficult for most types of companies (Beck & Demirci-Kunt, 2006; Blumberg & Letterie, 2008; Cosh, Cumming, & Hughes, 2009; Freel et al., 2012). The way in which ventures seek initial funding differs depending on the business venture type, the growth rate of the start-up and the amount of capital needed, among other factors.

Funding in the initial stages of a venture can come from both the entrepreneur's own savings (internal financing), or from external capital. Most often, it is difficult for the founder alone to raise enough capital in order to carry out the venture (Scott & Bruce, 1987). He or she usually relies heavily on friends and relatives and other sources of external capital (Buckley, 1997; Scott & Bruce, 1987). The most widely used sources of external capital are bank and governmental loans (OECD iLibrary, 2015). Other common external funding sources are Venture Capitalist firms (VC's) and Angel Investors or Business Angels (BA's). However, an increasing amount of funding comes from the fast-growing source of "*the crowd*", also called "*Crowdfunding*", as illustrated by (Zider, 1998) and numerous contemporary studies.

1.1.3 The rise of crowdfunding as a source for early-stage funding

The absolute amount invested by crowdfunders has risen dramatically the last years, both on a global scale as well as in every continent worldwide (Neiss & Best, 2014). Technology has partly enabled this development of crowdfunding, which is changing the funding environment at the early seed stages. The crowdfunding industry with large actors such as Kickstarter, Indiegogo, Rocket Hub and Crowdfunder together raises over \$10 billion annually, with growth of roughly 100% per year between 2012 and 2014. (Barnett, 2013)

The market of crowdfunding is expected to keep on growing immensely looking into the future, with estimates pointing towards at least a similar growth rate as the past few years (Hobey, 2015). This growth is amplified by the completion of the JOBS Act that will permit crowdfunding further, enabling more investors to make small investments in private companies (U.S. Securities and Exchange Commission, 2015).

According to EY (2014) crowdfunding platforms in Europe collected €446 million in 470,000 projects in 2013. In the EU, there are also moves afoot to make crowdfunding more effective. Following a period of EU-wide consultation which closed at the end of 2013, the European Commission is evaluating what "soft-law" measures could be taken to promote crowdfunding across Europe, and is investigating how government funding could be aligned to support crowdfunding platforms and investment opportunities. (EY, 2014)

This expected growth of crowdfunding, fuelled by the expected increased public interest of crowdfunding, the governmental deregulations and more developed online platforms thanks to the rapid technological

advances, can open up vast possibilities for any private person or venture that needs funding (Carmichael, 2013). Not only traditional companies seek and receive funding from these crowdfunding-platforms, as previously mentioned. Nowadays, millions of projects worldwide that are far from conventional business ideas are backed by crowdfunders. One new and interesting group of actors seeking financial support via crowdfunding is athletes. This special group of crowdfundees does not only consist of professionals, but also of aspiring talents and even hobby-exercisers. Within this area, sites like RallyMe, DreamFuel, Pursuit, SportFunder and MakeAChamp are eminent actors, all with rising figures in amount pledged. (Miller, 2014)

1.1.4 Limited crowdfunding research

The general capabilities of crowdfunding as a funding source has been well researched (Tomczak & Brem, 2013). Another area that has attracted academic interest is the motives for people investing in crowdfunding (Allison et al., 2014; Cholakova & Clarysse, 2014; Gerber, Hui & Kuo, 2012; Van Wingerden & Ryan, 2011; Wechsler, 2013; Bretschneider, Knaub & Wieck, 2014; Hemer, 2011; Brabham, 2008; Harms, 2007; Lambert & Schwenbacher, 2010). However, the contemporary crowdfunding motivation research falls short in some aspects. For example, equity and non-equity crowdfunding platforms tend to attract different investors (Belleflamme, Lambert & Schwenbacher, 2014) but it is argued that current research not fully can explain the motivation for why people invest on each of these types of platforms (Cholakova & Clarysse, 2014). It is also claimed that there is low knowledge of what motivates the crowd to invest in start-ups (Bretschneider, Knaub & Wieck, 2014). Furthermore, there are calls for further research on the motivation to invest in crowdfunding since this is expected to differ from the motivation for other crowdsourcing initiatives (Lehner, 2012; Moritz & Block, 2013).

Adding to the notion of that this area needs further research is some opposing findings in the research that has been conducted. Cholakova & Clarysse (2014), who investigates a crowdfunding platform for Small and Medium-sized Enterprises (SMEs), identifies financial motives as the key element for investors in the decision to pledge/invest in equity- and reward-based crowdfunding projects. Financial and other extrinsic motivational factors have also in other crowdfunding studies been identified as important (Brabham, 2008; Harms, 2007; Gerber, Hui & Kuo, 2012).

Allison et al. (2014), who investigates lending-based crowdfunding at a microlending platform (*“prosocial lending”*), find on the other hand that lenders responded positively on intrinsic cues and less positively on extrinsic cues. Nonfinancial motives have also in previous studies been found to be important for prosocial lending (Galak, Small & Stephen, 2011) and other crowdfunding projects (Harms, 2007; Wechsler, 2013; Hemer, 2011; Van Wingerden & Ryan, 2011). These contradicting findings indicate that the motives for engaging in crowdfunding can differ both depending on the form of crowdfunding (e.g. equity/reward-based/lending/etc.) and the type of crowdfunding project (e.g. funding SMEs/prosocial microlending).

1.2 Research Question and Purpose of the Thesis

Thus, despite the forecast of rapid growth within crowdfunding, the research within this area still has gaps. Based on this and the discussion above, this study aims to answer to the calls of further research on what

motivates the crowd to invest in crowdfunding. More specifically, this study intends to contribute to the crowdfunding literature by investigating a special form of crowdfunding – equity-based – for a, to the best of our knowledge, previously not investigated niche of crowdfunding – athlete crowdfunding. In this way, the study will fill a theoretical gap in the crowdfunding literature as well as improving the knowledge around the empirical problem of raising funds via crowdfunding. This leads to the research question of this study:

What are the main motivational factors that drive individuals to invest in athlete crowdfunding?

1.3 Theoretical and Empirical Contribution

This paper aims to investigate the factors that motivate people to make athlete crowdfunding investments. Since financing regularly is a key factor in the initial phase for any business venture (Beck & Demircug-Kunt, 2006; Blumberg & Letterie, 2008) and crowdfunding is a viable option for external financing (Pope, 2011; Collins & Pierrakis, 2012; Sohl, 2012), it is of high importance to understand the drivers behind crowdfunding investments. However, it has been argued that this understanding could be improved and that it therefore is a need for further studies of motivation in crowdfunding (Gerber, Hui & Kuo, 2012; Lehner, 2012; Moritz & Block, 2013; Cholakova & Clarysse, 2014; Bretschneider, Knaub & Wieck, 2014).

This study, therefore, aims to reduce this theoretical gap and contribute to this stream of research by investigating the motives for athlete crowdfunding investors. Besides adding to the existing literature by conducting research of motivation in crowdfunding, this study will add to existing literature by investigating a, to the best of our knowledge, previously not investigated area of crowdfunding – athlete crowdfunding. Furthermore, a special form of crowdfunding is investigated - profit sharing - which could be classified as equity-based crowdfunding (De Buysere et al., 2012; Heminway & Hoffman, 2011; Tomczak & Brem, 2013) even though the investor in reality not holds equity in the athlete, but rather in the athlete's income.

The rapid growth of crowdfunding and its potential to provide a very viable funding alternative for a variety of actors make the subject of this study relevant and topical. In addition to the theoretical contributions, this paper contributes empirically as well since the awareness of what motivates people to invest in crowdfunding projects could be of great importance both for those aiming to raise funds via crowdfunding and the owners/managers of crowdfunding platforms. Furthermore, the specific focus of the athlete niche of crowdfunding could provide valuable industry-specific insights to a lot of athletes. There are, namely, today thousands of professional athletes as well as aspiring talents within most sports that either already are sponsored or “owned” by investors that evaluate them; or are in the search of such funding source (Yates, 2014). Thus, this study may provide valuable knowledge of how to increase the probability of attracting funding via crowdfunding initiatives, both in the athlete niche as well as other niches.

1.4 Scope of Thesis

The scope of this study is focused on the athlete equity-based crowdfunding market. More specifically, the study only investigates one part of this market – the investor side. Investors contribute and interact in several ways on this market, but this study concentrates on the beginning of the investment-process and more precise *what factors that motivates them to invest in athlete crowdfunding*.

However, since we have not been able to identify any athlete crowdfunding research, the theoretical framework is based on research of other crowdfunding niches and crowdfunding in general. Furthermore, despite the focus of *equity-based* form of crowdfunding, previous research investigating motivation to engage in other forms of crowdfunding, as well as the umbrella-field crowdsourcing, is used to provide a theoretical understanding.

The empirical investigation in this study was narrowed to investors at a specific crowdfunding platform – Trade in Sports, the only Swedish athlete crowdfunding platform (Holmström, 2015). This means that the population from which empirical data was collected was limited to Swedish athlete crowdfunders registered at a specific platform.

1.5 Thesis Disposition

This thesis is structured as depicted in *Figure 1* below. Following this introductory chapter is the literature review of previous crowdfunding research, which is summarized in the theoretical framework. The methodological approach employed in this thesis is then presented. After this, the findings from the empirical pre-study are presented. These findings are then used together with the theoretical framework to generate hypotheses. Following this, the empirical results from the main-study are presented and used to test the hypotheses. These results are then analysed with the theoretical framework in the Discussion-chapter, which also reviews empirical and theoretical contributions; limitations of the study; and suggestions for future research. Finally, the conclusion of the study is presented.



Figure 1. Thesis Disposition

2. Literature Review and Theoretical Framework

This chapter starts with a literature review of previous crowdfunding studies. This review first shortly defines crowdfunding and presents the different forms of crowdfunding as well as some general crowdfunding studies. The review is then focused towards the core subject of this thesis – investor motivation in crowdfunding. The essence of this review is then summarized and presented in our theoretical framework, which later on with support from our pre-study findings is used for generation of hypotheses and the creation of the main empirical study.

2.1 Crowdfunding Research in General

Crowdfunding, which is a form of crowdsourcing (Bretschneider, Knaub & Wieck, 2014), originates from initiatives in the creative and social sectors in which funds were raised in exchange for nonmonetary rewards (Hemer, 2011). However, it has since then been developed and is now also an important and increasingly popular form for raising funds in exchange for other rewards than nonmonetary, such as equity and profit sharing (Agrawal, Catalini & Goldfarb, 2013; Bretschneider, Knaub & Wieck, 2014; Cholakova & Clarysse, 2014; Lambert & Schwienbacher, 2010; Mollick, 2014; Ordanini et al., 2011; Tomczak & Brem, 2013).

The basic principle of crowdfunding can be defined as “*many a little makes a mickle*” (Bretschneider, Knaub & Wieck, 2014, 2), which refers to the fact that many crowdfunders together funds something by providing parts of the requested funding. Thus, the funding task is outsourced to the crowd (Howe, 2009; Bretschneider, Knaub & Wieck, 2014). Lambert & Schwienbacher (2010, 4) are taking the definition one step further and closer to our field of focus when defining 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*” or “*raising funds by tapping a general public (or the crowd) [...]*”.

However, crowdfunding exists in several different forms and the term, therefore, is a bit fuzzy (Bretschneider, Knaub & Wieck, 2014). Usually, crowdfunding can be divided into four basic forms (Bretschneider, Knaub & Wieck, 2014; Griffin, 2012; De Buysere et al., 2012; Lambert & Schwienbacher, 2010):

- (1) *Donation-based crowdfunding*, with no reward involved. This form is solely based on generosity and includes mostly passion-projects, hobby investments or supporting a good cause.
- (2) *Reward-based crowdfunding*. This form of crowdfunding includes non-financial rewards such as a sample of the product invested in, a certain service or a promotion in return.
- (3) *Lending-based crowdfunding*, which is built upon interest or a future payout, as with other financial debts.

(4) *Equity-based crowdfunding*, in which investors receive equity in the project or company in question. The financial returns can come in form of dividends, other payouts or by selling the equity to a potentially higher market price.

There are mainly three roles within the typical crowdfunding process regardless of the form of crowdfunding (Tomczak & Brem, 2013). To begin with, there is the intermediary, or the platform, which serves as a link between funders and promoters of services or products offered (Burkett, 2011). The second role is the fundraisers, which can come in forms of private persons, entrepreneurs, start-ups, organizations or even athletes (Burkett, 2011). The fundraisers use the intermediary's platform in order to get access to financial backing from the third actor – the crowdfunders, who take a risk for a future pay-off (Ordanini et al., 2011).

The general capabilities of crowdfunding as a funding source has been well researched (Burkett, 2011; Gennari, 2012; Ordanini et al., 2011; Steinberg & DeMaria, 2012; Tomczak & Brem, 2013; Wroldsen, 2013) and several studies have also identified the benefits of crowdfunding compared to other funding sources (Sohl, 2012; Collins & Pierrakis, 2012). For example, it has been suggested that crowdfunding could be a way of closing the early-stage gap in financing for start-ups (Hemer, 2011; Pope 2011). Furthermore, Tomczak & Brem (2013) has created a “*conceptualized investment model of crowdfunding*” with the aim of providing a review of previous literature in the area as well as describing the whole crowdfunding process.

However, due to the aim of this study, the remainder of this chapter will be focused on previous research related to the motives for investing in crowdfunding. This research will not specifically be targeted towards athlete crowdfunding, as this is – to our knowledge – a scarcely researched field.

2.2 Investor Motivation in Crowdfunding

In the previous section, some general research and definitions of crowdfunding were presented. In this section, the literature review is more focused toward the main subject in this thesis – motivation in crowdfunding. More specifically, since our paper investigates the motives for the athlete crowdfunders' investments, it is the *investment-side*, or the *crowdfunder-side*, of the process “crowdfunding” that is of particular interest.

A common factor for several previous studies of the crowd's motivation to engage in crowdfunding uses the Self-Determination Theory (SDT), and its division of motivational factors into either intrinsic or extrinsic factors, as a basis (Allison et al., 2014; Van Wingerden & Ryan, 2011; Wechsler, 2013; Bretschneider, Knaub & Wieck, 2014; Cholakova & Clarysse, 2014; Hemer, 2011). This study takes the same approach. First, the basics of SDT in general and its previous application in crowdfunding studies will be presented. This is then followed by a review of the extrinsic and intrinsic factors identified as important in previous

crowdfunding studies. The findings from this review is then summarized in the theoretical framework, which then will by applied on athlete crowdfunders in specific.

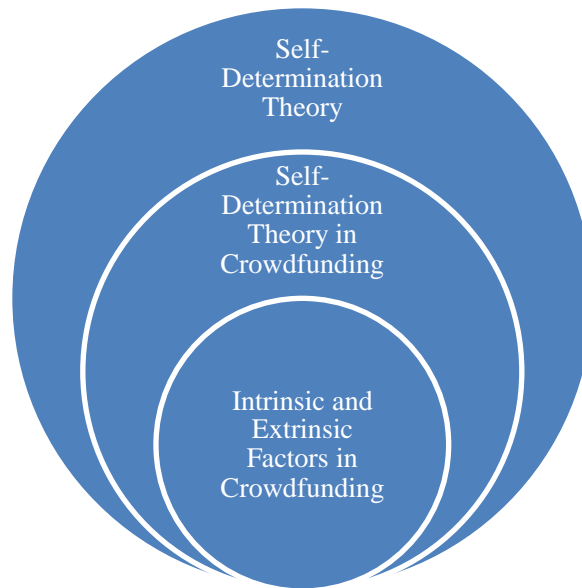


Figure 2. Theoretical Path

2.2.1 Self-Determination Theory

The Self-Determination Theory (SDT) focuses on peoples' innate psychological needs and the motivation driving the decisions people take (Deci & Ryan, 2002). The theory is one of the most popular motivation concepts and presents the distinction between two types of motivation – intrinsic, referring to internal factors, and extrinsic, referring to external factors (Deci & Ryan, 2000a). Intrinsic motivation means that an individual does something that is not initiated by obvious external incentives and that certain aspects of the activity provides joy or satisfies innate psychological needs (Deci & Ryan, 2000b). Hence, intrinsically motivated persons decide to perform an activity since they find it interesting and can receive satisfaction from the activity itself (Gagne & Deci, 2005). Extrinsic motivation occurs when an individual's behaviour is initiated by some sort of external reward, for example financial compensation (Deci & Ryan, 2000a). Thus, extrinsically motivated individuals are not driven by the activity itself, but rather by the extrinsic reward associated with performing the activity (Allison et al., 2014).

Wechsler (2013), building on the work of Kaufmann, Schulze & Veit (2011), proposes a model to categorize findings from previous studies on motivation to engage in crowdfunding. In line with various previous studies in this area, the first division of the motivational factors is into intrinsic and extrinsic. The intrinsic motivational factors are divided into the three groups: “*Enjoyment-Based Motivation*”, “*Community-Based Motivation*” and “*Philanthropy-Based Motivation*”. The model also consists of three extrinsic groups: “*Immediate Payoffs*”, “*Delayed Payoffs*” and “*Social Motivation*”. The structure of the

following literature review will be based on this division, but also leave room for findings that not clearly belongs to one of these groups.

2.2.2 Intrinsic Motivation in Crowdfunding

Intrinsic motivation has been identified as an important driver for investments in crowdfunding in several studies (Allison et al., 2014; Gerber, Hui & Kuo, 2012; Harms, 2007; Wechsler, 2013; Hemer, 2011; Van Wingerden & Ryan, 2011; Schwienbacher & Larralde, 2010; Collins & Pierrakis, 2012) of which some have focused on the relative importance of intrinsic versus extrinsic motivation and identified the intrinsic factors as the most important (Wechsler, 2013; Allison et al., 2014; Schwienbacher & Larralde, 2010; Collins & Pierrakis, 2012). The intrinsic motivational factors for crowdfunders discussed in previous research are presented in the following sub-sections. The structure of these sub-sections follows the model developed by Wechsler (2013) as mentioned above and, thus, presents enjoyment-, community-, and philanthropy-based motivations. However, in order to leave room for motivational factors not included in these groups a fourth sub-section, “*Other Motivation*”, is included as well.

2.2.2.1 Enjoyment-Based Motivation

Enjoyment-Based Motivation for engaging in crowdfunding means that the person in question experiences joy, fun, excitement or satisfaction by doing so (Wechsler, 2013).

Van Wingerden & Ryan (2011, 35) found that one of the motives for engaging in equity- and reward-based crowdfunding was “*for the fun of it*”. Harms (2007, 45) identify “*enjoyment*” as a significant driver to the decision to invest in a reward-based crowdfunding project. Bretschneider, Knaub & Wieck (2014, 4) see “*fun*” as a potential motive for participating in equity-based crowdfunding based on findings in previous crowdsourcing (Hars & Ou, 2002; Lakhani & Wolf, 2005; Bretschneider, 2012; Janzik, 2012) and business angel studies (Brettel, Jaugey & Rost, 2000). Furthermore, having fun was also identified as the most important motivator for participants in a crowdsourcing study (Lakhani et al., 2007; Leimeister et al., 2009).

Other motives providing the crowdfunder with enjoyment besides “*fun*” have also been identified. Ordanini (2009) emphasizes the wish to participate in innovative behaviour as a reason for engaging in crowdfunding. Similar to this, Harms (2007) introduces novelty seeking as a potential motive for crowdfunders. Furthermore, it has in previous studies been hypothesized that the curiosity about crowdfunding can motivate people to invest since it is a way of satisfying the interest in how crowdfunding works (Ordanini et al., 2011), it provides a new investment alternative and a way to escape boredom (Bretschneider, Knaub & Wieck, 2014). Additionally, Hemer (2011) argues that satisfaction can arise from the funding of a project that succeeds; the contribution to an innovation; and the potential to be one of the first in a new technology or business. Finally, Schwienbacher & Larralde (2010) find that the excitement of being a part of the build-up of a new business can attract investors to crowdfunding projects.

2.2.2.2 Community-Based Motivation

Community-Based Motivation refers to the motives for engaging in crowdfunding related to being a part of a crowdfunding community, such as feeling involvement and belonging to a group (Wechsler, 2013).

Hemer (2011) identifies numerous intrinsic motivational factors that can explain why people back crowdfunding projects including: the pleasure of being part of a community with similar priorities; the possibility to interact with the project team; and the chance to expand the personal network. The potential of expanding its own social network are also highlighted by others (Schwienbacher & Larralde, 2010; Gerber, Hui & Kuo, 2012).

Gerber, Hui & Kuo (2012, 7) also identify “*engage and contribute to a trusting and creative community*” as a motivational factor for investors in their study of reward-based crowdfunding. Cholakova & Clarysse (2014, 147) translate this finding in Gerber, Hui & Kuo (2012) to “*be a part of a community*” and use this as a potential motivator in their study of investors at an equity- and reward-based platform, but does not find support for that this has a significant impact on the intention to invest.

Van Wingerden & Ryan (2011) found that the majority of the investors in their study of equity- and reward-based crowdfunding platforms felt that involvement in the process was important. Furthermore, those who were driven by this wish to feel involvement invested more frequently than those driven by monetary rewards. In line with this, Wechsler (2013) found that community-based motivational factors such as the identification and belonging to a group were important in the decision to invest in reward-based crowdfunding. Involvement has also been identified as an important motivator in crowdsourcing projects (Leimeister et al., 2009; Kleeman, Voss, & Rieder, 2009).

2.2.2.3 Philanthropy-Based Motivation

Philanthropy-Based Motivation includes the altruistic motives for investing in crowdfunding, such as helping others or supporting a cause (Wechsler, 2013).

Bretschneider, Knaub & Wieck (2014, 5) hypothesize that altruism, defined as “*doing something for another at some cost to oneself*”, can be a motivator for people to participate in equity-based crowdfunding. Similar to this, Gerber, Hui & Kuo (2012) and Wechsler (2013) identified helping others as motive for investors in reward-based crowdfunding. Reciprocity, referring to people who previously have raised funds from others and therefore wants to return the favour by investing in other ideas, is another type of philanthropy-based motivation that can motivate the crowd to fund projects (Hemer, 2011; Bretschneider, Knaub & Wieck, 2014).

Furthermore, the wish to support a cause (Gerber, Hui & Kuo, 2012) and the contribution to a societally important cause (Hemer, 2011) has been found as other important motivators. Additionally, Van Wingerden & Ryan (2011) found that a majority of their respondents viewed funding a project as similar to giving a

donation and that helping someone reaching his/her goal was more important than receiving a reward. Furthermore, crowdfunded microlending has been suggested to be a field in which lenders partly focuses on charitable criteria in their evaluation of potential borrowers (Galak, Small & Stephen, 2011; Allison et al., 2014).

2.2.2.4 Other Motivation

Since some previous crowdfunding studies have identified intrinsic motivational factors impacting individuals to invest in crowdfunding projects that not clearly fit with the sections above this special section for “*other motivation*” was created.

Persons with personal relations to the initiators of a crowdfunding projects has been identified as an important funding source (Agrawal, Catalini & Goldfarb, 2011). Additionally, Bretschneider, Knaub & Wieck (2014) uses personal relations as a potential intrinsic motive for engaging in equity-based crowdfunding. This contradicts the division made by Wechsler (2013), who sees an investment made by a friend as due to peer-pressure and thereby categorized as the extrinsic motivational factor “*Social Motivation*”.

Furthermore, it has been suggested that another type of relationship, purely based on emotions, impacts the decision to invest in crowdfunding. Bretschneider, Knaub & Wieck (2014), namely, hypothesize that sympathy or emotional affection for the start-up team might be a reason for some individuals to back a certain project. Similar to this, Hemer (2011) found that the identification with the subject of the crowdfunding project or its goals functioned as a motivator for people investing in a project.

The geographical proximity between the crowdfunder and crowdfundee has been researched in different crowdfunding contexts with different outcomes. Agrawal, Catalini & Goldfarb (2011) and Mollick (2014) found that the geographical proximity had low relevance for the investment decision whereas Lin & Viswanathan (2013) came to the opposite conclusion regarding lending decisions. Based on this contrast in previous research Bretschneider, Knaub & Wieck (2014) hypothesize that regional identification can influence the decision to invest in equity-based crowdfunding.

2.2.3 Extrinsic Motivation in Crowdfunding

The importance of extrinsic motivation in this matter has also been emphasized in several studies (Cholakova & Clarysse, 2014; Brabham, 2008; Harms, 2007; Gerber, Hui & Kuo, 2012). These extrinsic motivators are presented in the following sub-sections according to the division of extrinsic motivation into the groups: immediate payoffs; delayed payoffs; and social motivation (Wechsler, 2013). However, immediate and delayed payoffs are presented in the same sub-section.

2.2.3.1 Immediate and Delayed Payoffs

Immediate Payoffs refers to the rewards, both tangible and intangible, a person potentially receives immediately after investing in a crowdfunding project. Delayed Payoffs, which often is the main reward, constitutes the reward (often tangible but can also be intangible) provided to the backer of a crowdfunding project in case of a successful fundraising process. (Wechsler, 2013) Several studies, presented below, have investigated the importance of different sort of rewards as motivators to engage in crowdfunding, often with a focus on financial drivers.

Cholakova & Clarysse (2014) investigated the motives for why people engage in equity- and reward-based crowdfunding and found that nonfinancial motives not played any significant role in the decision to invest in campaigns and that the main driver instead were financial incentives. Similar to this, the opportunity to earn or make money (Brabham, 2008) and a perceived positive economic value (Harms, 2007) are identified as the strongest motivators for people who engaged in crowdfunding. Furthermore, Bretschneider, Knaub & Wieck (2014) also hypothesize that a plausible motive for equity-based crowdfunding investors is to obtain a financial profit.

Other motivators, with an indirect connection to financial compensation, have also been identified in previous studies. Gerber, Hui & Kuo (2012) identified the wish to receive rewards, often tangible, as a motivational factor for investors at a reward-based crowdfunding platform. Kaufmann, Schulze & Veit (2011) found that a variety of extrinsic motivational factors such as immediate and delayed payoffs had a strong impact on the decision to back crowdsourcing projects. Hemer (2011) found that some people invested in crowdfunding project based on the belief that it might attract funders for his/her own crowdfunding project. This belief was also hypothesized by Bretschneider, Knaub & Wieck (2014) as a motive.

Contrary to this, financial return has in other studies been identified as a motive of low importance for crowdfunding investors. Schwienbacher & Larralde (2010) reached the conclusion that financial return seemed to be of secondary concern and that other motives could be of more importance. Furthermore, reward-based crowdfunding has been successful in raising funds from people *not* motivated by financial return (Collins & Pierrakis, 2012). This is in line with the popular assumption that those investing at reward-based platforms are mostly, albeit not only, driven by intrinsic motivation (Collins & Pierrakis, 2012), for example since they like and enjoy a project and/or want to support it (Schwienbacher & Larralde, 2010).

However, the common perception about individuals investing in equity-based crowdfunding is that they are driven by financial incentives (Cholakova & Clarysse, 2014; Collins & Pierrakis, 2012) or a combination of both intrinsic and extrinsic incentives (Hemer, 2011).

2.2.3.2 Social Motivation

Social Motivation refers to those values, norms and obligations, such as peer-pressure and self-expressiveness, which might motivate people to invest in crowdfunding projects (Wechsler, 2013; Kaufmann, Schulze & Veit, 2011).

Self-expressiveness, defined as *“the degree to which consumers perceive an investment in the corresponding crowdfunding project as suitable for expressing their emotions and social or personal identity”*, was suggested as a motive to engage in reward-based crowdfunding by Harms (2007, 22) and found to have a positive significant effect on the intention to invest. Furthermore, Bretschneider, Knaub & Wieck (2014, 6) hypothesize that *“recognition”* can be a motive that drives people to invest in equity-based crowdfunding. Recognition here refers to how a successful investment can give people a sense of self-esteem, increased visibility and respect from other people. Bretschneider, Knaub & Wieck (2014, 6) also builds on previous crowdsourcing studies and hypothesize that investors in equity-based crowdfunding projects might be motivated by a *“personal need”* of seeing the project succeeding, for example due to a desire for a product/service under development.

2.3 Theoretical Gap and Research Question

This thesis aims to add to existing literature by investigating the motives for people who invest in athlete crowdfunding. Crowdfunding in general is a well-researched area (Tomczak & Brem, 2013) and the motives for people investing in crowdfunding have also been investigated in previous research (Allison et al., 2014; Cholakova & Clarysse, 2014; Gerber, Hui & Kuo, 2012; Van Wingerden & Ryan, 2011; Wechsler, 2013; Bretschneider, Knaub & Wieck, 2014; Hemer, 2011; Brabham, 2008; Harms, 2007; Lambert & Schwienbacher, 2010; Schwienbacher & Larralde, 2010). However, there are calls for that the motives for why people invest in crowdfunding projects still is an area in need of further research (Gerber, Hui & Kuo, 2012; Lehner, 2012; Moritz & Block, 2013; Cholakova & Clarysse, 2014; Bretschneider, Knaub & Wieck, 2014).

Bretschneider, Knaub & Wieck (2014) argues that the motives for crowdfunding investments in start-ups in specific is in need of further research due to the lack of knowledge concerning this area. This indicates that there is a belief that the motives for investing in crowdfunding projects can differ depending on the type of crowdfunding project. This idea is supported by the fact that previous crowdfunding studies investigating different type of crowdfunding projects have reached opposing conclusions. Intrinsic motives have been identified as the strongest driver for investments in some crowdfunding studies (Allison et al., 2014; Wechsler, 2013; Schwienbacher & Larralde, 2010) whereas other studies have found extrinsic motives to be more important (Cholakova & Clarysse, 2014; Brabham, 2008; Harms, 2007). One type of crowdfunding projects that, to the best of our knowledge, not previously has been investigated is athlete crowdfunding. Based on the premise that the motives for investing in crowdfunding projects can differ between different types of projects, the motives for athlete crowdfunding investors is, thus, a subject in need of investigation.

Furthermore, it has been emphasized that there might be a difference on the type of investors acting on equity and non-equity crowdfunding platforms (Belleflamme, Lambert & Schwienbacher, 2014). For example, a popular perception is that people investing at reward-based platforms do so because they like the project or wants to support it (Schwienbacher & Larralde, 2010), but that people investing at equity-based platforms are in it for a financial return on their investment (Cholakova & Clarysse, 2014). However, it is argued that current research not satisfyingly can explain the motives for investing at equity and non-equity platforms (Cholakova & Clarysse, 2014).

Based on the above, a theoretical gap consisting of three major parts can be identified. First, the area of motivation for investing in crowdfunding projects is considered to be in need of further research overall. Second, motives for supporting a crowdfunding project seems differ depending on the type of crowdfunding project, highlighting the need for investigating specific crowdfunding niches. Third, the motives for investing in equity and non-equity crowdfunding projects are suggested to differ and both forms are in need of additional examination.

This study aims to reduce this gap by investigating the following research question, as mentioned previously:

What are the main motivational factors that drive individuals to invest in athlete crowdfunding?

By conducting research at this area, this study answers the call for further studies of motivation in crowdfunding. Furthermore, the motives for engaging in the athlete niche of crowdfunding have, to our best knowledge, not previously been investigated and this study, thus, provides insight into the motives for investing at a new type of crowdfunding projects. Finally, the study adds to the knowledge of motives for investments in equity-based crowdfunding.

In order to answer this research question, the literature review is in the following section summarized into our theoretical framework. This theoretical framework serves as a basis for the development of the hypotheses and the construction of the main quantitative study.

2.4 Theoretical Framework

As mentioned in the previous section, the findings from the literature review are here summarized in order to create a framework for investigating athlete equity-based crowdfunding. In essence, this means that the different motivational factors identified in previous studies as drivers for individuals to invest in crowdfunding here are clustered into groups. The basis for this grouping is, as in the literature review, the sub-groups suggested by Wechsler (2013). However, some modifications to this structure are made due to new findings and the specific characteristics of this study.

According to this model suggested by Wechsler (2013), the intrinsic motivational factors are divided into enjoyment-, community-, and philanthropy-based motives. However, we have identified factors that can be considered as intrinsic motives, which not clearly belongs to any of these three sub-groups (presented in “2.2.2.4 Other Motives”). We therefore introduce a fourth sub-group called relationship-based motives in our theoretical framework. This group consists of motives to invest in crowdfunding based on some sort of relationship between the investor and the investment object. Three different types of relationships were identified in the literature review: *personal relationship*, *emotional relationship* and *geographical relationship*.

First, a *personal relationship*, such as family and friends, has been suggested to be an important reason for investments in crowdfunding (Agrawal, Catalini & Goldfarb, 2011; Bretschneider, Knaub & Wieck 2014). As discussed above, investments made by individuals with a personal relation to the creator of a project is by Wechsler (2013) seen as extrinsically motivated by peer-pressure and thereby categorized as “*social motivation*”. However, we choose to follow the categorization made by Bretschneider, Knaub & Wieck (2014) and see investments made due to a personal relation as intrinsically motivated and, thus, not driven by peer-pressure but rather positive feelings.

Second, an *emotional relation*, such as admiration, identification or sympathy between crowdfunder and crowdfundee has been proposed to motivate people to make crowdfunding investments (Bretschneider, Knaub & Wieck, 2014; Hemer, 2011).

Third, the *geographical proximity* investigated by Agrawal, Catalini & Goldfarb (2011), Mollick (2014) and Lin & Viswanathan (2013) (2013) led Bretschneider, Knaub & Wieck (2014) to hypothesize that regional identification could impact people to invest in crowdfunding.

Wechsler (2013) divides the extrinsic motivational factors into the three groups immediate payoffs, delayed payoffs and social motivation. However, we have the impression that emphasis in previous studies of motivational factors have been on distinguishing between the content of motivational factors rather than on the time horizon between motivational factors. Furthermore, pure financial motivation is often in other studies treated as an individual type of motivational factor. Additionally, this study is aimed at investigating equity-based crowdfunding in which the only tangible reward available is financial dividends. Therefore, the two groups immediate and delayed payoffs are in this study substituted for “*financial-based motivation*”.

The extrinsic motivational factors are, thus, in this study divided into the groups financial-based motivation and social-based motivation.

To summarize, the literature review has led us to group the different motivational factors into four intrinsic groups and two extrinsic groups:

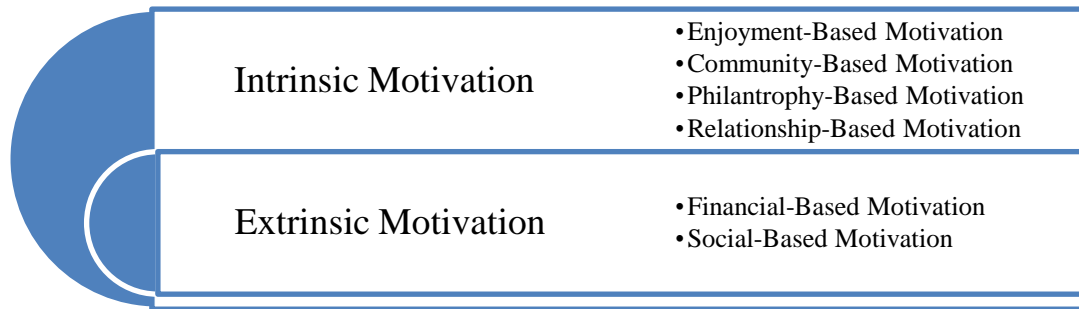


Figure 3. Summary of Theoretical Framework

3. Methodology

This chapter explains and motivates the research methodology employed in this study. First, the research approach and design of the study is discussed. Each of the three steps of the mixed-model research design, including methodological limitations, is then presented in the following sections.

3.1 Research approach

This study aims to investigate the research question “*What are the main motivational factors that drive individuals to invest in athlete crowdfunding?*”. This study, thus, investigates a previously not investigated niche of crowdfunding – athlete crowdfunding. This means that the study investigates an area in which previous studies have been conducted and can provide a theoretical base, but the specific focus on the athlete niche of crowdfunding means that a novel part of the research area is examined. Adding this together means that the state of the prior theory for our research area can be considered as intermediate, in between the mature and nascent states of theory (Edmondson & McManus, 2007).

The intermediate state of the theory upon which this study is based means that the characteristics of the phenomenon under investigation not have been fully mapped and that this study, therefore, partly needs to be exploratory (Saunders, Lewis & Thornhill, 2009). This exploratory element of the study induced the need of a qualitative data collection method to complement the theoretical framework (Saunders, Lewis & Thornhill, 2009; Jacobsen, 2002; Robson, 2002; Cooper & Schindler, 2008). The qualitative data was used together with the theoretical framework to generate hypotheses, which later were tested with a quantitative study. Thus, an abductive research approach was employed (Edmondson & McManus, 2007; Patel & Davidson, 2003; Alvesson & Sköldberg, 2009). This use of a hybrid data collection method in which both qualitative and quantitative data are gathered is considered suitable for the intermediate state of the theory (Edmondson & McManus, 2007). The choice of data collection method was made first after careful evaluation of all possible data collection methods in relation to the research question as advised (Saunders, Lewis & Thornhill, 2009).

The time horizon for this study was cross-sectional rather than longitudinal meaning that the phenomenon was studied at a particular time rather than over a longer time period (Saunders, Lewis & Thornhill, 2009; Creswell, 2009).

3.2 Research Design

The research design explains the way in which the research question is turned into a research project (Robson, 2002). In this study, the research design can be labelled as a multiple method approach (Saunders, Lewis & Thornhill, 2009). This means that more than one data collection technique was used - a strategy increasingly advocated in business and management research (Curran & Blackburn, 2001). To be more precise, the research design employed for this study was a mixed-model research in the sense that the data generated from the qualitative data collection was, together with the theoretical framework, used to generate hypotheses that later was tested with a quantitative method (Saunders, Lewis & Thornhill, 2009).

Thus, the mixed-model research design contained three main steps: a literature review, a qualitative pre-study and a quantitative main-study. The purpose of the first step, the literature review, was to critically evaluate the previous literature in the area in order to create a theoretical foundation for the thesis (Saunders, Lewis & Thornhill, 2009). The second step, the qualitative pre-study, was conducted in order to complement the theoretical framework. Since no previous studies had been conducted in the athlete niche of crowdfunding it was considered necessary to explore whether motivators not identified in the previous crowdfunding studies existed as well as investigate the fit of the previous findings with the athlete niche. Due to the exploratory nature of this task semi-structured interviews were considered suitable (Jacobsen, 2002; Saunders, Lewis & Thornhill, 2009). The third step, the quantitative main study, was preceded by the hypotheses generation and conducted to verify the hypotheses.

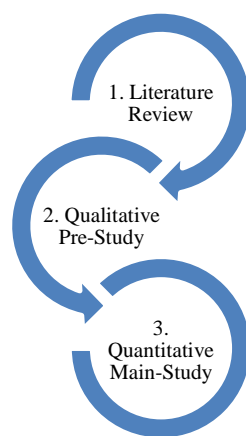


Figure 4. Research Design

Both the qualitative pre-study and the quantitative main-study were conducted with investors from the athlete crowdfunding platform Trade in Sports (See Appendix A for a description of the company). The reason for this was that Trade in Sports at the time was the only athlete crowdfunding platform in Sweden (Holmström, 2015). Despite this uniqueness of Trade in Sports, there might exist other persons in Sweden who has participated as investors in athlete crowdfunding. However, due to the time limitations of this study it was considered suitable to solely focus on investors at Trade in Sports rather than trying to identify other investors. A more thorough elaboration on this mixed-model research design including a detailed description and motivation of each of the three steps are presented in the following sections.

Throughout this study, research ethics was taken into consideration. More precise, honesty in the handling of data, objectivity in the analyses and confidentiality in the treatment of information was followed in order to minimize data bias, conduct a correct data analysis and assure the privacy of the participants in our empirical studies (Resnik, 2010; Saunders, Lewis & Thornhill, 2009). Furthermore, all participation in the empirical studies were completely voluntary and the form for data collection was designed in a way to not create any embarrassment, stress, discomfort, pain or harm for the participants (Saunders, Lewis & Thornhill, 2009).

3.3 Literature review

The first step in the development of the research question was to get a better understanding of crowdfunding by a critical review of previous published research in the field - the literature review. This review of secondary data was necessary in order to map previous and on-going research in the area (Saunders, Lewis & Thornhill, 2009). The articles reviewed were obtained through searches in the search engine Google Scholar and the databases Business Source Premier/EBSCO, Emerald, Factiva, Ebrary and Libris. These searches were based on certain keywords that were changed and refined along the way based on the findings in the literature. The whole literature review was conducted according to 'The literature review process' (see *Figure 5* below) developed by Saunders, Lewis & Thornhill (2009). In this process, the research questions and objectives are initially determined and then the rest of the review is an iterative process that in the end leads to the written critical review of the literature. The basic idea for this iterative process is that the findings from the first searches leads to a refining of keywords and parameters that then are used for a new search. This is then repeated until a satisfying written critical review of relevant literature can be created.

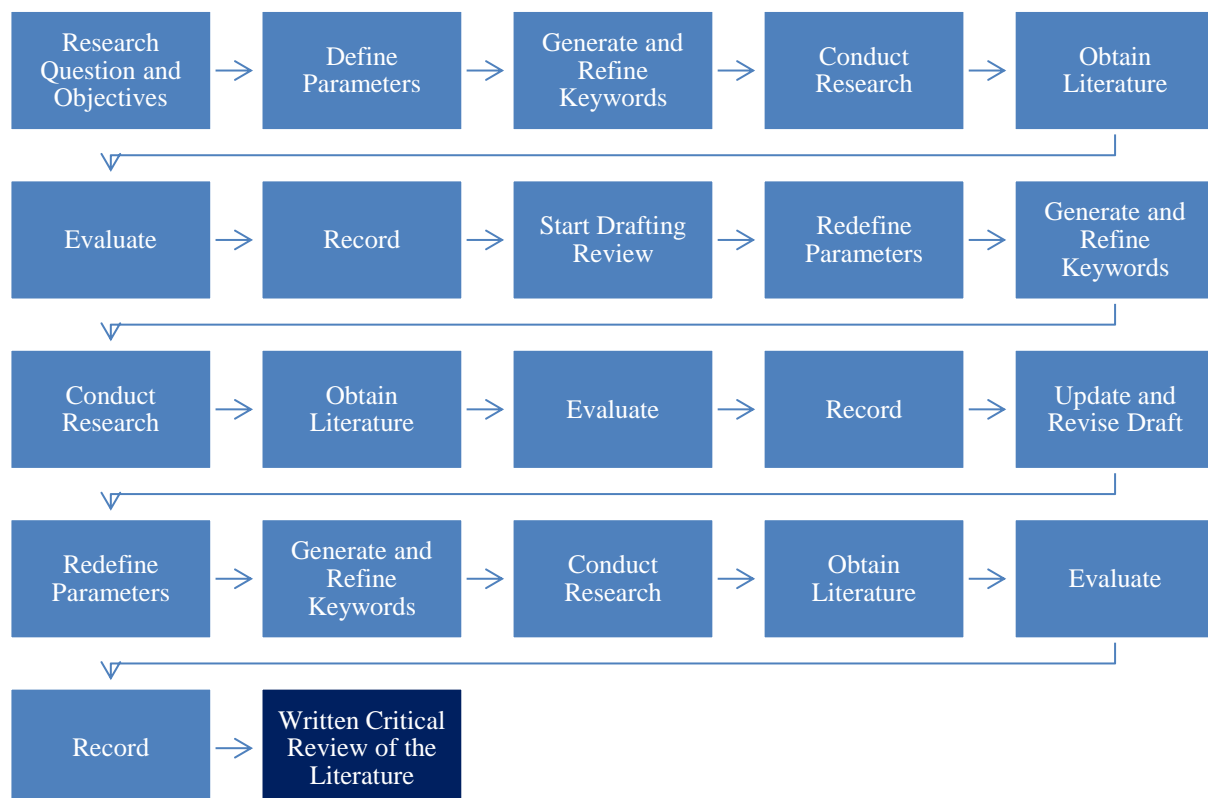


Figure 5. The Literature Review Process, based on picture from Saunders, Lewis & Thornhill (2009, 60)

3.4 Qualitative Pre-Study

3.4.1 Purpose

The theoretical framework derived from previous research provides a good overview of crowdfunding in general and offers good insight in to important motivators for crowdfunders in different areas. However, since this study is adding to the academic field of crowdfunding by exploring athlete crowdfunding - a previously not investigated niche of crowdfunding - the theoretical foundation of the study could benefit from being complemented by primary data from this specific niche prior to the hypotheses generation. Due to this need, a qualitative pre-study was conducted in order to complement the theoretical framework as a source for the hypotheses generation. The rationale for this was two-fold. First, the pre-study could function as a validator of the insights derived from the theoretical framework. Second, special characteristic of the athlete niche of crowdfunding could mean that new variables could be found in the pre-study. In the same logic, the pre-study was an important complement to the theoretical framework in the development of the main quantitative study. Thus, the purpose of the pre-study was to complement the theoretical framework in the hypotheses generation and the development of the quantitative main study.

3.4.2 Data Collection Method

The data collection method employed for the pre-study was semi-structured interviews conducted over phone or face-to-face (Saunders, Lewis & Thornhill, 2009). The interviews varied in length between 15-30 minutes and was recorded, after authorization from the participants, and summarized (main findings presented in Chapter “4.1 Pre-Study Findings”). The semi-structured approach of the interviews meant that each interview followed a pre-determined schedule of open-ended questions that generated a discussion-like atmosphere (Saunders, Lewis & Thornhill, 2009) (see Appendix B for interview structure).

3.4.3 Population and Sample

The interviewees selected for the pre-study were 10 investors at the sports crowdfunding platform Trade in Sports as well as the CEO of Trade in Sports (see Appendix C for overview of respondents). As previously mentioned, Trade in Sports was at the time the only athlete crowdfunding platform in Sweden and although other athlete crowdfunding investors could exist in Sweden, it was, due to the time constraint of this study, not considered suitable to try to identify these persons. Thus, only persons that previously had invested at Trade in Sports were considered for the pre-study. The selection process started with a screening process in which persons who had bought a share at Trade in Sports in the last six months were selected as a potential candidate. After that, we selected 10 persons from the group of potential candidates. Some persons did not want to participate in the study and was therefore replaced by new persons from the group of potential candidates. In the end, the group of investors interviewed consisted of persons of both genders, in varying age who had made investments in different athletes for different amounts.

The specific number of 10 respondents was chosen since we wanted to interview a sufficient amount of persons to get a somewhat fragmented view while at the same time having a small enough group to be able to conduct the interviews during a limited time period (Mason, 2010). The reason for interviewing the CEO of Trade in

Sports was to get access to his accumulated knowledge of investor motivation that he has gathered from his work in general as well as from all his interactions with investors during the years.

3.5 Quantitative Main Study

3.5.1 Purpose

As previously discussed, the written critical review of relevant literature, complemented by the qualitative pre-study, was used to generate five hypotheses. In order to test these hypotheses, and thereby try to find a meaningful answer to the research question, quantitative data was gathered. Thus, the purpose of the quantitative main study was to empirically test the hypotheses and based on the result of this being able to fulfil the aim of this study by providing an answer to the research question.

3.5.2 Data Collection Method

The first consideration that was made regarding the quantitative data collection method for the main study was whether to use primary or secondary data (Saunders, Lewis & Thornhill, 2009). However, since this study examines a previously, to our best knowledge, not investigated niche of crowdfunding no secondary data meaningful for the main study was available. Furthermore, by collecting primary data from this niche of crowdfunding we answer the calls for further research of crowdfunding (Cholakova & Clarysse, 2014; Gerber, Hui & Kuo, 2012; Lehner, 2012; Moritz & Block, 2013). Consequently, solely primary data was collected in the main study.

The second method-related choice for the main study was regarding the research strategy. The strategy chosen was the survey strategy, which often is used in business and management research (Saunders, Lewis & Thornhill, 2009). The survey strategy was chosen since it allows collection of large amount of data from a big population in an economical way that can be analysed by descriptive and inferential statistics (Saunders, Lewis & Thornhill, 2009). The more precise method used within this research strategy was an internet-mediated questionnaire distributed via a link in an email (Saunders, Lewis & Thornhill, 2009). The distribution method was chosen since questionnaires administered by email offers greater control of who actually answers the questionnaire compared to other long-distance distribution methods (Witmer, Colman & Katzman, 1999) and offers the possibility for respondents to complete the questionnaire at a time that suits them (Brace, 2004). An interviewer-administered questionnaire, which could have improved the reliability of the data (Brace, 2004; Saunders, Lewis & Thornhill, 2009), was not considered suitable due to the geographical dispersion of the sample and the time constraints. Furthermore, an internet-mediated questionnaire offers the possibility of anonymity, which decreases the risk of contaminated data (Dillman, 2007; Streib & Keller, 2004; Basi, 1999). Thus, an internet-mediated questionnaire distributed via email was considered as the best choice in the trade-off between reliability and time limit of the study.

The link to the questionnaire was emailed on April 23rd. A reminding email was sent on April 29th and the questionnaire closed on May 6th.

3.5.2.1 Operationalization/Questionnaire design

The questionnaire design (see Appendix F) was based on questionnaires used in previous crowdfunding studies, the theoretical framework and the pre-study.

The types of data variables that can be collected through a questionnaire are opinion, behaviour and attribute variables (Dillman, 2007). In the beginning of the questionnaire, the respondents were asked about attribute variables such as age and gender, which functioned as control variables in the study. Furthermore, it was asked about previous amount invested at the athlete crowdfunding platform to be able to distinguish between investors and non-investors. This distinction between those who had invested and those who had not represents the dependent variable in this study.

In order to be able to test the hypotheses and thereby investigate what motivates individuals to invest in athlete crowdfunding, several questions were created and included in the questionnaire (See Appendix D for an overview of which type of motivation each question is linked to). The content of these questions were developed from the literature review and the findings in the pre-study. More questions could have been included in the questionnaire and some questions could have contained more factors, but since the length of the questionnaire impacts the response rate (Saunders, Lewis & Thornhill, 2009), some of the things discovered in the literature review/pre-study were not included in the questionnaire. Obviously, those aspects excluded were things that seemed to be of rather low importance or considered highly similar to something already included in the questionnaire. The questions related to the respondents' behaviour (motivation to invest) and, thus, collected behavioural variables. These variables represent the independent variables in the study. The structure for the majority of these questions was adopted from Cholakova & Clarysse (2014) and Bretschneider, Knaub & Wieck (2014) who both investigated crowdfunders' motivation by likert scale questions.

The first question related to the independent variables was a likert scale question in which the respondents were asked to rate 12 factors according to its importance in their latest crowdfunding investment (or, if a non-investor, the importance in the decision to not invest). The 12 factors were derived from the six types of motivation of which our hypotheses are built upon. This question is an example of a question that could have contained more factors but was limited according to the trade-off, discussed above, between questionnaire length and inclusion of everything discovered in the literature review/pre-study. A six-point likert scale was used in order to force the respondents to take a stand (Saunders, Lewis & Thornhill, 2009). In the next step, the respondents were asked to rank the six types of motivation according to the relative importance of each type of motivation in their latest athlete crowdfunding investment. The reason for first making the respondents rate 12 factors on a likert scale and then rank the six types of motivation from which the 12 factors were derived is twofold. First, if a clear difference in the likert scale rating between factors derived from the same type of motivation would appear, it could be an indication of that the grouping of motivation needs refining. Second, by both using likert scale rating and a ranking two points for data measuring is obtained.

Finally, the likert-scale and ranking questions were complemented with three category questions specifically related to financial-based motivation since the characteristics of this area offers potential for further investigation. More specific, by asking about the financial details connected to an investment a more nuanced picture of the importance of financial-based motivation could be obtained. A “catch-all” alternative (e.g. “Other, please specify”) was included for suitable question in order to allow respondents to add a feature.

The questionnaire was constructed in Swedish since the respondents all were Swedish-speaking persons. This meant that some components of the theoretical framework had to be translated from English to Swedish in the development of the questionnaire. During this translation attention was paid to the lexical, idiomatic and experiential meaning of words and expressions as well as the grammar and syntax in accordance with recommendations from Usunier (1998).

A data requirements table was created to ensure that the questionnaire would capture the correct data necessary to answer the research question, thereby increasing the validity of the questionnaire (Saunders, Lewis & Thornhill, 2009). The creation of this table meant that the research question was sub-divided into smaller elements that needed investigation. It was then checked that the questionnaire contained measurements that would collect variables needed to examine each of these elements.

Validity, which seeks to answer the question if a measure of a concept really measures that specific concept (Bryman, 2008), was also increased by other measures. The quantitative questionnaire was based on both previous research and our own pre-study. In this way, we could include both findings from other crowdfunding studies and empirical input from athlete crowdfunders in particular, thereby increasing the likelihood that the quantitative survey measured the right concepts.

Furthermore, the questionnaire was pilot-tested to ensure that the questions could be understood and not would be misinterpreted, thereby increasing the reliability and validity of the questionnaire (Saunders, Lewis & Thornhill, 2009). The pilot-test involved ten test-persons, a number equal to a normal minimum for student questionnaires (Fink, 2003). The test-persons, including both persons from the target sample and other persons with similar knowledge of athlete crowdfunding, completed the questionnaire under supervision and a discussion then served as an evaluation method. A few minor adjustments of the questionnaire were performed according to the feedback from the pilot-study.

3.5.3 Population and Sample

The quantitative main-study was conducted with Swedish athlete crowdfunding investors. To get in contact with such persons we used the Swedish athlete crowdfunding platform Trade in Sports as intermediate. This is the only online athlete crowdfunding platform in Sweden (Holmström, 2015) and was therefore considered as a suitable channel for this study. Although, other Swedes could have made athlete crowdfunding investments via foreign platforms or via some offline initiative the number of investors at Trade in Sports was considered a suitable estimate of the population for this study.

The sampling technique employed in this study was probability sampling. This process can be divided into four steps: (1) sampling frame; (2) sampling size; (3) sampling technique; and (4) representativeness of the population (Saunders, Lewis & Thornhill, 2009). In this study, the second and third step was merged together due to the small population.

First, the sampling frame was decided. At the time of the study, Trade in Sports had 1290 registered users. The estimation of the population was based on information from a database. This could create some problems due to the potential incompleteness of the database (Edwards et al., 2007). In order to minimize this risk, some measures were taken to make sure that the information was as complete, accurate and up to date as possible. More specifically, the major action taken was to ensure that the investors' contact details (email addresses) were correct (Cooper & Schindler, 2008). The fact that some of the email addresses still might have been incorrect after this measure could impact the number of unreachable respondents, discussed later in this section. The population, or sampling frame, thus consisted of 1290 users.

Second, a suitable sampling technique to obtain a satisfying sample size was determined. Due to the small population and the risk of not being able to get in touch with all investors, it was determined to try to reach all 1290 investors with the request of filling out our questionnaire. Thus, theoretically we aimed to collect and analyse data from every possible user – to reach a census (Saunders, Lewis & Thornhill, 2009). Therefore we sent an email (and later on another reminding email) containing a link to the questionnaire to all 1290 users. Together, 755 of the 1290 respondents opened the emails, resulting in 535 unreachable respondents. This sampling technique and measure used for determining the number of unreachable respondents was similar to the one employed by Cholakova & Clarysse (2014).

Of the 755 investors who opened the emails 252 completed the questionnaire of which none was considered ineligible (the questionnaire forced all questions to be answered prior to the only question prone to mistakes was correctly answered by all respondents). This gives an “*active response rate*”, of 33,37% and a “*total response rate*” of 19,5% (Saunders, Lewis & Thornhill, 2009). Out of the 252 respondents, 212 had made investments and 40 had not.

Several measures were taken in order to maximise the response rate of the questionnaire. As recommended, we aimed to make the questionnaire clearly worded (Saunders, Lewis & Thornhill, 2009), ensured a suitable design independent of web browser used (Dillman, 2007), provided a clear timetable for when the questionnaire had to be finalized (Saunders, Lewis & Thornhill, 2009) and motivated the respondents to fill out the questionnaire with the potential to win gift cards (Saunders, Lewis & Thornhill, 2009; Edwards et al., 2002). Furthermore, consideration to the ‘netiquette’, ethical matters, in the email-process were taken (Hewson et al., 2003) and a follow-up email thanking early respondents and encourage others to fill out the questionnaire was sent out (Saunders, Lewis & Thornhill, 2009).

	Respondents
Total responses	252
Investors	212
Non-investors	40
Active response rate	33.37%
Share of total population	19.50%

Table 1. Questionnaire Overview

3.5.4 Data Analysis

The data collected in the quantitative main study was analysed in several steps. First, all responses from the questionnaire were compiled and checked for completeness. The reliability and normal distribution of the data were also examined. In order to test the reliability, referring to the study's potential to be replicated under consistent conditions with similar results (Bryman, 2008), we used the measure Cronbach's alpha (Cronbach, 1951; Santos, 1999) on our independent variables. The normal distribution of the data was investigated by the measures kurtosis and skewness.

In the next step of the data analysis, we created a descriptive statistical model showing for example the means, modes and standard deviations of the independent variables. This provided a first indication of the importance of different types of motivation for athlete crowdfunding investors.

After this, a multiple regression analysis was conducted in order to identify the correlation between the dependent and the independent variables, which is considered suitable for determining the strength of a relationship between one dependent and several independent variables (Kakati, 2003; MacMillan, Zemmann & Subbanarasimha, 1987; Saunders, Lewis & Thornhill, 2009). The dependent variable was whether the respondent had made an investment or not. The independent variables were the six different types of motivation, which the respondents had ranked according to their relative importance in their decision to invest in athlete crowdfunding or not. Age and gender were used as control variables. The level of significance was set at 0.05 ensuring that coefficients were only taken into consideration when the p-value of the independent variable was below 0.05.

Furthermore, the independent variables in the regression model were tested for multicollinearity in order to investigate if any of the independent variables were strongly correlated with each other. A strong correlation between two independent variables would mean that a change in one independent variable could lead to a change in another independent variable and create unpredictable changes in the rest of the model. (Asteriou & Hall, 2011)

Finally, a factor analysis was conducted in order to investigate the possibility of grouping the six types of motivations into the two groups intrinsic and extrinsic motivation and in order to test the internal correlation among the variables.

3.5.5 Methodological Limitations

Although several measures have been taken to ensure the validity and reliability of the study and the statistical analysis of the data, the study is still subject to methodological limitations.

Sampling errors easily occur when performing quantitative surveys (Bryman & Bell, 2011). In our study, the risk of sampling errors exists due to some reasons. First, the invitation to take part in our study was sent to the investors in our sampling frame via email and even though measures were taken to make sure that the email addresses were correct, some emails might not have reached the intended recipients. Second, since the questionnaire only was open for two weeks some of the investors might not have seen the invitation until it was too late. This means that there is a risk that some individuals in our sampling frame was excluded due to technical issues related to the distribution channel or the limited time frame of the study. This lack of complete randomization in our sampling has implications for the generalizability of our findings. Therefore, measures to mitigate this risk were taken, as discussed in “3.5.3 Population and Sample”.

The questionnaire was constructed in Swedish in order to increase the response rate and make sure that no language barriers hindered the understanding of the questions. This meant that concepts and expressions identified from previous crowdfunding studies had to be translated into Swedish, which could lead to some errors (Lavrakas, 2008). However, as mentioned previously, several factors were taken into consideration to make sure that the translation was as correct as possible (Usunier, 1998). Furthermore, misinterpretations due to other reasons than the translation could have been made. The use of an internet-mediated questionnaire means that the respondents not had anyone to ask if they were unsure of how to interpret certain things. However, as discussed previously, the other pros regarding reliability and time constraints with an internet-mediated questionnaire compared with for example an interviewer-administered questionnaire were considered strong enough for outweighing this drawback (Witmer, Colman & Katzman, 1999; Dillman, 2007; Streib & Keller, 2004; Basi, 1999).

The size of our sample was sufficiently large for all the statistical analysis methods employed. However, a larger sample could have been beneficial for the reliability and statistical significance of the data. As discussed previously though, the normal distribution as well as the reliability of the data was tested prior to all statistical analyses.

The dependent variable used in the study was whether the respondent had invested at the athlete crowdfunding platform or not, which categorized the respondents into investors and non-investors. The reason for why the non-investors not have made any investments does not necessarily have to be a misalignment between their motivational drivers and the investment opportunity though. It is possible that certain non-investors not yet have invested due to for example financial constraints or lack of time. However, this distinction was considered more fruitful than the alternative of only investigating investors, thereby making no distinction between the respondents at all.

Our questionnaire made the respondents choose between pre-set alternatives. Given this fact, there may have been more attractive alternatives for the respondents to choose, which could mean that we omit some drivers of athlete investments. For example, we will see that our combined answer alternatives only explain roughly 80% movements in investing/not investing – leaving room for an extra 20% explanatory factors that our study did not manage to identify and capture. However, in order to minimize this, we made sure that the alternatives were carefully chosen from our theoretical research as well as created after our qualitative pre-study. Furthermore, the respondents had the possibility to add new alternatives to the questions.

4. Pre-Study

In this section, the findings from the qualitative pre-study conducted prior to the main quantitative study are presented. The pre-study consisted of ten interviews with investors at the athlete crowdfunding platform Trade in Sports as well as the CEO of Trade in Sports and provided several good insights into the crowdfunders' motivation to invest and, therefore, constitutes an important complement to the theoretical framework in both the generation of hypotheses as well as in the operationalization of hypotheses into a meaningful quantitative main study. Further elaboration on the purpose, the data collection method and the population and sample for the pre-study was presented in the previous Methodology-chapter.

4.1 Pre-Study Findings

After summarizing and comparing the eleven interviews, it was concluded that the pre-study generated seven main findings. First, the strongest overall takeaway from the interviews is that it was important that the investment could provide the investor with joy and entertainment. Several of the interviewees stated that the most important reason for why they invested was that it seemed to be fun. This can be exemplified by the following quote from one of the interviews: *“The strongest reason for why I chose to invest was that it would be fun to follow the athlete’s progress.”*

For other interviewees, who had something else as their top motivator, this “fun”-aspect of the investment was at least mentioned as one of the reasons for the investment in almost all cases. This, thus, indicates that *enjoyment-based* motivation could be important in the decision to invest in athlete crowdfunding.

Second, two other factors came out as strong motivational factors from the interviews - the wish to help an athlete and the existence of some sort of relation to an athlete. One of the interviewees expressed the wish to help as a reason for investing in the following way: *“I am interested in golf and therefore want to encourage young golf players by helping them financially in their pursuit of a professional career.”*

Another interviewee exemplified how a weak relationship could lead to an investment: *“I heard that a guy from my golf club needed money to fully commit to his dream of becoming a golf pro and therefore bought shares in him.”*

Thus, *philanthropy-based motivation* and *relationship-based motivation* also seems to be of importance for the decision to invest in athlete crowdfunding projects.

Third, the importance of the financial aspects of the investment did not come out as a strong motivator in the interviews. The potential to earn money on the investment did exist as a reason in several interviews, but was rarely seen as one of the most important ones. Rather, it felt as if just the potential to get some financial return was enough - the likelihood of actually getting a positive return on the investment did not seem to be especially important. One of the interviewees mentioned his most important motive for investing in athlete crowdfunding and then followed up by saying: *“It is obviously fun to have a potential to get a financial return as well, but I just see that as a bonus. My other motives are more important.”*

Fourth, somewhat connected to the last point is the notion from the interviews that the details about the investment not seem to be important. For example, different investments have different time periods for potential dividend payouts - some investments can start paying dividends immediately whereas other investments start paying dividends several years ahead. This difference seemed to be of low importance for the interviewees.

The third and fourth finding from the pre-study indicates that *financial-based motivation* might be of relative low importance to the explanation of why people invest in athlete crowdfunding.

Fifth, the community aspects of the investment were of low importance. The interviewees did not seem to be especially interested in the possibility to interact or feel belonging to other investors. This was, thus, not seen as a motive at all, which indicates that *community-based motivation* not motivates people to invest in athletes via crowdfunding platforms.

Sixth, peer-pressure, the potential for self-expressiveness, possible recognition or other motives linked to social motivation were not considered as important for the interviewees in explaining why they chose to invest in athlete crowdfunding. This indicates that *social-based motivation* is not important for the decision to invest.

Seventh, none of the interviewees mentioned any type of motive that not could be categorized to the six groups of motivation derived from the theoretical framework.

Summary of indications from the pre-study	
<i>Motivation</i>	<i>Relevance</i>
Enjoyment-Based Motivation	Most Important
Philanthropy-Based Motivation	Important
Relationship-Based Motivation	Important
Financial-Based Motivation	Low Importance
Community-Based Motivation	Not Important
Social-Based Motivation	Not Important

Table 2. Pre-Study Findings

5. Hypotheses Generation

In this chapter, the hypotheses developed to answer the research question of this paper are presented. The five hypotheses that were developed represent the central aspects of the theoretical framework and the most important findings from the pre-study.

5.1 Hypotheses 1-5

Previous research has showed that fun and enjoyment has been identified as reasons for why people invest in reward-based crowdfunding (Van Wingerden & Ryan, 2011; Harms, 2007), equity-based crowdfunding (Van Wingerden & Ryan, 2011) and crowdsourcing (Lakhani et al., 2007; Leimeister et al., 2009). Furthermore, Bretschneider, Knaub & Wieck (2014) uses findings in previous crowdsourcing (Hars & Ou 2002; Lakhani & Wolf, 2005; Bretschneider 2012; Janzik 2012) and business angel studies (Brettel, Jaugey & Rost, 2000) to hypothesize that fun motivates people to invest in equity-based crowdfunding. Additionally, the wish to participate in innovative behaviour (Ordanini, 2009; Hemer, 2011), novelty seeking (Harms, 2007), curiosity about crowdfunding (Ordanini et al., 2011), escape boredom (Bretschneider, Knaub & Wieck, 2014), the potential to be one of the first in a new technology or business (Hemer, 2011) and the excitement of being a part of the build-up of a new business (Schwienbacher & Larralde, 2010) has all been identified as motives for why people invest in crowdfunding.

Thus, previous crowdfunding studies have found *enjoyment-based motivation* important for why people invest in crowdfunding. This is in line with the findings from the pre-study. Enjoyment-based motivation was, namely, strongly emphasized by several of the interviewees as the most important reason for investing in athlete crowdfunding. Adding to this, the athlete industry is in general highly associated with entertainment which further strengthens the case for why enjoyment-based motivation would be of especially high importance in the athlete niche of crowdfunding. Based on this, it is hypothesized that:

H1: Enjoyment-based motivation is the strongest determinant of the decision to invest in an equity-based athlete crowdfunding project, compared to the other five types of motivation

The wish to help others has been found to motivate people to invest in reward-based crowdfunding (Gerber, Hui & Kuo, 2012; Wechsler, 2013), to be more important than receiving a reward (Van Wingerden & Ryan, 2011) and hypothesized to drive investments in equity-based crowdfunding (Bretschneider, Knaub & Wieck, 2014). Reciprocity, referring to people who previously have raised funds from others and therefore wants to return the favour by investing in other ideas, is another way to help that can motivate the crowd to fund projects (Hemer, 2011; Bretschneider, Knaub & Wieck, 2014). Furthermore, supporting a cause (Gerber, Hui & Kuo, 2012; Hemer, 2011) has been found as another important motivator. Additionally, investors have been found to view investments in reward-based crowdfunding as donations (Van Wingerden & Ryan, 2011) and charity is seen as an important part in the decision to lend money through crowdfunded microlending (Galak, Small & Stephen, 2011; Allison et al., 2014).

Opposite to the abovementioned focus on *others* as a motive for investing in crowdfunding are some motives related to the focus of *oneself* for the investor. Self-expressiveness was found to have a significant positive effect on the decision to invest in reward-based crowdfunding (Harms, 2007; Wechsler, 2013; Kaufmann, Schulze & Veit, 2011). Furthermore, the recognition that can be obtained from a successful investment and the wish to satisfy a personal need of seeing specific project succeeding have been suggested to motivate people to invest in equity-based crowdfunding (Bretschneider, Knaub & Wieck, 2014).

Thus, previous research has identified the two contrasting types philanthropy-based motivation and social-based motivation to drive people to invest in crowdfunding. However, the interviewees in the pre-study indicated that the philanthropy-based motivation was important for their decision to invest in athlete crowdfunding whereas social-based motivation not was important. This finding from the pre-study indicates that athlete crowdfunding could be a niche of crowdfunding in which philanthropy-based motivation is more important than social-based motivation. This leads to our second hypothesis:

H2: Philanthropy-based motivation is a stronger determinant of the decision to invest in an equity-based athlete crowdfunding project than Social-based motivation

The pleasure of being part of a community (Hemer, 2011), the potential to expand the personal network (Schwienbacher & Larralde, 2010; Gerber, Hui & Kuo, 2012; Hemer, 2011), the possibility to interact with the project team (Hemer, 2011), the wish to engage and contribute to a trusting and creative community (Gerber, Hui & Kuo, 2012), involvement (Van Wingerden & Ryan, 2011), identification and belonging to a group are all factors that have been identified to motivate individuals to invest in crowdfunding projects and that can be categorized as community-based motivation.

The investors' wish for different sorts of relationships with other investors mentioned above is not the only type of relationships that can motivate people to invest in crowdfunding. Several types of relationships between investor and the investment object have, namely, also been found to impact crowdfunding investments. It has been found that an important group of funders in reward-based crowdfunding is family and friends (Agrawal, Catalini & Goldfarb, 2011) and personal relations have also been hypothesized as a motive for investors in equity-based crowdfunding (Bretschneider, Knaub & Wieck, 2014). Pure emotional relationships - such as sympathy, admiration or identification - between investor and the investment object have also been suggested to motivate crowdfunding investors (Bretschneider, Knaub & Wieck, 2014; Hemer 2011). Furthermore, based on previous studies of geographical impact in crowdfunding (Agrawal, Catalini & Goldfarb, 2011; Lin & Viswanathan (2013), 2013; Mollick, 2014), regional identification has been suggested as a motivational factor for investors equity-based crowdfunding projects (Bretschneider, Knaub & Wieck, 2014).

In summary, support for the importance of community-based motivation and relationship-based motivation in the decision to invest in crowdfunding has been found in several studies. In line with this, the pre-study aimed at the athlete niche of crowdfunding indicated that relationship-based motivation is important for the investors. However, none of the interviewees thought of community-based motivation as important in their decision to

invest in athlete crowdfunding. Based on the importance of both community-based motivation and relationship-based motivation found in previous study and the contrasting findings in the pre-study, it is hypothesized that:

H3: Relationship-based motivation is a stronger determinant of the decision to invest in an equity-based athlete crowdfunding project than Community-based motivation

The importance of extrinsic motivation as a driver for investments in crowdfunding has been examined in several studies (Cholakova & Clarysse, 2014; Bretschneider, Knaub & Wieck, 2014; Allison et al., 2014; Brabham, 2008; Kaufmann, Schulze & Veit, 2011; Wechsler, 2013; Schwienbacher & Larralde, 2010; Van Wingerden & Ryan, 2011; Hemer, 2011; Harms, 2007; Collins & Pierrakis, 2012). These studies do not provide a unified picture. It has been found that the extrinsic motivation is the main driver for the decision to pledge and invest in reward-based crowdfunding (Cholakova & Clarysse, 2014), the most important factor for active crowdfunders (Brabham, 2008) and that they have a strong positive effect on the backing of projects (Kaufmann, Schulze & Veit, 2011). However, as discussed prior to the previous hypotheses, intrinsic motivation has also been found to have strong importance for crowdfunding investors (Allison et al., 2014; Gerber, Hui & Kuo, 2012; Harms, 2007; Wechsler, 2013; Hemer, 2011; Van Wingerden & Ryan, 2011; Schwienbacher & Larralde, 2010). Furthermore, some of these studies have identified intrinsic motivation as more important than extrinsic motivation (Allison et al., 2014; Wechsler, 2013; Schwienbacher & Larralde, 2010; Collins & Pierrakis, 2012).

Thus, the findings from the previous studies are somewhat contrasting regarding the importance of extrinsic and intrinsic motivation for people investing in crowdfunding. Both intrinsic and extrinsic motivation has been identified as important and some studies have identified intrinsic motivation as most important, whereas other studies have identified extrinsic motivation as most important. However, the pre-study findings indicated that intrinsic motivation, with exemption for community-based motivation, is more important than extrinsic motivation for investors in athlete crowdfunding. This motivates our fourth hypothesis:

H4: Intrinsic motivation is a stronger determinant of the decision to invest in an equity-based athlete crowdfunding project than extrinsic motivation

Several of the studies mentioned above that examined extrinsic motivation for crowdfunding investors also specifically investigated financial-based motivation (Cholakova & Clarysse, 2014; Bretschneider, Knaub & Wieck, 2014; Brabham, 2008; Harms, 2007; Collins & Pierrakis, 2012; Schwienbacher & Larralde, 2010). Yet again, these studies came to different conclusions in which some identified financial motives as important for individuals investing in crowdfunding (Cholakova & Clarysse, 2014; Brabham, 2008; Harms, 2007;) and some as less important (Collins & Pierrakis, 2012; Schwienbacher & Larralde, 2010).

Thus, previous studies have examined financial-based motivation for crowdfunding investors and reached different conclusions. The interviewees in the pre-study did not seem to consider the financial aspects of the investment as especially important though. Based on the opposing conclusions in previous studies and the finding from the pre-study, our last hypothesis is according to the following:

H5: Financial-based motivation is not an important determinant of the decision to invest in an equity-based athlete crowdfunding project

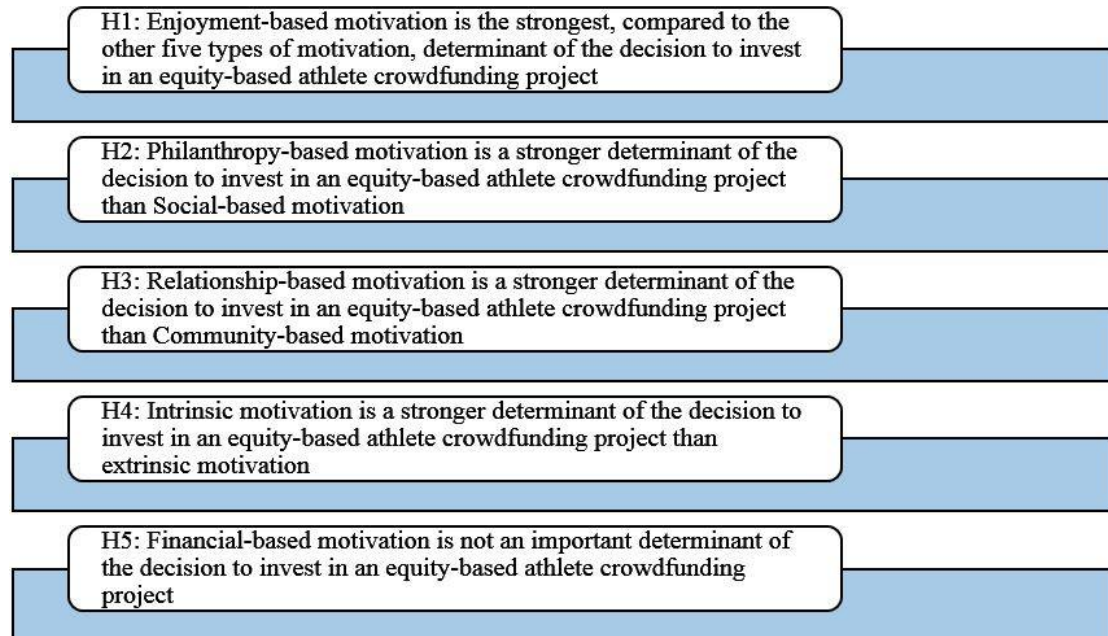


Figure 7. Summary of Hypotheses

6. Results

In this section we will present our results in form of descriptive statistics as well as explain the regression analysis. These analyses will lay ground for our hypotheses evaluation. Furthermore, all data regarding regression analyses, factor analyse, normal distribution and the questionnaire itself is available in Appendix F.

6.1 Response rate, Normality and Reliability

As discussed in the Methodology-chapter, our total response rate was 19.5% and among the 252 respondents we managed to reach 212 investors, and 40 non-investors. All the 252 respondents completed the questionnaire, as we left no possibility to leave questions unanswered.

Values for asymmetry and kurtosis between -2 and +2 are considered acceptable in order to prove normal univariate distribution (George & Mallery, 2000). Our six main hypotheses-linked answer alternatives in the questionnaire had the following values of skewness and kurtosis values, which indicates that we have univariate distribution:

N = 252	Mean	Std. Dev	Skewness	Kurtosis
Enjoyment	2,881	1,539	0,492	-0,772
Philanthropy	2,524	1,526	0,859	-0,296
Community	4,710	1,093	-0,567	-0,524
Relation	3,849	0,974	0,020	-0,273
Financial	2,802	1,448	0,510	-0,631
Social Motivation	3,524	1,438	0,065	-0,884

Table 3. Normality Test. As will be pointed out in the results presentation, note that a high “Mean” value in our questionnaire generally translates into low rankings since most scales are designed by a 1=high and 6=low ranking of incentive.

Our Cronbach’s alpha for all the six hypotheses-variables tested was 0.43, which is below the recommended literature values of 0.7 (Santos, 1999; Gliem & Gliem, 2003; Hair et al. 2005; Pallant, 2010), and in some cases down to 0.5 (Hair et al., 2005, Peterson, 1994). As we set up Cronbach’s alpha for the factors that we in retrospect found were the three most prominent investments motivators, we arrived at an adjusted Cronbach’s alpha of 0.66. We generally experience rather low alpha values compared to similar studies. However, this was expected since we take these traditional motivational concepts and put them in a previously un-tested field. Furthermore, it should be noted that the alpha generally increases with larger samples (Lavrakas, 2008), which could be an adjustment for further research. Something to be noted regarding this indicator is the past years critical evaluation of Cronbach’s alpha as to how exact it is to deem reliability depending on the sample size, number of questions asked and other factors (Sijtsma, 2009; Lance, Butts & Michels, 2006).

6.2 Descriptive Statistics

In the table below, we see the 12 factors derived from the six groups of motivation, as explained previously. These 12 factors were rated by the respondents on a likert scale. The table only shows the rating for those who had invested in an athlete, thus excluding non-investors. This initial mapping of the perceived importance among the respondents gave us insight in what sub-factors for each hypotheses that were the driving forces. The rest of the questions were aimed directly to the six groups of motivation. In the rest of the chapter, we will include the whole sample (252) in our analysis in order to distinguish between investors and non-investors and use that distinguisher as a dependent variable.

How strongly do the following factors motivate you (on a scale 1-6 where 1 is nothing at all and 6 is an extremely high motivator) to invest in an athlete?

	1	2	3	4	5	6	TOTAL	Weighted Average
Fun/Enjoyment	1,6%	3,2%	7,1%	12,7%	37,3%	38,1%	212	4,95
	3	7	15	27	79	81		
Help an Athlete	1,6%	5,6%	9,5%	15,1%	26,2%	42,1%	212	4,85
	3	12	20	32	56	89		
Interesting to follow an Athlete	3,2%	3,2%	11,1%	15,9%	33,3%	33,3%	212	4,73
	7	7	23	33	71	71		
Admiration for an Athlete	17,5%	9,5%	19,8%	19,1%	18,3%	15,9%	212	3,59
	37	20	42	40	39	34		
Achieve social recognition	15,9%	11,9%	19,1%	24,6%	16,7%	11,9%	212	3,50
	34	25	40	52	36	25		
Past Athlete performances	19,1%	9,5%	19,1%	21,4%	18,3%	12,7%	212	3,48
	40	20	40	45	39	28		
Financial return	21,4%	19,8%	22,2%	19,8%	12,7%	4,0%	212	2,94
	45	42	47	42	27	9		
Alternative/new way of investing	29,4%	18,3%	14,3%	13,5%	19,1%	5,6%	212	2,91
	62	39	30	29	40	12		
Sense of community	25,4%	23,8%	23,8%	12,7%	7,9%	6,4%	212	2,73
	54	50	50	29	16	13		
The sport is financially dense	34,9%	15,9%	20,6%	17,5%	5,6%	5,6%	212	2,60
	74	34	43	37	12	12		
Geographical relation	56,4%	13,5%	10,3%	4,8%	7,1%	7,9%	212	2,17
	119	29	22	10	15	17		
Personal relation	66,7%	7,9%	4,0%	4,8%	4,0%	12,7%	212	2,10
	141	16	8	10	8	27		

Some significant findings can be done immediately from this overall picture. First of all, we see that “Fun/Enjoyment” is the single strongest driver for an athlete crowdfunder in our sample as of today. The weighted average for this reason to invest in athletes is 4.95 on the scale of 1-6. On the other end of the spectrum, the personal relation to the athlete is the weakest driver for an athlete investment.

In order to further evaluate our hypotheses, we will now group our answer alternatives into the hypotheses we created after our qualitative pre-study. The table below summarizes the descriptive statistics for the six types of motivation when respondents ranked the most important type of motivation in their decision to invest in athletes.

Here, the philanthropy-based motivation scored significantly higher than any other investment factor of our hypotheses-generating investment factors. Almost one third of the respondents (32.54 %) put this alternative as 1st in their ranking. Enjoyment-based motivation is also in this kind of ranking at the top of the table with a score of with 22.22% giving it a top-priority when having to decide how strongly it influences their investment. However, financial-based motivation has a better average ranking and therefore ranks as 2nd most important. Note that a low mean value means a high importance since the ranking is made from a 1 to 6 scale.

Rank the following factors in descending order (where 1 is the top-priority and 6 is the least important) of importance when it comes to investing money in an athlete.

	Enjoyment	Philanthropy	Community	Relation	Financial	Social Motivation
Mean	2,881	2,524	4,710	3,849	2,802	3,524
Std. Err.	0,097	0,096	0,069	0,061	0,091	0,091
Median	3,000	2,000	5,000	4,000	3,000	3,000
Mode	2,000	1,000	5,000	4,000	3,000	3,000
Std. Dev.	1,539	1,526	1,093	0,974	1,448	1,438
Sample Var.	2,368	2,330	1,195	0,949	2,096	2,067
Kurtosis	-0,772	-0,296	-0,524	-0,273	-0,631	-0,884
Skewness	0,492	0,859	-0,567	0,020	0,510	0,065
Range	5,000	5,000	4,000	4,000	5,000	5,000
Minimum	1,000	1,000	2,000	2,000	1,000	1,000
Maximum	6,000	6,000	6,000	6,000	6,000	6,000
Sum	726	636	1187	970	706	888
Count	252	252	252	252	252	252
Conf. Level (95%)	0,191	0,189	0,136	0,121	0,180	0,178

Table 4. Ranking Question Overview. The question was aimed at both active investors (212) as well as the users who had not yet made an investment (40).

6.3 Multiple Regression Analysis

Our dependent variable was decided to be 1 respective 0. 1 represented a respondent who had invested in an athlete, and 0 represented an “inactive” but registered investor who had not made an investment. The descriptive analysis presented above gives us some initial insight as to how athlete crowdfunders (both inactive/potential as well as active) rank different factors of importance when it comes to investing in an athlete. The findings presented below go deeper into the statistical relevance of our next part of the questionnaire and shed light on the correlations and drivers of different motivational factors as to why people invest in athletes.

First of all, we isolated each of our six hypotheses-based answer alternatives to the dependent variable 1/0 in order to see to what degree each factor could explain the action of investing in an athlete or not. The independent variables that were first set up against the dependent variable were:

- 1) Enjoyment-based motivation
- 2) Philanthropy-based motivation
- 3) Community-based motivation
- 4) Relationship-based motivation
- 5) Financial-based motivation
- 6) Social-based motivation

After this was done, we grouped the independent variables in order to evaluate how they worked together. Our main finding is that enjoyment-, philanthropy- and financial-based motivation dominates the athlete crowdfunders’ investment decision-making process. We will first present each factor by itself in terms of how it drives the overall investment pattern. Second, we will combine the different types of motivation in order to see how strong they together can explain the decision to invest in athletes. Third, we will also present a factor analysis and multicollinearity matrix for the independent variables. For full regression analyses and statistics see Appendix F.

The six types of motivation in isolation

The true picture of our analysis can only be created when we combine all the factors in our regression analysis. However, we also wanted to isolate all the factors to get an initial sense of how they – everything else equal – behave in relation to the dependent factor 1/0. We will now present our six motivation variables (see *Table 6 below*) as if they were untouched by the surroundings. As mentioned, note that the negative coefficient indicates a positive relationship to the action to invest as low values translates to high rankings by the respondents.

“Enjoyment-based motivation” isolated from the other independent variables has a positive coefficient of 0.171 on the dependent variable 1/0 (have invested/have not invested). The adjusted R square suggests that roughly 44.6% of variations in the dependent variable can be explained by this factor alone, with a p-value of $4.22 \cdot 10^{-4}$ in relation to our 95% confidence interval.

“Philanthropy-based motivation” isolated from the other independent variables has a positive coefficient of 0.186 on the dependent variable 1/0 (have invested/have not invested). The adjusted R square suggests that roughly 51.6% of variations in the dependent variable can be explained by this factor alone, with a p-value of $6.85 \cdot 10^{-42}$ in relation to our 95% confidence interval.

“Community-based motivation” isolated from the other independent variables has a negative coefficient of 0.037 on the dependent variable 1/0 (have invested/have not invested). The adjusted R square suggests that a very insignificant part of variations in the dependent variable can be explained by this factor alone, with a p-value of 0,104 in relation to our 95% confidence interval.

“Relationship-based motivation” isolated from the other independent variables has a negative coefficient of 0.041 on the dependent variable 1/0 (have invested/have not invested). The adjusted R square suggests that a very insignificant part of variations in the dependent variable can be explained by this factor alone, with a p-value of 0,108 in relation to our 95% confidence interval.

“Financial-based motivation” isolated from the other independent variables has a positive coefficient of 0.041 on the dependent variable 1/0 (have invested/have not invested). The adjusted R square suggests that a very insignificant part of variations in the dependent variable can be explained by this factor alone, with a p-value of $3.72 \cdot 10^{-32}$ in relation to our 95% confidence interval.

“Social-based motivation” isolated from the other independent variables has a negative coefficient of 0.041 on the dependent variable 1/0 (have invested/have not invested). The adjusted R square suggests that a very insignificant part of variations in the dependent variable can be explained by this factor alone, with a p-value of 0,091 in relation to our 95% confidence interval.

<i>Initial Variable Overview: Individual Variables in Isolation</i>								
<i>N=252</i>	Multiple R	R Square	Adj. R Square	Std. Error.	df	F	Coefficient	P-value
Enjoyment	0,670	0,448	0,447	0,293	1	202,827	-0,171	4,22E-34
Philanthropy	0,722	0,521	0,520	0,273	1	272,386	-1,186	6,85E-42
Community	0,103	0,011	0,007	0,392	1	2,669	0,037	0,104
Relation	0,101	0,010	0,006	0,392	1	2,599	0,041	0,108
Financial	0,654	0,428	0,426	0,298	1	186,971	-0,178	3,72E-32
Social	0,107	0,011	0,007	0,392	1	2,876	0,029	0,091

Table 5. Independent Variables in Isolation.

All independent variables combined

Combining all factors in our regression analysis (see Table 6 below), we conclude that roughly 78% of the movements in the dependent variable can be explained by combining the six types of motivation. Notice that in the “Coefficient” columns, the negative values of coefficients are to be interpreted as positive since a low value in the answers means a high ranking (e.g. 1) and a high value (e.g. 6) means a low ranking of the factor.

<i>Regression Statistics</i>	
Multiple R	0,888166988
R Square	0,788840598
Adjusted R Square	0,783669348
Standard Error	0,183002744
Observations	252

<i>ANOVA</i>					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	6	30,65209182	5,10868197	152,5434853	8,83984E-80
Residual	245	8,20505104	0,033490004		
Total	251	38,85714286			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	1,769239836	0,084895585	20,84018654	3,52623E-56	1,602021518	1,936458155	1,602021518	1,936458155
Enjoyment/fun	-0,086977445	0,008750466	-9,939749591	8,89248E-20	-0,104213185	-0,069741704	-0,104213185	-0,069741704
Helping factors	-0,119076271	0,008832559	-13,48151419	2,32466E-31	-0,136473708	-0,101678833	-0,136473708	-0,101678833
Sense of community	-0,005376104	0,012780105	-0,42066195	0,674370693	-0,030548999	0,019796791	-0,030548999	0,019796791
Personal relation	-0,009599836	0,013859207	-0,692668498	0,489173637	-0,036898232	0,01769856	-0,036898232	0,01769856
Financial return	-0,099320889	0,008935299	-11,11556355	1,64823E-23	-0,116920694	-0,081721084	-0,116920694	-0,081721084
Social motivation	-0,019320363	0,0085935	-2,248253136	0,025449697	-0,036246927	-0,002393799	-0,036246927	-0,002393799

Table 6. Independent Variables Combined.

When removing community-, relationship- and social-based motivation from the regression, the explanatory rate adjusted R square only drops by some single unit of percentage. Hence, the three factors marked in grey are the main drivers of the results with coefficients of 0.119 (Philanthropy), 0.099 (Financial), and 0.087 (Enjoyment) respectively when they are in combination with each other. Furthermore, we notice that we have very high p-values for Community- and Relationship-based Motivation answers and we should be aware that these values indicate a higher risk of randomness than we would have wanted. This could have been mitigated with a larger sample or possibly clearer and more aligned design of questions.

Factor Analysis

Independent Variable Correlation

After having concluded what factors drive the investment decision, we will now take a look at how these independent variables correlate among each other. We see that the intrinsic variables of helping and feeling enjoyment are strongly correlated. However, they also strongly correlate with the financial perspective, which tells us something about the division between intrinsic and extrinsic factors as per one of our hypotheses.

Athlete Crowdfunders Correlation Matrix						
	Enjoyment/Fun	A Want to Help	Sense of Community	Personal Relation	Financial Return	Social Motivation
Enjoyment/Fun	1	0,433690844	-0,044270681	-0,081106257	0,393496798	-0,176976931
A Want to Help	0,4337	1	-0,164198307	-0,112764795	0,35549656	-0,172713939
Sense of Community	-0,04427	-0,164198307	1	0,508773755	-0,05661038	-0,257992453
Personal Relation	-0,08111	-0,112764795	0,508773755	1	-0,11732836	-0,145318862
Financial Return	0,39350	0,35549656	-0,05661038	-0,11732836	1	-0,081939038
Social Motivation	-0,17698	-0,172713939	-0,257992453	-0,145318862	-0,081939038	1

Table 7. Factor Analysis – Independent variable correlation

Multicollinearity

In short, adjusted R square not only tells us how much of the variation in the dependent variable that can be explained by the chosen independent variables, but also takes into account the sampling sized used in the study. As we see in the regression analyses, the adjusted R square increases to a certain point; when adding the three most “critical” factors. This is positive in the sense that we are adding understanding with these factors, something that easily can be shown in the table below. After these “critical” factors, we do not add much value to the understanding of the motivational drivers. In the table below, we see how the explanatory factor Adjusted R Square is calculated by combining factors in different regression analyses:

Combined Independent Variabels	Adjusted R Square
Enjoyment & Philantropy	0,67501627
Enjoyment & Financial	0,625609287
Philantropy & Financial	0,699827142
Enjoyment, Help & Financial	0,781499216
<i>Adding the last factors:</i>	
Enjoyment, Help, Financial, Community, Relation, Social	0,783669348

Table 8. Adjusted R Square - for independent variables combined.

Collinearity can also be measured by setting up the independent variables against each other as we have done earlier in this paper, and also including the dependent variable.

Collinearity Matrix							
	<i>Investment Decision</i>	Enjoyment	Philanthropy	Community	Relation	Financial	Social
<i>Investment Decision</i>	1,000						
Enjoyment	0,669	1,000					
Philanthropy	0,722	0,434	1,000				
Community	-0,103	-0,044	-0,164	1,000			
Relation	-0,101	-0,081	-0,113	0,509	1,000		
Financial	0,654	0,393	0,355	-0,057	-0,117	1,000	
Social	-0,107	-0,177	-0,173	-0,258	-0,145	-0,082	1,000

Table 9. Collinearity Matrix.

Firstly, the correlation between the independent variables is presented in the second column. Here we find that Philanthropy has a 0.722-correlation, Enjoyment has a 0.669-correlation and Financial a 0.654-correlation with the investment decision. Community, Relation and Recognition are factors that seem to have no direct correlation with the investment decision.

The question we need to ask ourselves here is; did we choose alternatives that “collaborate” and drive each-other, and did we thereby create multicollinearity? There is no formal way of determining acceptable levels for this (Grewal, Cote & Baumgartner, 2004). However, we see that philanthropy-based motivation and enjoyment-based motivation have a correlation of 0.434, which can be considered rather strong and could explain why both the factors are among the top three drivers. The next significant correlation between independent variables is between the relation-based and community-based motivation (0.509); both scoring a low impact seen to correlation, weighted averages and coefficients in all other tests we have done. Lastly, we see that financial-based motivation correlate significantly with both enjoyment, and philanthropy-based motivation suggesting that the two intrinsic enjoyment- and philanthropy-based motivation not are the only ones driving investment decisions. Rather, the respondents who value these factors high often also depend on some kind of financial incentive as well.

Evaluation of hypotheses

In the Analysis-part of the Discussion-chapter we will conclude the hypotheses in relation to our empirical study and discuss the results and impacts of our study. First, we will briefly set the hypotheses in the light of our results.

Both weighted averages and regression analysis indicate that enjoyment-based motivation is a strong factor for athlete investment decisions as the factor 1) scores high in straight rankings, 2) has a positive regression coefficient, and 3) has a significant R square value to the dependent variable. Hence, we cannot reject **H1** completely as it has been proven to be one of the strongest drivers. However, the hypotheses indicated superior importance of enjoyment-based factors, which is not the case proven by our results. Furthermore, as presented above, not all the factors that are included in “Enjoyment” scores high (e.g. “Alternative way of investing” – 2.91). In regards to **H2**, we can conclude that philanthropy-based motivation indeed is a stronger determinant than social-based motivation as we experience higher weighted averages, coefficients and R square values.

Therefore, we can confirm **H2**. As for **H3**, we see that both relation-based and community-based motivation are rather insignificant and they tend to correlate with each other. They show more or less similar values in all tests performed, and we can say little regarding the actual ranking amongst these two variables. Furthermore, we see that factor analysis and regression do not show any streamlined indicators that one can logically and scientifically divide our six hypotheses in results of intrinsic and extrinsic motivational factors. Rather, we see three prominent factors dominating the results and our division of intrinsic/extrinsic (the grouping of four intrinsic and two extrinsic) factors creating **H4** cannot be supported by our study. As for our last hypothesis, we notice that financial-based motivation is one of the three dominant drivers and should be regarded as more significant than our **H5** suggests. This financial factor is one of special importance to our study since we conclude that the factor is of high importance, but when we analyze this factor in itself from our empirical data, we find some matters of discussion as to how important it really might be for our respondents as presented below.

The importance of financial factors for investments in athletes

Although the tables above imply that the financial aspects of an athlete investment are of significance, we can see from the financially focused questions that there really is a rather low detail-focus when it comes to evaluating investments in athletes from a financial perspective (see *Figure 8*). For example, 82% of respondents (206 out of 252) have no financial target at all when evaluating whether to invest in an athlete or not. The statistics of these answers are presented below. Furthermore, the length of investment seems to be of little importance for the athlete crowdfunders (see *Figure 9*). A longer investment ties up capital over time and the time-aspect should be a significant factor for return on investment in the case that the respondents actually are financially driven. Hence, an interesting aspect for future research would be to analyze in detail how the financial factors in specific are actually affecting athlete-crowdfunding investments decisions.

What is your annual financial target for financial ROI on your athlete investments?

- I have no specific financial target for my athlete investment
- My target is less than 10% ROI
- My target is 10-20% ROI
- My target is reaching over 20% ROI

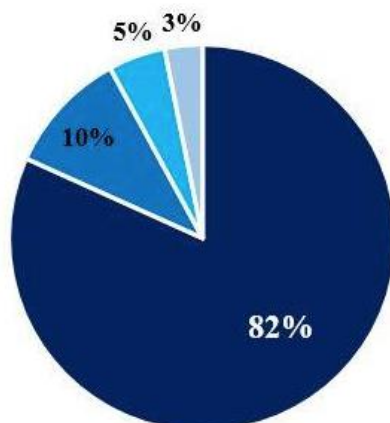


Figure 8. Questionnaire Question 6.

Different athlete investments have different time horizons until payoff. How does this length of investment affect you in the decision to invest in an athlete?

- The time taken from investing until pay-off from an athlete investment (investment-horizon) is a factor in my decision to invest in an athlete
- The time horizon of the investment is not an important factor
- I have not considered the length of my investments

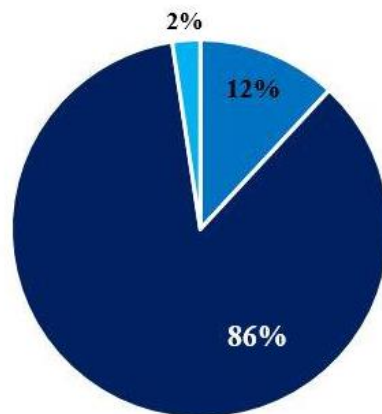


Figure 9. Questionnaire Question 8.

7. Discussion

In this chapter, the findings from the quantitative main-study are analysed with the theoretical framework. Furthermore, the theoretical and empirical contribution and limitations of the study are discussed. Finally, suggestions for future research are made.

7.1 Analysis

Enjoyment-Based Motivation

Enjoyment-based motivation was hypothesized to be the most important type of motivation for investors in athlete crowdfunding. However, significant support for this hypothesis was not found even though it seems to at least be one of the three most important types of motivation

When the investors ranked the relative importance of the six different types of motivation, enjoyment-based motivation was ranked as the third most important factor based on the average ranking. The regressions showed that enjoyment-based motivation isolated from the other independent variables impacted the decision to invest with a beta coefficient of 0.171. Furthermore, in the regression analysis with all independent variables combined it is shown that philanthropy-based motivation, financial-based motivation and enjoyment-based motivation together can explain a large part of the result and that enjoyment impacts the decision to invest with a beta coefficient of 0.087.

When the six groups of motivations were broken down into 12 factors, enjoyment-based motivation was represented by three factors. In the likert scale rating of these factors it can be seen that “fun/joy” has the highest mean score of all (4.95), “more fun to follow the athlete/sport” the third highest mean score (4.73) but “alternative/new way of investing” only has the eighth highest mean score (2.91). This indicates that the motivation connected to the novelty, innovative and alternative characteristics of crowdfunding that has been suggested to motivate people to invest in crowdfunding in previous studies (Harms, 2007; Bretschneider, Knaub & Wieck, 2014; Ordanini, 2009; Ordanini et al., 2011) is weaker than the other aspects of enjoyment-based motivation for athlete crowdfunding investors, such as “fun” and “joy” (Van Wingerden & Ryan, 2011; Harms, 2007; Bretschneider, Knaub & Wieck, 2014; Lakhani et al., 2007; Leimeister et al., 2009). Thus, if these factors would be taken out from enjoyment-based motivation and introduced as a separate type of motivation, investors might have ranked the relative importance of enjoyment-based motivation higher.

To summarize the analysis of enjoyment-based motivation, two main reasons can be identified for why significant support for that enjoyment-based motivation would be the most important type of motivation was not found. First, enjoyment-based motivation was considered rather important both in the likert scale rating and in the relative ranking but the high importance of philanthropy-based motivation and financial-based motivation was considered a bit more important. Thus, enjoyment-based motivation was not considered unimportant, but two other types of motivation were also considered important, thereby reducing the support for that enjoyment-based motivation would be the most important one. Second, one factor categorized as enjoyment-based

motivation scored much lower in the likert scale rating than some of the others indicating that it might be more suitable to exclude this factor from enjoyment-based motivation. In conclusion, it could not be supported that enjoyment-based motivation was the most important driver for individuals investing in athlete crowdfunding, but it was shown to have a significant impact and was at least one of the three most important. This importance of enjoyment-based motivation is in line with previous crowdfunding (Van Wingerden & Ryan, 2011; Harms, 2007; Bretschneider, Knaub & Wieck, 2014) and crowdsourcing (Lakhani et al., 2007; Leimeister et al., 2009) research.

Philanthropy-Based Motivation

The second hypothesis, suggesting that philanthropy-based motivation would be more important for athlete crowdfunding investors than social-based motivation, was the hypothesis for which the strongest support was found.

Philanthropy-based motivation was ranked as the most important motivation for making an investment of the six types of motivation. 32,54% of all investors ranked this type of motivation as the most important one and it had the best average ranking. Furthermore, the regression analyses showed that the motivation impacted the decision to invest with a beta coefficient of 0.19 in the regression of all independent variables alone and 0.12 for all independent variables combined (highest beta coefficients of all types of motivation).

Furthermore, when the six groups of motivation were divided into 12 factors, the one related to philanthropy-based motivation (Help others) had the second highest average rating.

Thus, philanthropy-based motivation was overall considered as an important reason for why the investors had chosen to invest in athlete crowdfunding studies. This finding is in line with several previous studies in which the wish to help others in various ways have been suggested to motivate people to invest in equity-based crowdfunding (Bretschneider, Knaub & Wieck, 2014), reward-based crowdfunding (Gerber, Hui & Kuo, 2012; Wechsler, 2013; Van Wingerden & Ryan, 2011), crowdfunding in general (Hemer, 2011) and crowdfunded microlending (Galak, Small & Stephen, 2011; Allison et al., 2014).

Social-based motivation

The other factor in the second hypothesis, social-based motivation, was on the other hand as expected not considered as especially important by the respondents.

However, social-based motivation was in some aspects not considered as unimportant. In the relative ranking of the six groups of motivation, social-based motivation had the fourth highest average ranking. Furthermore, out of the 12 factors that were rated on a likert scale, “*achieve social recognition*” scored the fifth highest average rating. The regression analyses did on the other hand not give any support for that social-based motivation would be important. That type of motivation did, namely, only impact the decision to invest with a beta coefficient of

0,03 in isolation (although slightly too high p-value for our significance level) and 0.02 when all independent variables were combined.

The empirical findings regarding the importance of social-based motivation does, thus, not provide a completely unified picture. However, the low beta coefficient together with the medium rating and ranking indicates social-based motivation is not one of the most important reasons for why the respondents invest in athlete crowdfunding. Thus, it could suggest that athlete crowdfunding is a niche of crowdfunding in which this type of motivation is of lower importance compared to other forms of crowdfunding since the motivation not come out as strong as suggested in other studies (Wechsler, 2013; Kaufmann, Schulze & Veit, 2011; Harms, 2007; Bretschneider, Knaub & Wieck, 2014).

Relationship-based motivation

The third hypothesis suggested that relationship-based motivation would be a stronger determinant of the decision to invest in athlete crowdfunding than community-based motivation. This hypothesis could not be supported since both types of motivation seemed to be quite unimportant and the p-value of the regression was a bit too high.

Three of the 12 factors that were rated on a likert scale were derived from relationship-based motivation. Two of these factors received the lowest average rating – “personal relation” (2.1) and “geographical relation” (2.17). The third factor, “admiration for an athlete”, did however receive the fourth highest rating (3.59). These three different factors were in the theoretical framework merged together into a new type of motivation, “relationship-based motivation”, since these factors not in a satisfying way could be included into the one of the other types of motivation in the structure suggested by Wechsler (2013). However, since “admiration for an athlete” clearly differs from the other two factors, this group of motivation might benefit from being divided into different groups of motivation. Furthermore, “personal relation” is something that an investor either have or not have with an athlete, meaning that all those that made investments in an athlete with whom they do not have a personal relation not at all could have been motivated by this factor. This special characteristic of the factor was also illuminated by the fact that the factor had a relatively high percentage of ratings of 1’s and 6’s. Thus, despite the low average rating of “personal relation”, this factor could still be very important for some of the investors.

When the six different groups of motivation were ranked according to their relative importance, relationship-based motivation was ranked in fifth place based on the average ranking. Furthermore, the regression analysis showed that this type of motivation only had an impact on the decision to invest with a beta coefficient of 0.04 in isolation (although with the slightly too high p-value 0.1) and less than 0.01 for all independent variables combined.

In summary, the empirical findings indicate that relationship-based motivation not is of especially high importance for the respondents. Furthermore, the findings raise concerns regarding whether these three factors are suitable to group together. The suggestions by Bretschneider, Knaub & Wieck (2014), which are based on

some findings in previous studies, regarding the importance of regional identification and personal relation as motivation for why people invest in crowdfunding is not supported by the findings in this study. However, as discussed above, the characteristics of the factor “personal relation” might induce a need for investigation the importance of this by another method. The emotional relationship has also been suggested as a potential motivation for investing in crowdfunding (Bretschneider, Knaub & Wieck, 2014; Hemer, 2011), which is contradicted by the overall impression of the importance of relationship-based motivation from this empirical study. However, the factor “admiration for an athlete” received a quite high rating on the likert scale question indicating that this specific aspect of relationship-based motivation could be of importance.

Community-Based Motivation

The other part of the third hypothesis, community-based motivation, was as expected not considered as an important reason for investing in the empirical study.

The “sense of community” was ranked as the ninth most important factor, based on the average rating (2.73), of the 12 factors that were rated on the likert scale. When the six groups of motivation were ranked according to its relative importance, community-based motivation was considered least important based on the average ranking. Furthermore, the regression analysis showed that community-based motivation only impacted the decision to invest with a beta coefficient of 0.04 in isolation (although with a slightly too high p-value of 0,1) and less than 0,01 for all independent variables combined.

Thus, the empirical findings indicate that community-based motivation is of low importance for the investors. This finding is in contrast with several previous crowdfunding (Schwienbacher & Larralde, 2010; Gerber, Hui & Kuo, 2012; Hemer, 2011; Van Wingerden & Ryan, 2011; Wechsler, 2013) and crowdsourcing (Leimeister et al., 2009; Kleeman, Voss, & Rieder, 2009) studies. However, the finding is in line with Cholakova & Clarysse (2014) who hypothesized that “to be a part of a community” would be an important motivational factor for individuals investing at equity- and reward-based crowdfunding platforms but not found any support for its impact.

Financial-Based Motivation

The fifth hypothesis suggested that financial-based motivation not would be an important factor in the decision to invest in athlete crowdfunding. The empirical study could not provide any strong support for this, but rather provided quite contrasting findings.

Three of the 12 factors that were rated on the likert scales were derived from financial-based motivation. These were rated in sixth, seventh and tenth place. In contrast to this, financial-based motivation had the second highest average ranking of the six groups of motivation and the regression analysis showed that financial return impacted the decision to invest with a beta coefficient of 0.18 in isolation and 0.1 for all independent variables combined (second best in both categories).

Thus, the importance of financial return is a bit unclear based on these results, although the regression analysis indicates that it would be quite important. However, only 18% of the respondents claimed that they had a target of financial return and only 12% took the length of the time period from investment to potential pay-off into consideration in their decision to invest.

Thus, the empirical findings for financial-based motivation are somewhat contradictory. This corresponds well with the differences in previous studies. Several studies have found financial factors as the most important motivation in crowdfunding (Cholakova & Clarysse, 2014; Brabham, 2008; Harms, 2007) whereas other studies have reached the conclusion that financial factors are of secondary importance (Schwienbacher & Larralde, 2010; Collins & Pierrakis, 2012; Allison et al., 2014). Furthermore, a common assumption is that people investing at equity-based crowdfunding platforms are driven by financial incentives (Cholakova & Clarysse, 2014; Collins & Pierrakis, 2012) or a combination of both intrinsic and extrinsic motives (Hemer, 2011).

Intrinsic versus extrinsic motivation

The fourth hypothesis suggested that intrinsic motivation would be a more important determinant of the decision to invest in athlete crowdfunding than extrinsic motivation. However, this hypothesis could not completely be tested due to the outcome of the factor analysis, which not supported a division of the six groups of motivation into the intended intrinsic and extrinsic. Rather, the factor analysis showed a quite strong correlation between enjoyment-based motivation, philanthropy-based motivation and financial-based motivation.

The correlation between these three factors is in line with the findings from the evaluation of the other four hypotheses in which enjoyment-, philanthropy- and financial-based motivation came out as the three strongest drivers for the decision to invest. Furthermore, by looking at the Adjusted R Square in the regression for all independent variables combined it can be seen that these can explain 78.4% of the decision to invest and that these three types of motivation constitutes a large part of this explanatory rate. Enjoyment and Philanthropy can together explain 67.5%; Enjoyment and Financial 62.6%; Philanthropy and Financial 70.0%; and all three together almost everything – 78.1%. This further support the notion of that grouping of different types of motivation not best is made by a division into intrinsic or extrinsic motivation, but rather that athlete crowdfunding could be an area in which the investors are most strongly driven by both intrinsic and extrinsic motivation. This is in line with the notion that investments in equity-based crowdfunding are motivated by a combination of intrinsic and extrinsic motivation (Hemer, 2011), but contradicts that investments at equity-based platforms solely would be driven by extrinsic motivation (Cholakova & Clarysse, 2014; Collins & Pierrakis, 2012).

Summary of Analysis

The evaluation of our quantitative main study and the hypotheses has led to two major parts of findings. First, the results indicate that it might be suitable to adjust the division of motivation into the six groups. The three

factors derived from enjoyment-based motivation received varying ratings indicating that the motivation connected to the novelty, innovative and alternative characteristics of crowdfunding potentially could be introduced as a separate type of motivation. Similar to this, one of the three factors in the newly created group relationship-based motivation stood out from the other two, indicating that this group potentially could benefit from modifications as well.

Second, enjoyment-based motivation, philanthropy-based motivation and financial based motivation were identified as the strongest drivers for the decision to invest. The other three types of motivation - relationship-based motivation; social-based motivation; and community-based motivation – were identified as being of rather low importance for the decision to invest. However, to be remembered is that the significance level for some of the regressions related to the three types of motivation of low importance was slightly too high.

In conclusion, this study has used the division of different types of motivation in crowdfunding made by Wechsler (2013), remodelled it a little bit, empirically tested it and found indications of how the model could be further adjusted. This potential adjustment is, thus, a subject for further research. Furthermore, three of types of motivation have been identified as the main motivational factors that drive individuals to invest in equity-based athlete crowdfunding. This finding should be treated as first step towards the mapping of what motivates individuals to make these kinds of investments and is subject for further research to verify its importance.

7.2 Theoretical and Empirical Contribution

This study has made theoretical contributions by investigating the motivational factors driving individuals to invest in crowdfunding, an area that has been proposed to be in need of further research (Gerber, Hui & Kuo, 2012; Lehner, 2012; Moritz & Block, 2013; Cholakova & Clarysse, 2014; Bretschneider, Knaub & Wieck, 2014).

First, the focus of this study means that the empirical data collection has contributed to the stream of crowdfunding literature in several ways. The study was specifically aimed at equity-based crowdfunding, thereby providing further insights into what motivates individuals to make investments in equity-based crowdfunding in specific. This has been requested due to the assumption that different forms of crowdfunding attracts different kind of investors and that the knowledge about this difference needs to be improved (Cholakova & Clarysse, 2014). Furthermore, the investigation of the athlete niche of crowdfunding means, to the best of our knowledge, that this study adds knowledge of investor motivation in a previously not investigated niche of crowdfunding. The focus of a specific niche of crowdfunding is in itself a contribution since previous studies often have examined crowdfunding platforms containing varying crowdfunding campaigns.

Second, the framework for categorizing different types of investor motivation developed by Wechsler (2013), building on the work of Kaufmann, Schulze & Veit (2011), has been remodelled and investigated, resulting in further suggestions for modifications, which can be investigated in future studies.

Furthermore, some empirical contributions have also been made. First, we have generated useful knowledge for the athletes that seek funding in order to pursue their dreams of professional careers. By providing knowledge of what motivates people to invest in athletes, this study can help them to profile themselves to better fit the mind-set of the athlete crowdfunder, thereby raising more funds. Second, the intermediaries offering online platforms for athlete crowdfunding has an incentive in knowing what kind of deals and presentations of their featured athletes that actually drive investments. Learning from our created framework, these companies can gain more deals and more often link their athletes to the crowdfunders in a more efficient way.

7.3 Limitations

This study is subject for some limitations that need to be taken into consideration when taking part of the findings of this study. Limitations specifically related to the methodology employed for the quantitative main study were discussed in 3.5.5 Methodological Limitations.

First, since athlete crowdfunding is a, to our best knowledge, a previously not investigated niche of crowdfunding, the literature review had to be based on studies of other niches of crowdfunding or crowdfunding in general. To compensate from this lack of theory on athlete crowdfunding, a qualitative pre-study was conducted in which athlete crowdfunding investors were interviewed about their motivation to invest. Just as with the main quantitative study, the sample for the pre-study could have been larger to minimize the risk of missing some important factor. However, as discussed previously, the sample size was considered suitable considering the time constraints of this study.

Second, our sample consists of investors from one Swedish athlete crowdfunding platform. Although it is the only online athlete crowdfunding platform in Sweden, it might exist other athlete crowdfunders in Sweden who have made such investments via other channels. Furthermore, as mentioned in the introduction, other athlete crowdfunding platforms are available globally and the priorities among the investors could very well differ around the world. This has implications for the generalizability for the findings in this study. The potential for the existence of Swedish athlete crowdfunders outside of our sampling frame means that the findings not with certainty can be generalized for all Swedish athlete crowdfunders. Even more obvious, since this study only has been conducted with Swedish athlete crowdfunders, the findings cannot be generalized to apply for athlete crowdfunders globally. However, due to the identified lack of previous research of athlete crowdfunding investors, we do not aim to draw definite conclusions regarding the global, or even Swedish, athlete crowdfunding network; the aim is rather to gain insight in to what might impact the athlete crowdfunding investors' decision-making.

Third, the study did only collect a limited amount of information regarding the demography of the respondents. Furthermore, the analysis of the data was not aimed at dividing the respondents into different demographic groups, rather the only division of the respondents were into investors and non-investors. A more thorough

segmentation of athlete crowdfunding investor might show differences between different segments, something that might be subject for future research.

7.4 Future Research

The findings from this study have illuminated several aspects of investments in athlete crowdfunding that could benefit from future research. First, this study investigated athlete crowdfunding investors' motivation at one national platform. To increase the knowledge of what drives investments athlete crowdfunding future studies could investigate several platforms at once or investigate investors at an international level.

Second, this study did not divide the investors into different segments, but treated all investors as one group. Future research could build on this study by conducting a study in which the investors are divided into different segments based on demographics. This could improve the knowledge of the homogeneity of athlete crowdfunding investors.

Third, this study used the division of motivation in crowdfunding into different types suggested by Wechsler (2013) as a basis and modified it prior to the quantitative main study. The empirical findings in this study do however suggest that further modifications of this division might be necessary. This matter is something future research could investigate.

Fourth, the findings suggest that enjoyment-based motivation, philanthropy-based motivation and financial-based motivation are the strongest drivers for the decision to invest in athlete crowdfunding and that the other three types of motivation are of rather low importance. Moreover, some contradictions within these groups, especially within financial-based motivation, indicate that new ways of testing its importance could be to prefer. Future research could build on these findings to test its importance in other settings and investigate some of the contradictions identified.

Finally, this study has investigated the motivation to invest in athlete crowdfunding and investigated quite broad factors. It could be interesting to investigate investments in athlete crowdfunding at a more detailed level and look at the investment criteria investors use to differentiate between similar investment opportunities within athlete crowdfunding.

8. Conclusion

The aim of this thesis was to investigate the research question: “*What are the main motivational factors that drives individuals to invest in athlete crowdfunding?*”. This research question was based on the identified theoretical gap related to the general need of more studies on crowdfunding investors’ motivation; the more specified need of more understanding of what motivates individuals to invest in equity-based crowdfunding; and, most important, the complete lack, to the best of our knowledge, of studies investigating the motivation that drives individuals to invest in athlete crowdfunding.

In order to fulfil this aim, a theoretical review of previous crowdfunding research was conducted and complemented with a qualitative pre-study in which athlete crowdfunding investors were interviewed. These two sources of data served as the basis for the generation of hypotheses, which were tested with a quantitative empirical study.

The findings from this empirical study was analysed together with the theoretical framework and led to the conclusion that both intrinsic and extrinsic factors are important for the decision to invest. More specific, the three types of motivation that were identified as the strongest drivers were enjoyment-based motivation, philanthropy-based motivation and financial-based motivation.

9. Bibliography

- Agrawal, A. K., Catalini, C., & Goldfarb. 2011. The Geography of Crowdfunding. NBER Working Paper No. 16820. Cambridge, MA: National Bureau of Economic Research.
- Agrawal, A., Catalini, C., & Goldfarb, A. 2013. Some Simple Economics of Crowdfunding. NBER Working Paper No. 19133. Cambridge, MA: National Bureau of Economic Research.
- Allison, T.H., Davis, B.C., Short, J.C., & Webb, J.W. 2015. Crowdfunding in a Prosocial Microlending Environment: Examining the Role of Intrinsic Versus Extrinsic Cues. *Entrepreneurship Theory and Practice*, January, 2015.
- Alvesson, M., & Skoldberg, K. 2009. *Reflexive methodology: New vistas for qualitative research*. London: Sage.
- Asteriou, D., & Hall, S.G. 2011. *Applied Econometrics*. 2nd ed. Palgrave Macmillan.
- Barnett, C. 2013. Top 10 Crowdfunding Sites For Fundraising. *Forbes*, August 5, 2013. Accessed February 22, 2015 via: <http://www.forbes.com/sites/chancebarnett/2013/05/08/top-10-crowdfunding-sites-for-fundraising/>
- Basi, R.K. 1999. Response rates to sociodemographic items. *Journal of the Market Research Society*, 41(4): 397.
- Beck, T., & Demirguc-Kunt, A. 2006. Small and medium-size enterprises: Access to finance as a growth constraint. *Journal of Banking & Finance*, 30(11): 2931–2943.
- Belleflamme, P., Lambert, T., & Schwienbacher, A. 2014. Crowdfunding: Tapping the Right Crowd. *Journal of Business Venturing*, 29(5): 585–609.
- Blumberg, B. F., & Letterie, W. A. 2008. Business starters and credit rationing. *Small Business Economics*, 30(2): 187–200.
- Brabham, D.C. 2008. Moving the crowd at iStockphoto: The composition of the crowd and motivations for participation in a crowdsourcing application. *First Monday*, 13(6-2).
- Brace, I. 2004. *Questionnaire Design: How to Plan, Structure, and Wrote Survey Material for Effective Market Research Volume 1*. Kogan Page.
- Bretschneider, Ulrich. 2012. *Die Ideen-Community zur Integration von Kunden in den Innovationsprozess: Empirische Analysen und Implikationen*. Wiesbaden: Gabler Verlag.
- Bretschneider, U., Knaub, K., & Wieck, E. 2014. Motivations for crowdfunding: What drives the crowd to invest in start-ups? Research in Progress. *Twenty Second European Conference on Information Systems, Tel Aviv 2014*.
- Brettel, M., C. Jaugey, & Rost, C. 2000. *Business angels: Der informelle Beteiligungskapitalmarkt in Deutschland*. Wiesbaden: Gabler Verlag.
- Bryman, A. 2008. *Social Research Methods*. 3rd ed. Oxford: OUP.
- Bryman, A., & Bell, E. 2011. *Business Research Methods*. 3rd ed. Oxford: OUP.
- Buckley, G. 1997. Microfinance in Africa: Is it either the problem or the solution? *World Development*, 25(7): 1081–1093.
- Burkett, E. 2011. A Crowdfunding Exemption? Online Investment Crowdfunding and U.S. Securities Regulation. *The Tennessee Journal of Business Law*, 13: 63–106.
- Carmichael, S. 2013. Crowdfunding nearly doubled last year with 1M successful campaigns. *Venturebeat*, April 8, 2013. Accessed February 28, 2015 via: <http://venturebeat.com/2013/04/08/crowdfunding-nearly-doubled-last-year-with-1m-successful-campaigns/>
- Cholakova, M., & Clarysse, B. 2015. Does the Possibility to Make Equity Investments in Crowdfunding Projects Crowd Out Reward-Based Investments?. *Entrepreneurship Theory and Practice*, January, 2015.

- Cosh, A., Cumming, D., & Hughes, A. 2009. Outside Entrepreneurial Capital. *The Economic Journal*, 119(540): 1494–1533.
- Collins, L., & Pierrakis, Y. 2012. The Venture Crowd: Crowdfunding Equity Investment into Business, Working Paper R2/2011. *London: Nesta*.
- Cooper, D.R. and Schindler, P.S. 2008. *Business Research Methods*. 10th ed. Boston, MA and Burr Ridge, IL: McGraw-Hill.
- Creswell, J. 2009. *Research design: Qualitative, quantitative, and mixed methods approaches*. 3rd ed. Thousand Oaks: Sage Publications.
- Cronbach, L.J. 1951. Coefficient alpha and the internal structure of tests. *Psychometrika*, 16: 297–334.
- Curran, J., & Blackburn, R.A. 2001. *Researching the Small Enterprise*. London: Sage.
- De Buysere, K., Gajda, O., Kleverlaan, R., & Marom, D. 2012. A framework for European crowdfunding. *European Crowdfunding Network*.
- Deci, E.L., & Ryan, R.M. 2000a. Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55(1): 68–78.
- Deci, E.L., & Ryan, R.M. 2000b. Intrinsic and extrinsic motivations: Classic definitions and new directions. *Contemporary Educational Psychology*, 25: 54–67.
- Deci, Edward L., & Ryan, Richard M. 2002. *Handbook of self-determination research*. Rochester, NY: University of Rochester Press.
- Dillman, D.A. 2007. *Mail and Internet Surveys: The Tailored Design Method*. (2nd ed., 2007 update). Hoboken, NJ: Wiley.
- Djurgårdens IF Fotboll. 2002. Årsredovisning för Djurgårdens IF Fotbollförening. Accessed February 20, 2015 via: <http://dif.se/wp-content/uploads/2015/03/Arsredovisning-2002-DIF-FF3.pdf>
- Edmondson, A.C., & McManus, S.E. 2007. Methodological fit in management field research. *Academy of Management Review*, 32(4): 1246–1264.
- Edwards, T., Tregaskis, O., Edwards, P., Ferner, A., Marginson, A. with Arrowsmith, J., Adam, D., Meyer, M. and Budjanovcanin, A. 2007. Charting the contours of multinationals in Britain: Methodological challenges arising in survey-based research. *Warwick papers in Industrial Relations*, No. 86.
- EY. 2014. Adapting and evolving: Global venture capital insights and trends 2014. Accessed February 22, 2015 via: [http://www.ey.com/Publication/vwLUAssets/Global_venture_capital_insights_and_trends_2014/\\$FILE/EY_Global_VC_insights_and_trends_report_2014.pdf](http://www.ey.com/Publication/vwLUAssets/Global_venture_capital_insights_and_trends_2014/$FILE/EY_Global_VC_insights_and_trends_report_2014.pdf)
- Fink, A. 2003. *The Survey Handbook*. 2nd ed. Thousand Oaks, CA: Sage.
- Florin, J., Lubatkin, M., & Schulze, W. 2003. A social capital model of high-growth ventures. *Academy of Management Journal*, 46(3): 374–384.
- Freel, M., Carter, S., Tagg, S., & Mason, C. 2012. The latent demand for bank debt: characterizing “discouraged borrowers.” *Small Business Economics*, 38(4): 399–418.
- Gagne, M., & Deci, E.L. 2005. Self-determination theory and work motivation. *Journal of Organizational Behavior*, 26: 331–362.
- Galak, J., Small, D., & Stephen, A.T. 2011. Microfinance decision making: A field study of prosocial lending. *Journal of Marketing Research*, 48(SPL): 130–137.

- Gennari, A.N. 2012. *The Determinants of SMEs Capital Structure: Overcoming Supply Constraints*. NOVA – School of Business and Economics, Lisbon.
- George, D., & Mallery, M. (2010). *SPSS for Windows Step by Step: A Simple Guide and Reference*, 17.0 update, Boston: Pearson
- Gerber, E.M., Hui, J.S., & Kuo, P.Y. 2012. Crowdfunding: Why people are motivated to post and fund projects on crowdfunding platforms. In *Proceedings of the International Workshop on Design, Influence, and Social Technologies: Techniques, Impacts and Ethics*.
- Gilles, A. 2013. Ricardo Christie gets back to surfing. 3News, 13 June 2013. Accessed February 20, 2015 via: <http://www.3news.co.nz/sport/ricardo-christie-gets-back-to-surfing-2013061318>
- Gliem, J.A., & Gliem, R.R. 2003. Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability Coefficient for Likert-Type Scales. *2003 Midwest Research to Practice Conference in Adult, Continuing, and Community Education*.
- Gompers, P. A., & Lerner, J. 2002. The money of invention: How venture capital creates new wealth. *Ubiquity*, 2002.
- Grewal, R., Cote, J.A., & Baumgartner, H. 2004. Multicollinearity and measurement error in structural equation models: Implications for theory testing. *Marketing Science*, 23(4): 519-529.
- Griffin, Z. J. 2012. Crowdfunding: Fleecing the American Masses. *Case Western Reserve Journal of Law, Technology & the Internet*.
- Hair, J.F, Black, W.C, Babin, B.J, Anderson, R.E, 2005 *Multivariate data analysis 6th edition*, New Jersey, Prentice-Hall
- Harms, M. 2007. *What Drives Motivation to Participate Financially in a Crowdfunding Community?*. Vrije Universiteit Amsterdam
- Hars, A. & Ou, S. 2002. Working for Free? Motivations for participating in open source projects. *International Journal of Electronic Commerce*, 6(3): 25–39.
- Hemer, J. 2011. A snapshot on crowdfunding. Working Papers Firms and Region No. R2/2011. *Karlsruhe, Germany: Fraunhofer Institute for Systems and Innovation Research ISI*.
- Heminway, J. M., & Hoffman, S.R. 2011. Proceed at Your Peril: Crowdfunding and the Securities Act Of 1933. *Tennessee Law Review*, 78(879): 879–972.
- Hewson, C., Yule, P., Laurent, D., & Vogel, C. 2003. *Internet Research Methods: A Practical Guide for the Social and Behavioural Sciences*. London: Sage.
- Hobey, E. 2015. 2015 Massolution Report Released. *NCFA Canada, March 31, 2015*. Accessed April 13, 2015 via: <http://ncfacanada.org/2015-massolution-report-released-crowdfunding-market-grows-167-in-2014-crowdfunding-platforms-raise-16-2-billion/?gclid=CNKwysTzqsUCFTTKtAodszIAFw>
- Holmström, Claes. *CEO Trade in Sports*. Interview February 19, 2015.
- Howe, Jeff. 2009. *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business*. California: Three Rivers Press.
- Jacobsen, Dag, I. 2002. *Vad, hur och varför: om metodval i företagsekonomi och andra samhällsvetenskapliga ämnen*. 1st ed. Lund: Studentlitteratur.
- Janzik, Lars. 2012. *Motivanalyse zu Anwenderinnovationen in Online-Communities*. 1st ed. Wiesbaden: Gabler Verlag.

- Kakati, M. 2003. Success criteria in high-tech new ventures. *Journal of Business Venturing*, 13: 57-76.
- Kaufmann, N. Schulze, T., & Veit, D. 2011. More than fun and money. Worker Motivation in Crowdsourcing – A Study on Mechanical Turk. *AMCIS 2011 Proceedings - All Submissions. Paper 340*.
- Kleeman, F., Voss, G., & Rieder, K. 2008. Un(der)paid Innovators: The Commercial Utilization of Consumer Work through Crowdsourcing. *Science, Technology and Innovation Studies*, 4(1): 5-26.
- Lakhani, K.R., & Wolf, R.G. 2005. Why hackers do what they do: Understanding motivation and effort in free/open source software projects. In Feller, J., Fitzgerald, B., Hissam, S.A., & Lakhani, K.R. (Eds.), *Perspectives on free and open source software. Cambridge, MIT Press: 3–22*.
- Lakhani, K.R., Jeppesen, L.B., Lohse, P.A. & Panetta, J.A. 2007. The value of Openess in Scientific Problem Solving. *Harvard Business School Working Paper Nr. 07-050*.
- Lambert, T., & Schwienbacher, A. 2010. An Empirical Analysis of Crowdfunding. Available at <http://www.crowdsourcing.org/document/an-empirical-analysis-of-crowdfunding-/2458> (retrieved March 13, 2015).
- Lance, C.E., Butts, M.M., & Michels, L.C. 2006. The Sources of Four Commonly Reported Cutoff Criteria: What Did They Really Say?. *Organizational Research Methods*, 9(2): 202-220.
- Lavrakas, P. 2008. *Encyclopedia of survey research methods*. Thousand Oaks: Sage Publications.
- Lehner, O. M. 2012. Crowdfunding Social Ventures: A Model and Research Agenda. *2012 Research Colloquium on Social Entrepreneurship. University of Oxford, Skoll Center of SAID Business School UK*.
- Leimeister, J.M., Huber, M. Bretschneider, U., & Krcmar, H. 2009. Leveraging Crowdsourcing: Activation-Supporting Components for IT-Based Ideas Competition. *Journal of Management Information Systems*, 26(1): 197–224.
- Lin, M. & Viswanathan, S. 2013. Home Bias in Online Investments: An Empirical Study of an Online Crowd Funding Market. *SSRN Electronic Journal (2219546)*.
- Lühr, M. 2007. I Kim Källström-affären är alla vinnare. *Expressen*, 2003-12-13. Accessed February 20, 2015 via: <http://www.expressen.se/sport/fotboll/i-kim-kallstrom-affaren-ar-alla-vinnare/>
- Macmillan, I.C., Zemann, L., & Subbanarasimha, P.N. 1987. Criteria distinguishing successful from unsuccessful ventures in the venture screening process. *Journal of Business Venturing*, 5: 201-220.
- Mason, M. 2010. Sample size and saturation in PhD studies using qualitative interviews. *Forum: Qualitative Social Research*.
- Miller, Z. 2014. List of the Top Crowdfunding Sites for Athletes. *About*. Accessed February 20, 2015 via: <http://crowdfunding.about.com/od/Placeholderrrr/tp/List-of-the-Top-Crowdfunding-Sites-for-Athletes.htm>
- Mollick, E. 2014. The dynamics of crowdfunding: An exploratory study. *Journal of Business Venturing*, 29: 1–16.
- Moritz, A., & Block, J.H. (2013). Crowdfunding and Crowdinvesting: A Review of the Literature. *Zeitschrift für KMU and Entrepreneurship*.
- Neiss, S., & Best, J. 2014. Crowdfunding report signals increased revenue, jobs, and deal flow. *Venturebeat, January 15, 2014*. Accessed February 22, 2015 via: <http://venturebeat.com/2014/01/15/crowdfunding-report-signals-increased-revenue-jobs-and-deal-flow/>
- OECD iLibrary. 2015. Financing SMEs and Entrepreneurs 2015 - An OECD Scoreboard.
- Ordanini, A. 2009. Crowd funding: customers as investors. *The Wall Street Journal*, March 23, p. r3.

- Ordanini, A., Miceli, L., Pizzetti, M., & Parasuraman, A. 2011. Crowd-Funding: Transforming Customers into Investors through Innovative Service Platforms. *Journal of Service Management* 22(4): 443–470.
- Pallant, J. 2010. *SPSS Survival Manual: A Step-by-step Guide to Data Analysis Using SPSS. 4th Edition*. New York: McGraw Hill
- Patel, R., & Davidson, B. 2003. *Forskningsmetodikens grunder*. Lund: Studentlitteratur.
- Pope, N. D. 2011. Crowdfunding Microstartups: It's Time for the Securities and Exchange Commission to Approve Small Offering. *University of Pennsylvania Journal of Business Law*, 13(4): 101–129.
- Resnik, D.B. 2010. *What is ethics in research & why is it important*. National Institute of Health.
- Robson, Colin. 2002. *Real world research: a resource for social scientists and practitioner-researchers*. 2nd ed. Oxford: Blackwell.
- Santos, J.R.A. 1999. Cronbach's Alpha: A Tool for Assessing the Reliability of Scales. *The Journal of Extension*, 37(2).
- Saunders, Mark., Lewis, Philip., & Thornhill, Adrian. 2009. *Research methods for business students*. 5th ed. Harlow: Financial Times Prentice Hall.
- Schwiebacher, A., & Larralde, B. 2010. Crowdfunding of Small Entrepreneurial Ventures. *Oxford University Press*, September 28, 2010.
- Scott, M. & Bruce, R. 1987. Five stages of growth in small business. *Long Range Planning*, 20(3): 45-52.
- Sijtsma, K. 2009. On the Use, Misuse, and the Very Limited Usefulness of Cronbach's alpha, *Psychometrika*, 74(1): 107-120.
- Sohl, J. 2012. The Angel Investor Market In 2012: A Moderating Recovery Continues. *Center for Venture Research, University of New Hampshire*.
- Sportfunder. 2013. Get Ricardo Christie back on the World Tour. Accessed February 20, 2015 via: <http://sportfunder.com/projects/1346>
- Steinberg, Scott., & DeMaria, Rusel. 2012. *The Crowdfunding Bible: How to Raise Money for Any Startup, Video Game, or Project*. Cincinnati, OH: ReadMe Publishing.
- Streib, H., & Keller, B. 2004. The Variety of Deconversion Experiences: Contours of a Concept in Respect to Empirical Research. *Archive for the Psychology of Religion*, 26(1): 181-200.
- Söderblom, A., & Samuelsson, M. 2014. Sources of capital for innovative startup firms: An Empirical Study of the Swedish Situation. *Näringspolitiskt Forum*. Stockholm: Entreprenörskaps Forum.
- Thorén, B. 2001. Kim Källström klar för Djurgården. *Aftonbladet, December 12, 2001*. Accessed February 20, 2015 via: <http://www.aftonbladet.se/sportbladet/fotboll/sverige/allsvenskan/article10248042.ab>
- Tomczak, A., & Brem, A. 2013. A conceptualized investment model of crowdfunding. *Venture Capital: An International Journal of Entrepreneurial Finance*, 15(4): 335-359.
- U.S. Securities and Exchange Commission. 2015. Accessed February 22 via: <https://www.sec.gov/spotlight/jobs-act.shtml>
- Usunier, J.-C. 1998. *International and Cross-Cultural Management Research*. London: Sage.
- Van Wingerden, R., & Ryan, J. 2011. *Fighting for Funds: An Exploratory Study into the Field of Crowdfunding*. School of Economics and Management, Lund University.
- Wechsler, J. 2013. *Know your crowd: The drivers of success in reward-based crowdfunding*. University of

Fribourg/Department of Mass Media and Communication Research.

Witmer, D.F., Colman, R.W., & Katzman, S.L. 1999. From paper and pen to screen and keyboard: Towards a methodology for survey research on the Internet, in S. Jones (ed.) *Doing Internet Research*. Thousand Oaks, CA: Sage, pp. 145–62.

Wroldsen, J. S. 2013. The Social Network and the Crowdfund Act: Zuckerberg, Saverin and Venture Capitalists' Dilution of the Crowd. *Vanderbilt Journal of Entertainment and Technology Law*, 15: 1–45.

Yates, K. 2014. Investing in athletes: NFL's Vernon Davis, the next GE?. *CNBC*, *October 3, 2014*. Accessed February 28, 2015 via: <http://www.cnbc.com/id/102055168>

Zider, B. 1998. How Venture Capital Works. *Harvard Business Review*, Nov-Dec, 1998. Accessed March 2, 2015, via: <https://hbr.org/1998/11/how-venture-capital-works>

10. Appendices

Appendix A – Trade in Sports

Trade in Sports is a crowdfunding platform for investments in sports. Individuals can invest in athletes by buying shares in athletes and in return receive a certain share of the athlete's income during a specified time period. The minimum amount for buying one such share is as low as 90 SEK, thereby providing the possibility that many investors together should be able to support an athlete without having to make a too big investment alone.

Appendix B – Interview structure Pre-Study

Following is an English translation of the interview structure employed in the pre-study.

#	Question
1	What motivates you to invest in athletes?
2	What about the following factors?
	<ul style="list-style-type: none">- Fun investment- Fun to follow the athlete- Alternative way of investing- Help the athlete- Feel involvement/belonging to a community- Personal relation- Admiration/Sympathy- Athlete's geographical ties- Athlete's current performance/future potential- Size of the sport measured in money- Satisfaction/Recognition from making a successful investment- Potential for future return
3	How does this motivation differ from when you make other investments?
4	Do you evaluate your investments?
5	Do you care about how far in the future an investment can start paying dividend?

Appendix C – Overview of respondents in pre-study

Following is an overview of the respondents in the qualitative pre-study.

Respondent	Type	Gender	Age
A	Investor	Male	40
B	Investor	Female	53
C	Investor	Male	73
D	Investor	Male	25
E	Investor	Male	22
F	Investor	Male	27
G	Investor	Male	58
H	Investor	Male	41
I	Investor	Female	29
J	Investor	Male	39
K	CEO TIS	Male	33

Appendix D – Connection between questionnaire and hypotheses

In the table below is the connection between the six types of motivation, on which the hypotheses are built, and each variable in each question. This illustrates our operationalization of the findings from the literature review into variables that could be measured in the quantitative main-study.

Question #	Variable	Motivation	Source
4.			
4.1	Fun/Enjoyment	Enjoyment-based	Literature review/Pre-study
4.2	Follow athlete	Enjoyment-based	Pre-Study
4.3	Alternative Investment	Enjoyment-based	Literature review
4.4	Help athlete	Philanthropy-based	Literature review/Pre-study
4.5	Involvement/Belonging	Community-based	Literature review
4.6	Personal relation	Relationship-based	Literature review/Pre-study
4.7	Emotional relation	Relationship-based	Literature review
4.8	Geographical ties	Relationship-based	Literature review/Pre-study
4.9	Athlete performance	Financial-based	Pre-Study
4.10	Size of sports in money	Financial-based	Pre-Study
4.11	Recognition	Social-based	Literature review
4.12	Financial return	Financial-based	Literature review/Pre-study
5.			
5.1	Fun/Joy/Entertainment	Enjoyment-based	Literature review/Pre-study
5.2	Help	Philanthropy-based	Literature review/Pre-study
5.3	Involvement/Belonging	Community-based	Literature review
5.4	Personal/Emotional/Geographical Relationship	Relationship-based	Literature review/Pre-study
5.5	Recognition	Social-based	Literature review
5.6	Financial return	Financial-based	Literature review/Pre-study
6.	Financial return	Financial-based	Literature review/Pre-study
7.	Financial return	Financial-based	Literature review/Pre-study
8.	Financial return	Financial-based	Literature review/Pre-study

Appendix E – Data analysis

1. Regression analyses

Regression Statistics

Multiple R	0,669262796
R Square	0,447912691
Adjusted R Square	0,445704341
Standard Error	0,292933682
Observations	252

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	17,40460741	17,40460741	202,8269275	4,22484E-34
Residual	250	21,45253545	0,085810142		
Total	251	38,85714286			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	1,302491388	0,039225836	33,20493656	1,24206E-93	1,225236168	1,379746609	1,225236168	1,379746609
It gave me fun/pleasure	-0,171112713	0,012014881	-14,2417319	4,22484E-34	-0,194776002	-0,147449425	-0,194776002	-0,147449425

Regression Statistics

Multiple R	0,722098762
R Square	0,521426621
Adjusted R Square	0,519512328
Standard Error	0,27273426
Observations	252

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	20,26114872	20,26114872	272,3859312	6,85391E-42
Residual	250	18,59599414	0,074383977		
Total	251	38,85714286			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	1,279270477	0,033245784	38,47917867	5,0415E-107	1,213792958	1,344747996	1,213792958	1,344747996
I wanted to help	-0,186126038	0,011277551	-16,50411861	6,85391E-42	-0,208337157	-0,16391492	-0,208337157	-0,16391492

Regression Statistics

Multiple R	0,102789054
R Square	0,01056559
Adjusted R Square	0,006607852
Standard Error	0,392156062
Observations	252

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	0,410548625	0,410548625	2,669603334	0,103540155
Residual	250	38,44659423	0,153786377		
Total	251	38,85714286			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	0,635231529	0,10949615	5,801405165	1,98092E-08	0,419579038	0,85088402	0,419579038	0,85088402
Sense of community	0,037002237	0,022646683	1,633892081	0,103540155	-0,00760037	0,081604843	-0,00760037	0,081604843

Regression Statistics

Multiple R	0,654125565
R Square	0,427880255
Adjusted R Square	0,425591776
Standard Error	0,298200863
Observations	252

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	16,6262042	16,6262042	186,9714596	3,71935E-32
Residual	250	22,23093866	0,088923755		
Total	251	38,85714286			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	1,30757626	0,040982661	31,90559684	4,01609E-90	1,226860975	1,388291546	1,226860975	1,388291546
Financial return	-0,177775096	0,013001195	-13,67375075	3,71935E-32	-0,203380928	-0,152169264	-0,203380928	-0,152169264

Regression Statistics	
Multiple R	0,101452931
R Square	0,010292697
Adjusted R Square	0,006333868
Standard Error	0,392210138
Observations	252

ANOVA					
	df	SS	MS	F	Significance F
Regression	1	0,399944802	0,399944802	2,59993462	0,108129753
Residual	250	38,45719805	0,153828792		
Total	251	38,85714286			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0,651821997	0,10087618	6,4616047	5,37822E-10	0,453146523	0,850497471	0,453146523	0,850497471
Personal relation	0,040969955	0,025408807	1,612431276	0,108129753	-0,00907265	0,09101256	-0,00907265	0,09101256

Regression Statistics	
Multiple R	0,106646963
R Square	0,011373575
Adjusted R Square	0,007419069
Standard Error	0,391995909
Observations	252

ANOVA					
	df	SS	MS	F	Significance F
Regression	1	0,441944619	0,441944619	2,876105289	0,091148096
Residual	250	38,41519824	0,153660793		
Total	251	38,85714286			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0,706681351	0,065476398	10,79291734	1,52396E-22	0,57772569	0,835637	0,57772569	0,835637012
Social Motivation	0,029185022	0,017209079	1,695908396	0,091148096	-0,004708232	0,0630783	-0,004708232	0,063078276

Regression Statistics	
Multiple R	0,888166988
R Square	0,788840598
Adjusted R Square	0,783669348
Standard Error	0,183002744
Observations	252

ANOVA					
	df	SS	MS	F	Significance F
Regression	6	30,65209182	5,10868197	152,5434853	8,83984E-80
Residual	245	8,20505104	0,033490004		
Total	251	38,85714286			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	1,769239836	0,084895585	20,84018654	3,52623E-56	1,602021518	1,936458155	1,602021518	1,936458155
Enjoyment/fun	-0,086977445	0,008750466	-9,939749591	8,89248E-20	-0,104213185	-0,069741704	-0,104213185	-0,069741704
Helping factors	-0,119076271	0,008832559	-13,48151419	2,32466E-31	-0,136473708	-0,101678833	-0,136473708	-0,101678833
Sense of community	-0,005376104	0,012780105	-0,42066195	0,674370693	-0,030548999	0,019796791	-0,030548999	0,019796791
Personal relation	-0,009599836	0,013859207	-0,692668498	0,489173637	-0,036898232	0,01769856	-0,036898232	0,01769856
Financial return	-0,099320889	0,008935299	-11,11556355	1,64823E-23	-0,116920694	-0,081721084	-0,116920694	-0,081721084
Social motivation	-0,019320363	0,0085935	-2,248253136	0,025449697	-0,036246927	-0,002393799	-0,036246927	-0,002393799

2. Statistical data

	Enjoyment	Philanthropy	Community	Relation	Financial	Social Motivation
Mean	2,881	2,524	4,710	3,849	2,802	3,524
Std. Err.	0,097	0,096	0,069	0,061	0,091	0,091
Median	3,000	2,000	5,000	4,000	3,000	3,000
Mode	2,000	1,000	5,000	4,000	3,000	3,000
Std. Dev.	1,539	1,526	1,093	0,974	1,448	1,438
Sample Var.	2,368	2,330	1,195	0,949	2,096	2,067
Kurtosis	-0,772	-0,296	-0,524	-0,273	-0,631	-0,884
Skewness	0,492	0,859	-0,567	0,020	0,510	0,065
Range	5,000	5,000	4,000	4,000	5,000	5,000
Minimum	1,000	1,000	2,000	2,000	1,000	1,000
Maximum	6,000	6,000	6,000	6,000	6,000	6,000
Sum	726	636	1187	970	706	888
Count	252	252	252	252	252	252
Conf. Level (95%)	0,191	0,189	0,136	0,121	0,180	0,178

N = 252	Mean	Std. Dev	Skewness	Kurtosis
Enjoyment	2,881	1,539	0,492	-0,772
Philanthropy	2,524	1,526	0,859	-0,296
Community	4,710	1,093	-0,567	-0,524
Relation	3,849	0,974	0,020	-0,273
Financial	2,802	1,448	0,510	-0,631
Social Motivation	3,524	1,438	0,065	-0,884

	1	2	3	4	5	6	TOTAL	Weighted Average
Fun/Enjoyment	1,6%	3,2%	7,1%	12,7%	37,3%	38,1%	212	4,95
	3	7	15	27	79	81		
Help an Athlete	1,6%	5,6%	9,5%	15,1%	26,2%	42,1%	212	4,85
	3	12	20	32	56	89		
Interesting to follow an Athlete	3,2%	3,2%	11,1%	15,9%	33,3%	33,3%	212	4,73
	7	7	23	33	71	71		
Admiration for an Athlete	17,5%	9,5%	19,8%	19,1%	18,3%	15,9%	212	3,59
	37	20	42	40	39	34		
Achieve social recognition	15,9%	11,9%	19,1%	24,6%	16,7%	11,9%	212	3,50
	34	25	40	52	36	25		
Past Athlete performances	19,1%	9,5%	19,1%	21,4%	18,3%	12,7%	212	3,48
	40	20	40	45	39	28		
Financial return	21,4%	19,8%	22,2%	19,8%	12,7%	4,0%	212	2,94
	45	42	47	42	27	9		
Alternative/new way of investing	29,4%	18,3%	14,3%	13,5%	19,1%	5,6%	212	2,91
	62	39	30	29	40	12		
Sense of community	25,4%	23,8%	23,8%	12,7%	7,9%	6,4%	212	2,73
	54	50	50	29	16	13		
The sport is financially dense	34,9%	15,9%	20,6%	17,5%	5,6%	5,6%	212	2,60
	74	34	43	37	12	12		
Geographical relation	56,4%	13,5%	10,3%	4,8%	7,1%	7,9%	212	2,17
	119	29	22	10	15	17		
Personal relation	66,7%	7,9%	4,0%	4,8%	4,0%	12,7%	212	2,10
	141	16	8	10	8	27		

3. Correlation and Collinearity

Athlete Crowdfunders Correlation Matrix						
	Enjoyment/Fun	A Want to Help	Sense of Community	Personal Relation	Financial Return	Social Motivation
Enjoyment/Fun	1	0,433690844	-0,044270681	-0,081106257	0,393496798	-0,176976931
A Want to Help	0,4337	1	-0,164198307	-0,112764795	0,35549656	-0,172713939
Sense of Community	-0,04427	-0,164198307	1	0,508773755	-0,05661038	-0,257992453
Personal Relation	-0,08111	-0,112764795	0,508773755	1	-0,11732836	-0,145318862
Financial Return	0,39350	0,35549656	-0,05661038	-0,11732836	1	-0,081939038
Social Motivation	-0,17698	-0,172713939	-0,257992453	-0,145318862	-0,081939038	1

Appendix F – Questionnaire

Following is an English translation of the questionnaire for the quantitative main-study.

We have invited you to this questionnaire due to a study conducted by Trade in Sports in cooperation with Stockholm School of Economics. The study aim to investigate the motivational factors that drive individuals to invest in athletes. We are very interested in taking part of your opinion and would be very grateful if you had the time to take this questionnaire. Everyone who participates in the study will be included in a lottery of 5 gift cards at Trade in Sports!

Questions with asterisks (*) must be answered in order to submit the questionnaire.

1. Year of birth (ex 1979)

2. Gender

* 3. For how much money have you bought shares at Trade in Sports?

* 4. Rate the following factors according to its importance based on the last time you made (or chose to not make if you have not made any investments) an investment at Trade in Sports (1=Not important, 6=Very important).

	1	2	3	4	5	6
It would provide fun/enjoyment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It would become more fun to follow the athlete/sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was a new/alternative way of investing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to help the athlete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The investment could make me feel involvement/sense of a community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal relation with the athlete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt sympathy/admiration for the athlete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The athlete's geographical ties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The athlete's current/potential for future performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The size of the sport measured in money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could get satisfaction/recognition from a successful investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The potential for financial return	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

* 5. Rank the following factors, from 1 to 6 (1=most important, 6=least important), according to its relative importance in your latest decision to invest (or not invest) in an athlete at Trade in Sports.

<input type="text"/>	Provides fun/joy/entertainment
<input type="text"/>	I wanted to help the athlete
<input type="text"/>	It could make me feel belonging/involvement/sense of a community
<input type="text"/>	Personal/emotional/geographical relation to the athlete
<input type="text"/>	Achieve recognition/satisfaction from successful investment
<input type="text"/>	The potential for financial return

* 6. What's your annual target for financial return on your investments at Trade in Sports?

- ☐ I don't have any target for financial return
- ☐ Less than 10%
- ☐ 10-20%
- ☐ More than 20%

* 7. How did you reach your target for financial return?

- ☐ Financial calculations method
- ☐ I don't have any target for financial return
- ☐ Other (please specify)

* 8. The time period for when an investment in an athlete starts paying dividend differs between different investments. Some starts paying dividends immediately whereas other don't pay any dividends for several years. Does this difference impact your decision to invest?

- ☐ Yes
- ☐ No
- ☐ I don't know

9. Account-ID (for the gift-card lottery)