



COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

**Analytics of Crowd Funding Practices: Insights from
6400 A Project**

BY: DEMEKE TILAYE TIRUNEH

JUNE, 2021

ADDIS ABABA, ETHIOPIA

ADDIS ABABA UNIVERSITY
SCHOOL OF POST GRADUATE STUDIES

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**ATHESIS SUBMITTED TO COLLEGE OF BUSINESS AND ECONOMICS
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APPROVAL SHEET FOR SUBMITTING FOR FINAL THESIS

As members of the Board of Examining of the Final MBA, thesis open defense, we certify that we have read and evaluated the thesis prepared by Demeke Tilaye under the title “**Analytics of Crowd Funding Practices: Insights from 6400 A Project**” and recommend that the thesis be accepted as fulfilling the thesis requirement for the Master of Art College of Business and Economics of Management.

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Certification of the Final Thesis

I hereby certify that all the correction and recommendation suggested by the board of examiners are incorporated into the final thesis entitled the effect of Crowd Funding Practice in case of 6400A.

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STATEMENT OF THE principals investigator

Demeke Tilaye hereby declares and affirms that the thesis entitled “**The effect of Crowd Fund Practice in Case Of 6400A**” is my own work conducted under the advisor of Mesfin Fikre (PhD). I have followed all the ethical principles of scholarship in the preparation, data collection, data analysis and completion of this thesis. All scholarly matter that is included in the thesis has been given recognition through citation. I have adequately cited and referenced all the original and secondary sources. I also declare that I have adhered to all principles of academic honesty and integrity and I have not misrepresented, fabricated, or falsified any idea / data source in my submission. This thesis is submitted in fulfillment of the requirement for a master of the Post Graduate Studies at Addis Ababa University. I further declare that this thesis has not been submitted to any other institution anywhere for the award of any academic master, degree, diploma or certificate.

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Declaration

This is to certify that this thesis entitled “**Analytics of Crowd Funding Practices: Insights from 6400 A Project**” accepted in fulfillment of the requirement for the award of the masters of art college in Business and Economics Management by the School of Graduate Studies, Addis Ababa University through the college of Business and Economics done by Demeke Tilaye genuine work carried by his under our guidance. The matter embodied in this thesis work has not been submitted earlier for award of any masters ,degree or diploma. The assistance and help received during the course of this investigation have been dually acknowledged. Therefore,I recommended that it can be accepted as fulfilling research thesis requirments.

adviser	Signature	Date
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LIST OF ABBREVIATIONS AND ACRONYMS

CAAZ	Central Addis Ababa Zone
NR	North region
WAAZ	Western Addis Ababa Zone
NAAZ	North Addis Ababa Zone
CNAAR	Central North Addis Ababa region
ROOT	Transmission way
SR	Southern Region
SER	South East Region
WR	Western Region
EAAZ	East Addis Ababa Zone
SAAZ	Southern Addis Ababa Zone
SWAAZ	South Western Addis Ababa Zone
WWR	Western West region
NNWR	Northern North West Region
SSWR	Sothern Western Region
SWR	Southern Western Region

TABLE OF CONTENTS

ACKNOWLEDGEMENTS	i
LIST OF ABBREVIATIONS AND ACRONYMS	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLE	vi
LIST OF FIGURE.....	vi
ABSTRACT.....	vii
CHAPTER ONE.....	1
1. INTRODUCTION	1
1.1. Background of the Study	1
1.2. Statement of the Problem.....	5
1.3. Research Questions.....	6
1.4. Objective of the Study.....	6
1.4.1. General Objective of the Study	6
1.4.2. Specific Objective of the Study.....	6
1.5. Significance of the Study	7
1.6. Scope of the Study.....	7
1.7. Limitation of the Study	7
1.8. Organization of the Study	8
CHAPTER TWO	9
2. LITERATURE REVIEW	9
2.1. Theoretical review.....	9
2.1.1. Concept and Definition of Crowd Funding	9
2.1.2. Development of Crowd Funding	10
2.1.3. Types of Crowd Funding.....	11
2.1.3.1. Reward-based Crowd funding	12
2.1.3.2. Equity-based Crowd Funding	12
2.1.3.3. Debt-based Crowd Funding	13

2.1.3.4. Charity-based Crowd Funding	13
2.1.4. Encouragements of Crowd-founders	13
2.1.5. Factors that Determine the Success of Crowd Funding	14
2.1.5.1. Project Characteristics	14
2.1.5.2. Quality of the Project’s Webpages	15
2.1.5.3. Interaction	15
2.1.5.4. Social Network.....	16
2.1.5.5. Third-party Endorsement	16
2.1.6. Crowd Funding as a New Possibility	16
2.1.7. Decision-Making in Crowd Funding	18
2.1.8. Traditional Financing Decision-Making	20
CHAPTER THREE	24
3. RESEARCH METHODOLOGY	24
3.1. Introduction	24
3.2. Research Design.....	24
3.3. Research Approach	25
3.4. Research Method.....	25
3.5. Sampling Design (Case Study Based on Automatic Data Capturing)	26
3.5.1. Target Population	26
3.6. Sampling Technique (6 Months Data from the System is Taken)	26
3.7. Sources of Data (Automatically System Captured Data from Ethio Telecom Data Center) with Official Permission	27
3.8. Data Collection Method (Personal Info is removed from the Data Set By Employees of the Company: Ethio Telecom).....	27
3.9. Method of Data Analysis (BI tools: Tableau is Used)	28
3.10. Ethical Consideration	29
CHAPTER FOUR.....	30
4. DATA ANALYSIS AND INTERPRETATION	30
4.1. Structure of Existing Data	30

4.2. Data Transformation	32
4.3. Qualitative Data Analysis.....	43
CHAPTER FIVE	51
5. SUMMARY, CONCLUSION AND RECOMMENDATIONS.....	51
5.1 Summary	51
5.2 identified insight for conclusion.....	53
5.3 Recommendation.....	54
REFERENCE	55
APPENDIX.....	59

LIST OF TABLE

Page	
	Table 4.1.1: Structure of Existing Data.....30
	Table 4.2.1: Data Transformation.....32
	Table 4.2.2: Qualitative Data Analysis.....43
	Table 4.3.2: summary of the respondents on 6400 A.....44

LIST OF FIGURE

	Page
Figure 4.1: Which day do many people participate?	33
Figure 4.2: What time of the day is most people participated on the crowd funding campaign?. 34	
Figure 4.3: Which phone code or people category are more participative?	35
Figure 4.4: Which regions are more participatory?	36
Figure 4.5: SIM card purchased location and crowd funding participation	37
Figure 4.6: Analyzing the relationship between the number of participants across the different regions and dates of their participation	38
Figure 4.7: Relationship between Day of the week, Time (hr.) of the day and crowd participation	39
Figure 4.8: Relationship between region of participants and day time of their participation.....	41
Figure 4.9: The participation of residents in other zones and regions of the country is very low and appears to be uniform across the different hours of the day.....	42

ABSTRACT

Crowd funding is the web-based practice of acquiring money in small to medium amounts from several people who are interested in supporting or investing in a cause. But these days, crowd funding can also be implemented by using mobile based SMS. The objective of this study was to assess the 6400A crowd funding practices that can enhance managerial decision making in Addis Ababa city administration. To achieve the objective, three research questions and three specific objectives are formulated. This study used an exploratory research method complimented by research practices in data analytics community. Moreover, small survey is made to compliment the system generated data acquired from Ethio-telecom. For this study, the target population was 6400A of crowd funding participants and personal information is removed from the data set by employees of the Ethio- telecom. To meet the objectives the collected data was analysed using a BI tool called Tableau.

The Result of the analysis was which therefore in the July month was the maximum (highest) number participant and September has the least. And the day which was the most participation on the crowd funding was Sunday and Monday was got the least number of participant. As well as the time(represented by the code) of the day which was most people participated on the crowd funding participation was code 4 scored maximum number of people and code 6 has minimum number of participant from the other code. Eventually the region which has the maximum number of people was CAAZ and EER (jijiga), NNWR (Gonder), WR and WWR (Asossa) is the minimum number of people participant.

Key words: crowd funding, 6400a, data analytics, data informed decision making

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Currently, great technological, economical and socio political changes shape our world. This active and complex environment brings the whole society to a range of challenges and exposes it to a difficult climate leading to crisis and disaster conditions. A variety of response groups from different organizations need to cooperate and organize their efforts in order to contain and handle such events. A process by which, crisis management organizations need to obtain and share a mutual on-the-ground picture of the situation, gather and access critical real-time information, and share response action plans and resources for purpose of making fast and efficient decisions. However, recent crisis events have led respondent organizations to revise their protocols so as to expand the range of contributing actors, by including simple citizens as well as expert operators, to support decision making activities (Ginige et al., 2014). Furthermore, recent studies on crisis and disaster situations have shown that citizens' involvement and participation can lead to better results in term of crisis response. Alongside with the emergence of the web 2.0, scholars and practitioners have made a lot of attention to the concept of "Crowdsourcing", and studies are increasingly converging on this paradigm (Vivacqua and Borges, 2010). Crowdsourcing is considered as a valuable mean used to leverage the community's knowledge and skills, and is seen as a collaboration model enabled by people-centric web technologies to solve individual, organizational, and societal problems using a dynamically formed crowd of interested people who respond to an open call for participation (Pedersen et al., 2013). Moreover, (Brabham, 2008) claims that crowdsourcing is considered as a model capable of aggregating talent, leveraging ingenuity while reducing the costs and time formerly needed to solve problems and make decisions.

In fact, crisis management is about making decisions in a timely fashion under stress and time constraint, with lives and properties at stake. Thus, it depends on efficient sharing and exchange of updated information, and having a shared and mutual situational awareness by the involving stakeholders. Usually, making a decision involves the three

phases of the well-known decisional model of Simon: intelligence (information gathering and sharing for problem identification and recognition), design (generating alternative courses of action), and choice (evaluating, prioritizing, and selecting the best course of action). In particular, acting in a collaborative situation may require negotiations and dynamic exchange of suggestions and alternatives between decision participants, which is to a certain extent a time-consuming process. Furthermore, from one hand, Simon's theory of decision making is based on the idea that decision makers did not have a complete knowledge about the situation. On the other hand, developing a crisis management strategy will depend on its unique features. Thus, additional sources of information, knowledge and skills are required to perform better and efficient decision crowdsourcing in this regard, is highlighted as a very relevant mean to cope with these challenges. From the same perspective, (Bonabeau, 2009) highlights the limitations of individual decision makers in solving business problems and raises the question of what if we rely more on others to find those solutions. Moreover, Bonabeau underlines the power of recent advances in technologies and their capacity to harness the collective intelligence on greater scale than ever before. He claims that crowdsourcing, wisdom of the crowds' concepts, social networks, collaborative software, and other web-based tools constitute a shift paradigm in the way that organizations make decision and calls this emerging era:

From past some years, the biggest challenge companies are facing in this area with massive data is translation of business to models. Since it is just an evolving area, it is difficult even to define a problem thoroughly for example non-technical staff can't communicate the problem definition to the technical data scientists. A large amount of data is produced from structured, semi structured and unstructured sources which make it very difficult to manage information about customers' usage. Mainly it's the need of big Shopping giants like Amazon and Flipchart to process huge amount of data so as to process massive datasets to find hidden patterns. These data have to be extracted, transformed and loaded to study patterns related to customer behavior and their interactions. Companies can improve the overall performance by using the customer feedbacks .Survey results from big data show them where they stand today in the competitive market. Crowd sourcing is an idea which is different from Big Data;

crowdsourcing projects have shown the potential of using a wide group of real people to collect useful and accurate data. To begin with, there cannot be reliable data management without some human involvement to check for errors and the administrators can easily make their own mistakes and put their own subjective slant on the filing of information. Big data companies need crowdsourcing in their operations to ensure objectivity and diversity, prevent against errors more effectively and let social trends play a part in data examination. This combination of big data and crowdsourcing provides a way to modern data collection for customer experiences to make information more valuable, authentic and manageable. Big benefits can be reaped by pairing up crowdsourcing with big data.

The universal community faces a number of major, complex challenges with conflict, natural disasters, scarcity, disease and climate change, to name only a few. In recent years, the Internet has been leveraged to improve these issues and create social good with crowd funding technology. Crowd funding is the web-based practice of asking money from Internet users across the globe to support or invest in a project (Ordanini, Miceli, Pizzetti, & Parasuraman, 2011).

Crowd funding technology has exploded, with the market rising 167% in 2014 (Marketwired, 2015). In 2015 alone, global crowd funding platforms raised \$34 billion, with \$25 billion in peer-to-peer funding, \$5.5 billion in prize and donation funding and \$2.5 billion in equity funding (Massolution, 2015). More than three and a half billion people around the world have Internet access and the capacity to utilize this online technology (Kemp, 2017). As the number of Internet users continues to raise, expecting to reach four billion by 2020, crowd funding technology will become a serious instrument used to raise money for business investment and aid projects (Garrity, 2016).

For times, attracting outside capital to finance a project or entrepreneurial initiative has generally depended on the conventional fund providers, such as banks, venture capitalists, government agencies, and foundations (Cowling et al. 2015; Xiang, Worthington, and Higgs 2014). Crowd funding has emerged as an increasingly popular and viable alternative way of funding a variety of initiatives (Belleflamme, Lambert, and Schwienbacher 2013; Fraser, Bhaumik, and Wright 2015; Rechtman and O'Callaghan 2014; Schwienbacher and Larralde 2012). Recently, a vast range of crowd funding

initiatives have effectively received financial backing by directly asking private individuals to each pledge, donate, or lend a small sum of money (e. g., Hollas 2013).

Crowd funding has attracted media coverage and attention from academia, as well as from the traditional stakeholders around the world. There are numerous types of crowd funding in practice, namely donation-based, equity-based, lending-based and reward-based crowd funding (Massolution2012).

Crowd funding taken from the hint of crowdsourcing (Howe 2006), and it is occasionally even well- thought as a sub-branch of crowdsourcing due to the features shared with other crowd-based creativities (Hossain 2015). Some scholars, even though, claim that crowd funding is best tacit as a impartial concept (Brabham 2013), so there is an understandable need to separate crowd funding from other crowd-based concepts. In this paper, we begin the process of unraveling crowd funding from crowdsourcing and other crowd-based enterprises by deliberating in detail the typical features of crowd funding, thus laying the basis for scholars to approach crowd funding as a discipline in its own right.

Although, there is not enough information about the exact date of its launch in Ethiopia. There have been calls for fundraising for some case such as mass, telethon and heart patients. It continues to be the Grand Rainsense Dam under construction. On other hand projects such as Mekedonia, 6400A and other are being implemented both by the government and the individuals.

Addis Ababa city administration launches trust fund 6400A that spearhead by deputy mayor Tackle Umma that will be used for the rehabilitation of the city's street children. In recent years it has become common to observe street children in major cities of Ethiopia, mainly in Addis Ababa. The new trust fund of city plans to take into rehab centers at least 5,000 street children at a time and the administration has collected a seed of money of 100 million birr (around \$3.6 million) from its budget and will have six rehab centers, according to deputy mayor Takele Umma. Currently it is estimated that in Addis Ababa city there are over 60,000 people live on the street mostly children. Most of these kids are reportedly exposed to various helth related problems such as, addictions and crimes such as rape. Some of them are 13 years ago the labour and social affairs

ministry of Ethiopia estimated that some 150,000 children live on the streets in Ethiopia, though some argue that the government's estimate is conservative. On the other hand, some aid agencies estimate that the problem may be far more serious, with nearly 600,000 street children country wide and over 100,000 in Addis Ababa city. The trust fund also plans to secure funding from multiples sources including SMS messaging and other means of fund raising. Generally the aim of this study will be to examine the effect of crowd funding data (6400) on managerial decision making in Addis Ababa city administration.

1.2. Statement of the Problem

Recently, with increased abilities to gather large-scale, crowd sourced data, they have gained access to much more different and wide data sources that allow them to uncover new behavioral trends derive insights about hidden user preferences or design innovative products (Brynjolfsson et al. 2015). The research already made great steps in recent years to develop the technical basics for processing large-scale data from crowds (Chen et al. 2012), decision-making in organizations that builds upon these new capabilities to source and analyze data on people's actual behavior, opinions, or choices is not well understood (Sharma et al. 2014). Decision-making defines the sequences of data-processing activities and evaluation forms, by which important actors study data and choose courses of actions to solve an organizational problem (e.g., develop a new product based on ideas or behavioral data from a crowd).

Marchand and Pepper (2013) note that scholars and practitioners have focused too much on technical facets of user-generated data and related analytics technologies and not enough on the people who work with them. They emphasize that it is critical to understand how people perceive problems, use information, and analyze data in developing solutions, ideas, and knowledge. Specially for analytics technologies, the logic behind many investments in them is that "giving managers more high-quality information more quickly will increase their decisions and help them solve problems and gain valuable insights" (Marchand and Peppard 2013, p. 106). But, much research suggests that investments in new technologies and approaches, such as crowdsourcing, provide little value perceive if they are not well combined with decision making

processes in organizations (Brynjolfsson and Hitt 1998; Willcocks and Lester 1999). When it comes to understanding and managing decision-making processes, no “process should be considered generally applicable” (Boonstra 2003, p. 207).

Instead, it is important to examine patterns of decision-making that depend on the specific circumstances of the decision environment (Boonstra 2003). Thus, in line with Abbasid et al. (2016), The researcher argue that is crucial to gain a better understanding of the structure of decision-making processes that emerge when decision-makers have access to large amounts of crowd sourced data. This would make it possible to better understand what patterns may occur in different types of decision situations and how information systems can be designed to provide adequate decision support.

To address this gap, the objective of this study is to analyze and systematize decision-making patterns in crowd funding. The researcher answer the following research question: What decision-making patterns emerge when decision-makers have access to large-scale, 6400A crowd funded data in Ethiopia?

1.3. Research Questions

1. What time of the day and what day’s people participate in crowd funding initiative in Addis Ababa city administration?
2. What insights and lessons can be drawn from the crowd funding initiative of the case study so that future similar initiative can be managed in better way?
3. Which regions of Addis Ababa and county are active participants of 6400A Campaign?

1.4. Objective of the Study

1.4.1. General Objective of the Study

The basic objective of the study is to understand the behavior of 6400A this will help managerial decision making in Addis Ababa city administration.

1.4.2. Specific Objective of the Study

The specific objectives of the study are:

- To identify the population categories raising funds to 6400A crowd funding initiative in Addis Ababa city administration.
- To know the time and date people participate in crowd funding initiative in Addis Ababa city administration.
- To know the level or stage of crowd funding initiative helps for decision making process in Addis Ababa city administration.

1.5. Significance of the Study

This study has an immense significance. Typically, it will help decision makers in this initiative and other similar project ideas to learn the behaviour of crowd funding participants. If similar data can be generated and captured through automated systems like the case of 6400A, managers can have detailed data that can be analysed and appropriate decisions can be made accordingly. This study can also pave the way for other fellow graduate students and other professionals to research on crowd sourced data and crowd funding initiatives.

Last but not least, this study can also help the researcher fulfill his requirement for the degree of MBA.

1.6. Scope of the Study

This study focused on the effect of crowd funding data (6400A) on enhancement of managerial decision making in Addis Ababa city administration. It will be focused on analyzing crowd funding and its relationship with managerial decision making Addis Ababa city administration.

1.7. Limitation of the Study

Even though many issues need research in Addis Ababa city administration, however, the researcher selected the effect of crowd funding 6400A on enhancement of managerial decision making. For this reason it would be impossible to address various issues or concepts, and also geographical settings in this study. Mainly this study focused on the effect of crowd funding 6400 on managerial decision making in Addis Ababa city. The researcher believes that focusing on specific theme and area foster accuracy and better quality of data collection work and considering the accessibility of relevant data and

information from the study area. The time dimension is a one-year schedule, which will help the researcher to gather data at a particular period. The other limitation of these study will be there is no a well-researched and well prepared material in our country on this topic and difficulty finding enough information

.Due to Ethio tele com confidentiality it was not possible to get full mobile number of participants of 6400A so that the questionnaire was limited to Addis Ababa University post graduate students department of Management

.Data before six month from Ethio telecom was not available to conduct assessment with large participants.

1.8. Organization of the Study

This study will be organized in to five chapters. The first chapter is the introduction which includes background of the study, statement of the problem, research questions, objective of the study, significance of the study, and scope of the research. The second chapter is about literature review. The third chapter is the methodology of the research. The fourth chapter will be research findings and results and the last chapter will be the conclusion and recommendation.

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Theoretical review

2.1.1. Concept and Definition of Crowd Funding

Due to the high degree of ambiguity surrounding new projects (Storey & Tether, 1998), early entrepreneurs face great tasks in being validated by the market. Difficulty of traction and validation applies to both capital markets (Cosh et al., 2009) and consumer markets (Ballantyne & Varey, 2008) because early-stage ventures often include unfinished projects, unverified market demand (Murray & Marriott, 1998) and little credit record (Cosh et al., 2009) to provide accurate evidence. Therefore, it is hard for new ventures to rely on traditional channels to raise capital and attract consumers. Entrepreneurs have required alternative channels in order to manage with these challenges, and crowd funding provides them a viable option.

Crowd funding is the web-based practice of gaining money in small to medium amounts from numerous people who are interested in supporting or investing in a cause. The Internet has been a common way to control crowd funding strategies because of the vast number of people worldwide with Internet access (Ordanini, Miceli, Pizzetti, & Parasuraman, 2011; Wentzlaff, Gumpelmaier & Einfeld-Reschke, 2012). Crowd funding platforms allow candidates to pitch their ideas to individuals all over the world, obtain aids through the website's infrastructure and communicate directly with donors. The only actual cost of crowd funding is the platform's fee, which is regularly a percentage of the funds raised (Massolution, 2015).

Crowd funding is an emerging funding model upon which capitalists rely to seek another financial support directly from the overall public in order to sponsor specific initiatives through the Internet (Belleflamme et al., 2014; Kleemann et al., 2008; Schwienbacher & Larralde, 2010). This funding model is based on a novel sharing principle in which small aids are collected from a large group of people (Fleming & Sorenson, 2016; Mollick, 2014). By relying on contributions from the public, crowd funding enables entrepreneurs

to seek external financing, market awareness and early customer feedback for new ideas or products.

There are three primary actors in the crowd funding business: intermediaries, fundraisers and investors (Tomczak & Brem, 2013). Intermediaries are the platforms used to connect fundraisers with donors, and facilitate the financial exchange (Ordanini et al., 2011). Crowd funding intermediaries typically possess a uniform pitch format, project funding details, payment systems, and tools to encourage communication between fundraisers and investors (Agrawal, Catalini & Goldfarb, 2011). The second primary actors are fundraisers, who are individuals or groups seeking financial support and investment (Ordanini et al., 2011). Finally, the third primary actor is investors, or the “crowd” who pledge financial support.

2.1.2. Development of Crowd Funding

In recent years, the number of crowd funding platforms, the number of projects posted on these platforms and total capital raised through crowd funding have increased exponentially (Massolution, 2015). For example, since 2009, the crowd funding platform *Kick starter* has raised more than US\$1 billion for over 60,000 projects from more than six million investors. Since 2012, Kick starter has raised more money for the arts in the United States (US) than the total funding from 2012 to 2015 provided through the US Government-run National Endowment for the Arts (Mollick & Nanda, 2015). The importance of crowd funding is manifest in a wide range of fields, such as funding new ventures (Ahlers et al., 2015; Mollick, 2014), developing new products (Poetz & Schreier, 2012) and enabling early marketing (Mollick & Kuppuswamy, 2014).

The idea that one can collect a small amount of money from members of a large group is not new (Fleming & Sorenson, 2016). The pioneer of this idea can be traced back to 1885, when Joseph Pulitzer launched a campaign for the Statue of Liberty, and raised more than \$100,000 from 125,000 Americans within six months (BBC News Magazine, 2013). However, three recently-developed features distinguish today’s crowd funding from its early predecessor: (i) reward models, (ii) the virtual business setting and (iii) the medium of the platform. First, the crowd funding industry has developed four incentive models: reward, equity, debt and charity-based crowd funding (Schwienbacher &

Larralde, 2010). The context, mechanisms and relationships between founders and funders differ widely across these four types of incentive model, thereby attracting people with various motivations and goals to participate in crowd funding.

Second, crowd funding relies on the Internet for transactions. While the Internet has drastically expanded the reach of crowd funding, the virtual environment has limited physical presence and human contact, thereby presenting higher risk than normal face-to-face interaction for crowd-funders in the past. In the virtual context with limited factual evidence, crowd-funders apply mental shortcuts (Grabner-Kraeuter, 2002) to reduce the uncertainty and complexity of transactions.

Last, worldwide a variety of Internet-based platforms have grown rapidly to mediate between founders and funders. These platforms—such as *Kickstarter* and *Angel List* in the US and *JD.com* in China—provide categorization and (usually) online search engines to facilitate fundraising campaigns and match business founders to funders through the Internet. Their webpages allow founders to advertise their ideas and products to potential backers, provide infrastructures for payment, facilitate participants' communication, and track projects (Fleming & Sorenson, 2016). Compared with entrepreneurs who previously did all the work themselves, today's crowd funding websites make it easier for entrepreneurs to launch crowd funding initiatives—to reach a much wider audience at a much lower cost, and to achieve fundraising and marketing goals at a higher speed. Therefore, platforms make it possible for crowd funding to achieve sustainable development, rather than a temporary or occasional successful event.

2.1.3. Types of Crowd Funding

Although crowd funding is often discussed as a single form of business, and crowd funding activities are discussed as being relatively homogenous (Kleemann et al., 2008), in reality a wide range of models have emerged. Novel technologies—including new virtual settings and platform-based marketing strategies—distinguish today's crowd funding from that of the past (Belleflamme et al., 2014; Fleming & Sorenson, 2016). The diverse crowd funding models are most commonly classified according to what the funders receive in exchange for the funds: reward, equity, debt and charity (Fleming & Sorenson, 2016; Mollick, 2014).

2.1.3.1. Reward-based Crowd funding

This is by far the most prevalent crowd funding model, and many empirical crowd funding studies have been based on this model (Ahlers et al., 2015; Burtch et al., 2013; Mollick & Robb, 2016; Thurridl & Kamleitner, 2016). Rewards-based crowd funding offers incentives to donors by giving them an award if they donate a certain amount. The reward could be material, such as a product, or immaterial, like the satisfaction of helping an entrepreneur. In this approach, funders provide cash to help develop a product or service in exchange for a reward, which can be products, services and/or specific experiences (such as being given an opportunity to meet a movie actor). Funders are treated as early consumers and receive access to the outcome of the project at an earlier date, at a cheaper price, or with other special benefits (Fleming & Sorenson, 2016; Mollick, 2014).

Typically, this model relies on the platform to post a great deal of open information in order to attract potential funders and interact online with the public. Thus, reward-based crowd funding has a strong element of pre-sale marketing (Belleflamme et al., 2014).

2.1.3.2. Equity-based Crowd Funding

Equity-based crowd funding offers a platform on which one can sell shares of a company (Ahlers et al., 2015). The equity-based crowd funding market is substantially influenced by the legislative environment of its home country, as it involves the sale of a security (Bradford, 2012).

Because it is subject to regulation, equity crowd funding has been restricted in many countries; thus, no fixed or universal model has previously existed (Fleming & Sorenson, 2016; Mollick, 2014). For example, in China, equity-based projects often introduce an investment leader, who can be a famous investing expert or a professional financial organization. This leader contributes more than 50% of the total amount, determines the fundraising rules and manages the investment, thereby playing a key role in the equity crowd funding project. Further, this model is only open to qualified investors who can satisfy a series of financial requirements, instead of the general public.

Equity crowd funding allows borrowers to sell company shares to accredited investors online (Freedman & Nutting, 2015; Mollick, 2014). This model is frequently used by entrepreneurs to gain initial funding and has been the most studied by academic researchers.

Therefore, although it is given the name of ‘crowd funding’, this model has a strong resemblance to private equity fundraising in China. Other examples can be found in Europe, where equity-based crowd funding exists in a variety of forms according to the local regulations (Dushnitsky, et al., 2016).

2.1.3.3. Debt-based Crowd Funding

In debt-based crowd funding, funds are offered as a loan, with the expectation of returns on investment in the form of interest (Mollick, 2014). Debt-based crowd funding is part of a larger phenomenon known as peer-to-peer lending (P2P). While banks typically serve as intermediaries, taking deposits from savers and issuing loans to borrowers, P2P platforms connect lenders directly to borrowers, thereby allowing lenders to earn more and borrowers to pay less by cutting out the middleman (Fleming & Sorenson, 2016). This form of crowd funding is subject to high levels of regulation and can be illegal in some cases where the regional law is vague.

2.1.3.4. Charity-based Crowd Funding

On charity-based platforms, such as *Crowd rise*, founders usually do not offer anything in return for the donations that they receive, except for information and feedback (Fleming & Sorenson, 2016). This model has operated for a long time and in practice constitutes a relatively small proportion of crowd funding markets (Schwienbacher & Larralde, 2010).

2.1.4. Encouragements of Crowd-founders

Although most prior empirical studies have examined fundraising as the only motivation of crowd funding (Ahlers et al., 2015), it is suggested that founders who release new products on crowd funding platforms have a variety of goals (Gerber et al., 2012; Mollick, 2014; Mollick & Kuppaswamy, 2014). Moreover, a survey by Lambert and Schwienbacher (2010) indicated that reasons other than raising money are important motivations for founders to opt for crowd funding. Two other motivations have been

identified for founders' participation in crowd funding: marketing and seeking customer feedback.

First, crowd funding is used as a marketing method to attract attention and create interest among the public. It is often used when introducing new products to the market as a way to generate hype and create a marketing campaign. Miller et al. (2009) indicated that firms can benefit by inducing potential users to advertise their new products. As argued by Kleemann et al. (2008), Mollick (2014) and Mollick and Kuppaswamy (2014), crowd funding allows the entrepreneur to reduce the length of new product development, increase customer acceptance, and enhance customers' perception of the product's novelty. This is also supported by the case of artists using Sellaband.com, as consumers commit financially to purchase a CD when it goes into production (Schwienbacher & Larralde, 2010). Therefore, crowd-founders often provide abundant information in order to attract as many funders as possible.

Second, founders expect to collect customer feedback to improve their products and prepare for product launching after crowd funding. In practice, the entrepreneurs use a wide range of communication methods available on the Internet, with pronounced use of interactive methods (such as specialised blogs, *Facebook* and *Twitter*). These allow communication directly and personally with the crowd to obtain feedback about the product. Collecting ideas from funders allows founders to promote and improve their products (Kleemann et al., 2008; Mollick & Robb, 2016; Schwienbacher & Larralde, 2010). Therefore, feedback collection is another factor that motivates entrepreneurs to launch a crowd funding project.

2.1.5. Factors that Determine the Success of Crowd Funding

Extant studies have identified a number of factors related to success in crowd funding.

2.1.5.1. Project Characteristics

The characteristics of projects determine the market niche for the crowd funding activity, thereby influencing the outcome. Project characteristics comprise a variety of factors, including industry, funding goal, price and geographic distance. Most studies have considered industry (or category) as one of the characteristics to measure a project. For

example, Mollick and Nanda (2015) found that crowds are particularly useful for funding the arts. Technology has also been identified as an industry that can be successfully funded through crowds (Burtch et al., 2013).

Project size—often measured by the funding goal—is another common antecedent that influences the success of crowd funding, especially for fundraising (Burtch et al., 2013).

It often serves as a control variable in studying other determinants (e.g. Mollick, 2014). Similarly, price also affects the fundraising outcome (Mollick, 2014). Finally, geographic distance between founders and funders is associated with successful fundraising in the context of platforms that cover global business (Agrawal et al., 2011).

2.1.5.2. Quality of the Project's Webpages

Due to the virtual setting of crowd funding, the way that founders present their projects plays an important role. Positive language and various forms of exhibition are suggested to enhance fundraising (Ahlers et al., 2015; Parhankangas & Ehrlich, 2014). Founders can use a variety of methods to present their ideas, such as text, image and video. Among these methods, videos, photographs, accuracy (such as the absence of spelling errors), and story length have been examined as relating to the success of fundraising (Burtch et al., 2013; Mollick, 2014).

2.1.5.3. Interaction

Also seeking to present their ideas vividly, effective founders also make efforts to reach out to and communicate with funders. The communication between founders and funders is positively related to crowd funding achievement. Updates by founders to show the project's progress can attract more attention from funders and keep funders involved (Burtch et al., 2013; Mollick, 2014; Mollick & Kuppuswamy, 2014). Similarly, posting timelines or business plans shows founders' will to reveal long-term information during their interaction with funders, thereby increasing founders' participation (Burtch et al., 2013; Mollick & Kuppuswamy, 2014).

Further, using various communication methods—especially social media such as blogs—contributes to funding success (Kuppuswamy & Bayus, 2015; Schwienbacher & Larralde, 2010).

2.1.5.4. Social Network

The founder's personal social network is an extra factor that affects the crowd funding result (Kuppuswamy & Bayus, 2015). Founders' personal relationships—which are measured by 'FBF' (Facebook friends of founders) (Mollick, 2014)—lead to more contribution and investment in the crowd funding project.

The finding aligns with Schwienbacher and Larralde (2010), who working a qualitative approach to explore networking impact. In crowd funding, both founders and funders benefit from making a network—they are brought together by shared passions and benefits to support the project (Gerber et al., 2012).

2.1.5.5. Third-party Endorsement

Endorsement from the crowd funding platform disturbs the fundraising result (Mollick & Kuppuswamy, 2014). If a project is introduced by the platform—such as being showcased on the website—it will attract more attention.

Further, endorsement from large companies and celebrities is positively associated with fundraising achievement (Ahlers et al., 2015).

2.1.6. Crowd Funding as a New Possibility

In simple terms, crowd funding stands for tapping a large audience, where a large number of people, named “crowd”, contribute to fund projects and/or businesses (Belleflamme et al. 2014). Normally, the Internet is used to connect individual investors with the investment chance, without any intervention of intermediaries (Schwienbacher & Larralde, 2010). Thus, enterprises that normally would rely on a little highly sophisticated investment organizations for their funding, instead can tap into a wider pool of supporters, with each person contributing by relatively small amounts (Belleflamme et al. 2014). Three parties are commonly involved in crowd funding. The initiator is the party who seeks funding; the investor is the party who provides the funding, and finally the technological platform, which links the initiator and the investors (Ordanini, Miceli, Pizzetti & Parasuraman, 2011; Quero, Ventura & Kelleher 2016). The crowd funding platform permits ventures to create financing opportunities for individuals, who invest

with a relatively small sum which adds up to a possible high shared influence (Belleflamme et al. 2014).

Crowd funding is normally categorized as being donation, reward, lending and equity-based. Shortly described, donation-based and reward-based crowd funding do not involve the crowd as investors. Donation based crowd funding is based on a charitable foundation, which is not far from how aid organizations habitually have been funded to a important degree. Rewards-based crowd funding is a very common way for small businesses to attract funds for new products and projects, and has been spread through crowd funding sites such as kickstarter.com and indiegogo.com. The reward can be anything from a thank you- card to a ended product from the company, and is thus used to pay for future production of products. However, to involve the crowd as investors, lending or equity crowd funding is used, where the investor acts as a lender to the company, or gains an equity stake in the company as an owner. In the case of lending or “peer-to-peer” lending, individuals lend money in return for interest payments over time (Kirby & Worner, 2014). In equity crowd funding, investors invest directly or indirectly in a new or established business and expect shares of future profits (Belleflamme, et al. 2014).

For instance, The Grand Ethiopian Renaissance Dam (GERD), previously known as the Millennium Dam, is a 6GW hydroelectric power project under construction on the Blue Nile River in Ethiopia. Being developed by state-owned public utility enterprise Ethiopian Electric Power Corporation, Grand Renaissance Dam will be the biggest hydropower station in Africa. It is also one of the world’s most debatable dam projects as it includes a long-running international disagreement between Ethiopia, Egypt and Sudan over the Blue Nile water sharing. The construction on the £4bn (\$4bn) project was ongoing in April 2011 and the dam was two-thirds built as of the beginning of 2020. The facility is predictable to commence operations by the end of 2022.

Additional example of crowd funding in Ethiopia, Macedonia Home for the Elderly, Disabled and Homeless .You know we have been concerned about the beggars, the homeless and the poverty troubled in Addis. One of the places he assumed we would like to see Mekedonia. This is the next I have come to facing a Mother Theresa like home.

This home was initiated by Ato. Biniam Belete in September 2011. Makedonia societies (mostly volunteers) go out into the roads and pick up people who are poor, occasionally almost at death's entrance. The stories of before and after are bone chilling. 'Macedonia greetings people in frantic need with an open heart, to share God's love together as a family. Societies who were once hungry are now fed; once bare are now clothed; once physically and emotionally injured are now in peace and once hopeless are now living a life filled with good memories and hopes for a bright future. Subsequently many of our residents are bed-ridden and terminally ill, they are also provided with support in toileting, movement, washing and other daily activities'. There are 400 in the settlement we visited. This is one of four villages. They are working to structure another which will include a hospital.

2.1.7. Decision-Making in Crowd Funding

On their way to pledging money to a venture, investors have to find an interesting opportunity on one of many platforms, collect and analyze investment-relevant information, and ultimately decide whether and how much to invest. During this process, investors face high levels of information asymmetries in favor of the founders (Ley and Weaven 2011) as well as uncertainty as to how the venture will develop (Ahlers et al. 2015).

Almost all founders provide information to potential investors. But only few of the presented facts are validated by the crowd funding platform or another third party. Some platforms check basic financial information like credit score, personal income (Iyer et al. 2015), or business plans (Mollick and Robb 2016). But most information is unverified, if not unverifiable. The information can take the form of seemingly hard facts, such as revenue figures, project progress, monthly disposable income for payback, or soft disclosures such as promises or self-descriptions (Michels 2012). Therefore, the relationship between founder and investor is characterized by high levels of information asymmetries (Ahlers et al. 2015). When investors try to balance potential reward and risks, these asymmetries create classical agency constellations (Ley and Weaven 2011). In the principal-agent relationship the founder (acting as the 'agent') seeks funding from the investor (acting as the 'principal') and tries to signal his eligibility and intentions

(Arthurs and Busenitz 2003; Sahlman 1990). The investor has to trust the signals and the best intention of the founder (Norton 1995).

Like other investments, crowd funding investments are usually decisions under uncertainty: investors can't predict future development of a business or solvency of a borrower (compare Akerlof 1970). With scant viable information, investors use proxies and other modes of evaluation to make their decisions (Moritz et al. 2015). Therefore, each available piece of information is evaluated and every way of signaling by the founder is interpreted (Prystav 2016). For example, information sources such as social dynamics (Liu et al. 2015), emotional reaction (Genevsky and Knutson 2015), or even seemingly irrelevant factors such as skin color (Pope and Sydnor 2011) are taken into account. Besides the information itself, contextual cues influence decisions, e.g., how information is presented or perceived (Thaler and Sunstein 2008).

Earlier reviews investigated partial aspects also related to investor decision-making in crowd funding but never specifically focused on decision-making in its entirety and for the different types of crowd funding. For example, Bachmann et al. (2011) conducted a review of lending-based crowd funding only. As part of their article, they briefly touched on determinants of success in online lending - financial information, demographics and social aspects - and listed some of the factors discussed in prior research. Chen and Han (2012) compared peer-to-peer lending between the US and China and reviewed a small number of articles for this comparison. They also listed some of the factors influencing investment decisions on a high level, e.g., differentiation between harder factors, such as financial information, and softer factors, such as 'herding' behavior. Both reviews are very brief, especially in their consideration of decision-making. Beyond listing a few factors that influence decisions, neither does provide a wider overview or systematic analysis of influencing factors in any way. In addition, both reviews only consider peer-to-peer lending, therefore severely limiting insights for any other type of crowd funding. Moritz et al. (2015) provide a brief overview of the literature on communication between founders, investors, and third parties as foundation for their own qualitative study. Like other extant efforts to review the literature, they focus on narrow aspects of decision-making and only briefly list some previous findings. They also focus on one type of crowd funding (equity-based crowd funding). Other reviews into crowd funding discuss

the phenomenon as a whole, looking at aspects, such as development crowd funding, regulatory issues, or economic impact (Belleflamme et al. 2014; Moritz and Block 2016). They do not, however, provide any systematic consideration of decision-making.

2.1.8. Traditional Financing Decision-Making

Decisions in the different types of crowd funding correspond to decisions in traditional financial investments. Reward-based crowd funding investment behavior is similar to an online purchase, or pre-ordering without guaranteed delivery and with the risk of losing the invested money. VCs and BAs have been making equity-investment decisions for decades, people continuously donate to charity, and banks have been granting loans for centuries. To allow for a comparison after the analysis of crowd funding decision-making, we briefly introduce each traditional counterpart.

(Online) purchase decisions: Finding a perfect traditional equivalent to reward-based crowd funding is difficult. The closest equivalent would be pre-ordering of products in development for a discounted price without any guarantee of delivery and without refunds in case of failure to deliver. While this very special type of shopping experience is rare, and therefore hardly considered in the literature, general online shopping and purchase decision-making are well researched from many angles. The decision to purchase something usually depends on the individual characteristics of the buyer, environmental and social influences, the characteristics of a product or service, and often the characteristics of the merchant or intermediary (Cheung et al. 2005; Engel et al. 1995). For an online purchase, the characteristics of the medium and the general online environment also influence the decision (Darley et al. 2010).

Purchase intentions often depend on the characteristics of the buyer ranging from demographics (Bellman et al. 1999), over personality (Das et al. 2003), to attitude (Childers et al. 2002). Environmental influences mediate purchase decisions, e.g., through social norms or word-of-mouth. The characteristics of a product itself are usually at the core of the decision, e.g., the high perceived quality (Tsiotsou 2006) and appropriate pricing (Olson 1976). The seller or merchant also plays a key role as major mediator and enabler of any transaction, e.g., providing brand loyalty and high service quality. For online channels, finally, the characteristics of the medium and online

environment change how buyers decide. A purchase gets more likely if a platform or technology is, e.g., easy to use and convenient (Childers et al. 2002), and provides high security (Katawetawarakas and Cheng 2013). The importance of this multitude of factors varies strongly with the type of product, service, purchase, or the channel of the transaction (Cheung et al. 2005)

Venture capital / business angel decisions: Reviews of how VCs and BAs make decisions when investing in start-ups unilaterally identify four groups of influencing factors: the product or service, the market, the entrepreneur or team, and the financials. Factors regarding product and service range from specific attributes of a product and differentiation from competing offers to protect ability and patents (MacMillan et al. 1985). The market a start-up operates in is highly relevant in the funding decision as it determines the potential of a venture as well as risks and chances of an investment, for example regarding its general attractiveness (Hall and Hofer 1993), size, growth (Maxwell et al. 2011), dynamics, or entry barriers (Zacharakis and Meyer 1998). The entrepreneur or team is usually at least as important as the business idea. BAs and VCs invest in capabilities, industry experience, track record, general personality, motivation, or the team composition (Hall and Hofer 1993; MacMillan et al. 1985). Finally, investors want to make a profit and therefore place much effort on due diligence regarding financial risks, including potential return on investment, cash flow, exit options, liquidity, or equity stakes (MacMillan et al. 1985; Maxwell et al. 2011). Some reviews list additional factors like the characteristics and requirements of the investment firm (Hall and Hofer 1993), the fit of investor and founder (Maxwell et al. 2011), and sometimes referrals or references (Maxwell et al. 2011; Zacharakis and Meyer 1998). Little research focuses on soft and cognitive factors like the role of intuition (Hisrich and Jankowicz 1990) or how images and colours of a business plan influence decisions (Chan and Park 2015).

Traditional charity decisions: General motives for donating money range from support of a specific cause or recognition by peers to simply getting rid of the asker (Bruce 1994). The decision criteria vary depending on the motive but usually a prime factor is the personal conviction that a donated amount will help a specific “good cause.” Donations may be planned, with the decision based on the donor’s donation history, knowledge of

and trust in the organization, and personal involvement with a specific cause and the donor's demographics, such as gender (Cheung and Chan 2000). The donation can also be impulsive, for example when approached on the street. In this case, the immediate affective reaction, how information is presented to the donor and the donor's general impulse control are the major determinants (Bennett 2009). Especially subject to subconscious evaluation are how information is presented and affective reactions. Thus, donation decisions are often only partly based on a conscious and factual evaluation (Dickert et al. 2011).

Bank loan decisions traditionally, the “5 Cs” are used to evaluate an applicant's eligibility to a loan: capacity, conditions, capital, collateral, and character (Bruns et al. 2008). Capacity describes the borrower's ability to service the loan with regard to predicted cash flow. Conditions refer to environmental factors such as status and growth of the economy, interest rates or competition in the case of business loans. For business loans, the total available capital a company needs to fund its ventures is also considered in a lending decision. Collateral reduces the bank's risk by providing secured assets or alternative sources to settle a loan.

Finally, the character of the founder, management team, or individual borrower, for example in terms of integrity and stability, is taken into consideration.

In general, banks mostly focus on economic factors, such as financials, risk, and return on investment. Important criteria for business loans are financial risk, economic situation, business assessment, and management quality (Weber et al. 2008). Personal loans are evaluated on the basis of the borrower's financials, purpose of the loan, general indicators of stability (e.g., home ownership and job history), demographics and the personal character judgment of the loan agent (Malhotra and Malhotra 2002). Before the advent of electronic support, the approval or decline of a loan application was mostly up to the loan agent's subjective impression and decision (Altman and Saunders 1997). Over time, different decision frameworks, tools and systematic scorecards were introduced to bolster the officer's subjective decisions. With the emergence of computers, simple scoring models grew into sophisticated algorithms. Today, applications for eligibility are

evaluated partially by complex neural networks based on complicated algorithms not always transparent to the human decision-maker (Malhotra and Malhotra 2002).

Research GAP

Even though much studies has been done in this area, there is still lack of studies that analyses behavior of crowd participants with respect to reason for participation, ideal and appropriate time of participation, and the date majority of people participate. Understanding of such behavior is helpful for targeted advertisements that for sure will increase the number of participants. Moreover, considering and using mobile based SMS money transfer is not considered as crowdfunding. But this is an ideal tool and approach in countries where there is no credit card based money transfer.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Introduction

Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon. It is a systematic investigative process that involves interpretation of observations, guided by the previously existing body of knowledge, with an aim to answer specific questions. And, research methodology can be defined as the “path along which research can be directed” (Jonker and Pennink, 2010, p. 40). Furthermore, research methodology “dictates the particular tools” i.e., mechanisms or strategies used to “collect, manipulate, or interpret data” that is utilized in the research (Leedy and Ormrod, 2010).

This chapter describes the approaches used to address the research questions listed in Chapter one. It describes the research methodology used by the study. It defines and details the research design, approach, method, the population and sampling design, the sampling frame, the sampling technique and the sample size. This chapter also illustrates the data collection methods, the research procedures and the data analysis methods used by this study. The chapter also presents how the validity and reliability of the questionnaire developed was will be ensured.

3.2. Research Design

Saunders et al. (2007), defines research design as the general plan of how the research questions would be answered. It is the conceptual structure within which research is conducted. Research design is the blueprint for fulfilling research objectives and answering research questions. In other words, it is a master plan specifying the methods and procedures for collecting and analysing the required information. In addition, it must ensure that the information collected is appropriate for solving a problem (Adams, Khan, Reside, and White, 2007, p. 81). “The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.” (Kothari, 2004, p. 31)

A choice of research design relies on the objective of the research. The objectives of this study is to investigate the effect of 6400A crowd funding data on managerial decision making in Addis Ababa city administration. The research design for this study is exploratory research. The aim of the exploratory design is to collect and analyze quantitative data to provide a general understanding of the research problem. This study use exploratory research method to condense and organize the effect of 6400A crowd funding data on managerial decision making.

3.3. Research Approach

There are two methods that provide in the research method which are quantitative and qualitative, where one of them is not better than the others, all of this depends on how the researcher want to do a research of study (Ghauri and Kjell, 2005). Based on a research problem, the researcher will be used a quantitative approach. According to Creswell (2003) if the research problem is to identify factors that influence an outcome, or understanding the best predictors of outcomes, then a quantitative approach is the best choose. Hopkins (2000) suggested that quantitative research work connects independent and dependent variables. Quantitative approach also raises the post positivist perspectives. Orlikowski and Baroudi (1991) defined research as post positivist if there was evidence of formal propositions, quantifiable measures of variables, hypothesis testing, and the drawing of inferences about a phenomenon from the sample to a stated population. Post positivist research methods include observations, measurements, surveys, questionnaires, instruments, laboratory and field experiments, statistical analysis, simulations, and case studies. So, using quantitative approach in this study is the best suit. The study adopted a purely quantitative research approach, where it can use of a questionnaire provided quantified data. And, a cross-sectional research study will be performed in order to complete the questionnaire.

3.4. Research Method

Survey research method is used in this study. Survey research design involves “acquiring information about groups of people by asking them questions and tabulating their answers” (Leedy and Ormrod, 2010, p. 187). Kerlinger (1973) also considered survey research as social scientific research and focuses on people, the vital facts of people, and

their beliefs, opinions, attitudes, motivations and behavior. This research study assessed the effect of crowd funding on managerial decision making by using a survey questions. A survey is a method of collecting data in which people are asked to answer a number of questions (usually in the form of a questionnaire). The survey questionnaire is a suitable tool for a quantitative study as it enables a large amount of data to be gathered to identify the factors that may or may not affect managerial decision making. The reliability of a survey's results depends on whether the sample of people from which the information has been collected is free from bias and sufficiently large. According to Leary (2004) the major advantages of questionnaires are that they can be managed to groups of people simultaneously, and they are less costly and less time-consuming than other instruments. For this study, survey research method will be selected where the questionnaire used to collect the information.

3.5. Sampling Design (Case Study Based on Automatic Data Capturing)

3.5.1. Target Population

All the items under consideration in any field of inquiry constitute a population. Sekeran (2001) defines a population as “the entire group of people, events, or thing of interest that the researcher wishes to investigate”. The research population refers to the target employees the researcher plans to use for an investigation (Robson et al., 2008). It may well be referred to as a researcher's target population (Robertson et al., 2009). For this study, the target population is 2000 of crowd funding 6400 A participants.

3.6. Sampling Technique (6 Months Data from the System is Taken)

Sampling is the process or technique of selecting a suitable sample for the purpose of determining parameters or characteristics of the whole population. (Adams et al., 2007, p.87). The items so selected constitute what is technically called a sample. Sekeran (2003) defines a sample as a portion of the population that has attributes as the entire population.

According to Sekeran (2001) Sample as a portion of the population that has attributes as the entire population. As for this study it will be assumed the data will collected from Ethio telecom operate in a similar manner with respect to policies and practices despite

the fact that they are located in geographical areas that span the state, the researcher is used to study sampling technique to select the pertinent sample. Student who come for MBA class this can be consider population sampling technique produce the overall population parameters with greater precision and ensures a more representative sample is derived from a relatively heterogonous population Denscombe, (2007). From each stratum the study is used simple random sampled to select the respondents. The technique is the most appropriate in that it will be allowed the researcher to use statistical methods to analyze sample results.

3.7. Sources of Data (Automatically System Captured Data from Ethio Telecom Data Center) with Official Permission

The researcher use both primary and secondary data in order to get a picture of the present situations regarding the crowd funding and its effect on managerial decision making. Accordingly, primary data will be collected from the some participants of 6400A crowd funding by using structured questionnaire. Furthermore, the researcher use secondary data such as organization profile Ethio telecom data centre

3.8. Data Collection Method (Personal Info is removed from the Data Set By Employees of the Company: Ethio Telecom)

For this research, the primary data is collected through the use of self-administered questionnaire and secondary data is collected from Ethio telecom. After identifying the sample respondents, the questionnaire is provided to them by the researcher and enough time has been given to respond on all of the items in the questionnaire carefully. The questions in the questionnaire are closed-ended or structured with pre-determined scale for response in order to ease the process of analyzing the data from the respondents.

According to Bobbie & Mouton (2006), the use of questionnaires is advantageous because questionnaires are economical, speedy, there is no bias (as in interviewee: interviewer bias), and the possibility of anonymity and privacy encourages participants to be willing to respond on sensitive issues, and do so honestly. The questionnaire is preferred because it translates the research objectives into specific questions that will be asked to the respondents.

The Research Questionnaire will be used in this research has three parts. The first part assesses the general demographic information about the participants in accordance with their educational background, work experience, marital status, gender, and job status. Questions on study variables on the second part and the last part of the questionnaire, which were the main focus of this study, will be prepared to measure the effect of crowd funding 6400A and the of level of decision making in Addis Ababa city administration, respectively.

On part one of the questionnaire which will about their demographic information, respondents were required to select their best answer from the given choices and make a „√“ mark accordingly. On part two and part three of the questionnaire, respondents are asked to show their level of agreement, to strongly yes or no which have a numeric value assigned from respectively. Strong agreement indicates the most favourable attitude on the statement. A method of summated ratings that asks respondents to indicate the extent to which respondents yes or no with a statement or series of statements about an object of interest. It ranges from very positive to very negative attitude towards some object (Zikmund et al, 2013 and Cooper & Schindler, 2003).

On the other hand, the secondary data is used throughout the research obtained from Ethio telecom, published and unpublished information about the study area, books and journals.

3.9. Method of Data Analysis (BI tools: Tableau is Used)

To meet the objectives stated in the above section, data collected from the structured questionnaire is analysed using a Software Package for tableau version. The researcher also use tableau version for descriptive statistics such as frequencies, percentages, means and standard deviations will be used to summarize and present the data.; one way is used to see the level of response to each items of dependent and independent variables; correlation to see the relationships between dependent and independent variables. Regression analysis is also used to see the level of impact of independent variables on the dependent variable. In this study, multiple regression analysis is also adopted to investigate the level of influence crowd funding on decision making (Pallant, 2005).

3.10. Ethical Consideration

Ethical considerations, according to Somekh and Lewin (2009) refers to acting in the manner acceptable to society, of which in this case the researcher made sure that respondents participated willingly. Also, it can be described as moral values, confidentiality and secrecy of an individual, group or an organization. Confidentiality and secrecy mean the assurance that researcher gives to the participants that their identity and involvement in a research will be kept confidential (Quinlan, 2011). Confidentiality was kept with respect to information obtained from the respondents; this will be achieved by not asking respondents to fill their names and identity in questionnaires, this provided the opportunity and freedom to respondents to give their feelings freely without any intervention. And, the researcher uses the bank official documents for only this study.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

4.1. Structure of Existing Data

As stated in the methodology section of this document, system captured data is acquired from Ethio-telecom company. The system at the company captures and retain data maximum of 6 months. After that they dump the data. Thus, we are lucky to get data of 6 months as the rest is dumped. Around 2000 record of data is acquired for analysis. Here is the sample screen capture of original data and description of the columns.

Table 4.1.1

	DATEANDTIME	CDR_TYPE	SHORTCODE	SERVICE_NUMBER	CHRG_FEE	SHOP_NAME	REGION
1	7/13/2020 17:02	MT	6400	2519964	2	Ethio Telecom	CAAZ
2	8/1/2020 15:03	MT	6400	2519963	2	Ethio Telecom	CAAZ
3	9/19/2020 20:52	MT	6400	2519959	2	Ethio Telecom	CAAZ
4	9/19/2020 20:53	MT	6400	2519959	2	Ethio Telecom	CAAZ
5	9/19/2020 4:14	MT	6400	2519955	-2	Ethio Telecom	CAAZ
6	9/19/2020 3:28	MT	6400	2519955	2	Ethio Telecom	CAAZ

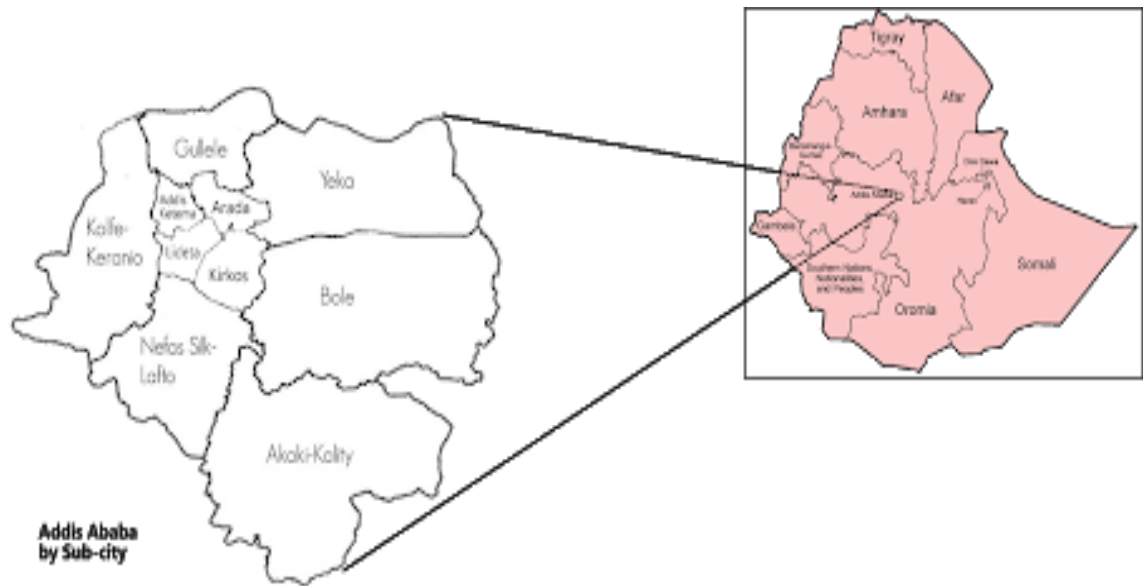
As can be seen from the above table, initially the data has 7 columns. The date and time is in first column. This column shows the year, month, specific date, and time people have contributed donation to the project in the form of SMS. The short code column shows the code given to the project. 6400 A is the code given to raise fund for street children. This project is initiated by Addis Ababa City Administration. Service number is the set of initial number of individuals' phone number. In this research we are not interested to know phone number of participants. Thus, the rest of the numbers are cutoff. But to know which category of people participated on this crowd funding campaign, we wanted to capture the six digits of every phone number, including +251. Thus, this column is used to capture people category through their phone numbers.

Charge fee column shows where the contribution by citizens is successful or not. It has a value of 2 or -2. Positive 2 means the contribution of birr 2 is made while -2 means their contribution is bounced back for some technical reasons.

Shop name shows the name of different shops that sold the SIM card. The last column called Region shows the region where crowd participants are living. For easy

management and administration of telecom services, Ethio-telecom has divided the city of Addis Ababa into many regions. The following tables shows the lists of the regions which participated in the crowd funding campaign.

SNo	Region code	Region Name
1	CAAZ	Central Addis Ababa Zone
2	NR	North region
3	WAAZ	Western Addis Ababa Zone
4	NAAZ	North Addis Ababa Zone
5	CNAAR	Central North Addis Ababa region
6	Root	Transmission way
7	SR	Southern Region
8	SER	South East Region
9	WR	Western Region
10	EAAZ	East Addis Ababa Zone
11	SAAZ	Southern Addis Ababa Zone
12	SWAAZ	South Western Addis Ababa Zone
13	WWR	Western West region
14	NNWR	Northern North West Region
15	SSWR	Sothern Western Region
16	SWR	Southern Western Region
17	NEE	North Eastern East
18	ER	East Region
19	EER	Eastern East Region



4.2. Data Transformation

As can be seen on the figure (), the first column consists value for three attributes. Some values are also too detailed, which we believe is not necessary. Thus, we have transformed the data in the first column into the following.

Transforming/ coding the hours

Table 4.2.1

Hour on the system	Local time	Our code (for analysis purpose)
1	7	Code 7
2	8	
3	9	
4	10	Code 8
5	11	
6	12	
7	1	Code 1
8	2	
9	3	
10	4	Code 2

11	5	Code 3
12	6	
13	7	
14	8	
15	9	
16	10	Code 4
17	11	
18	12	
19	1	Code 5
20	2	
21	3	
22	4	Code 6
23	5	
24	6	

Note: as per the local time, white colored region shows our day time while the blue color time zone shows night hours. Moreover for simplicity purpose, we categorized or coded the 24 hours into three equal time interval, as seen above.

Which month has got the highest and lowest participation of participants?

As can be seen from the following graph, the month of July has got the maximum number of crowd participants over the other two. This might be due the fact that participants are more responsive to the call from the city Mayor and with the passage of time; citizens can start declining in their participation. Thus, this can be a good indicator for a continued follow up and promotion by the city administration.

Success

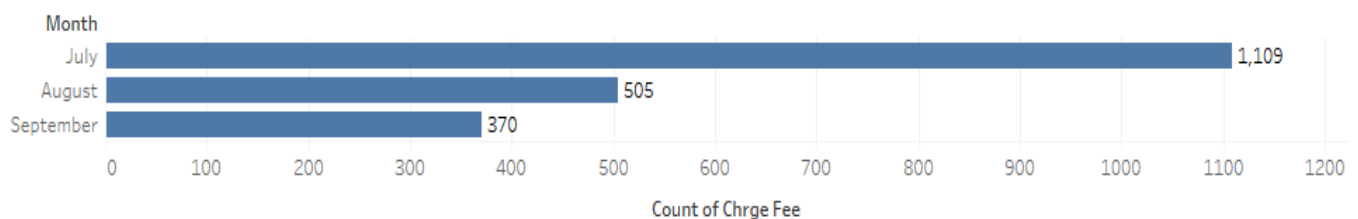


Figure 4.1: Which day do many people participate?

Detailed analysis of the specific date that citizens participated revealed that Sunday and Saturday are the two days majority of people have participated. During these two days across the three months (July-September), many people have participated. Perhaps some of the possible reason for this is during these two days, people get enough time to watch TV ads about the call for crowd funding participation, and citizens also interact with their phone more frequently during these two days. The implication and the take away from this is that ads related to crowd funding would be more effective if they made on these two days compared to the rest. The following graph shows this insight.

On the other hand Monday and Tuesday are the two days with the least number of crowd participants.

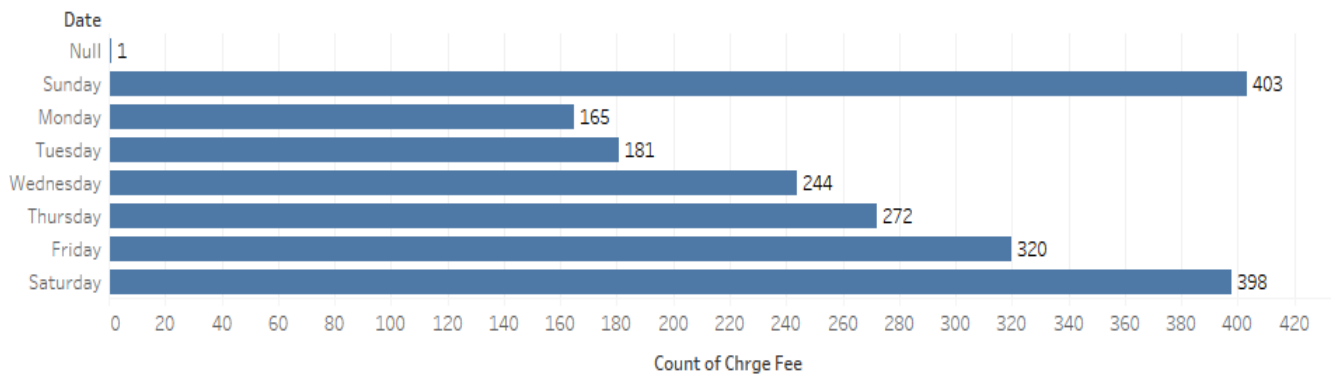


Figure 4.2: What time of the day is most people participated on the crowd funding campaign?

To answer this question, we have made a simple relation between hours of the day (coded from code 1-code 8) and charge fee. Accordingly, we found that code 4 (10:00-12:00 o'clock local time) is the leading followed by code 1 (1:00-3:00 o'clock local time). As can be seen from the following figure. Code 6 (4:00-6:00 o'clock local time in the evening) is the least. This means, people or organizations that are running crowd funding campaigns need to understand and know the optimum time to release their ads targeting different participants.

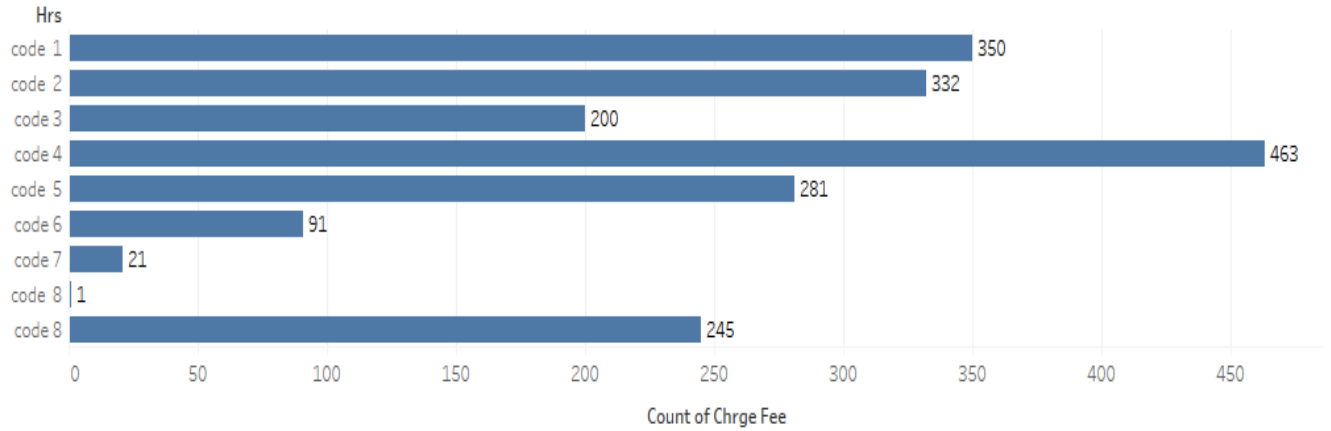


Figure 4.3: Which phone code or people category are more participative?

When mobile phone numbers are introduced to Ethiopia, they were somehow relatively expensive than cost of owning and operating mobile phones these days. As the result, in relative terms people who registered and owned and used mobile devices at the early days of its introduction time is relatively richer people. This means people who own phone numbers that starts with 0911, 0920,...are richer than those people whose phone codes are relatively issued recently. Based on this analogy, we found that relatively richer people do participate on crowd funding than those who are poor. Again, this is not an absolute generalization. But, we claimed this as the insights from the data revealed this information. The following figure depicts this narrative claim.

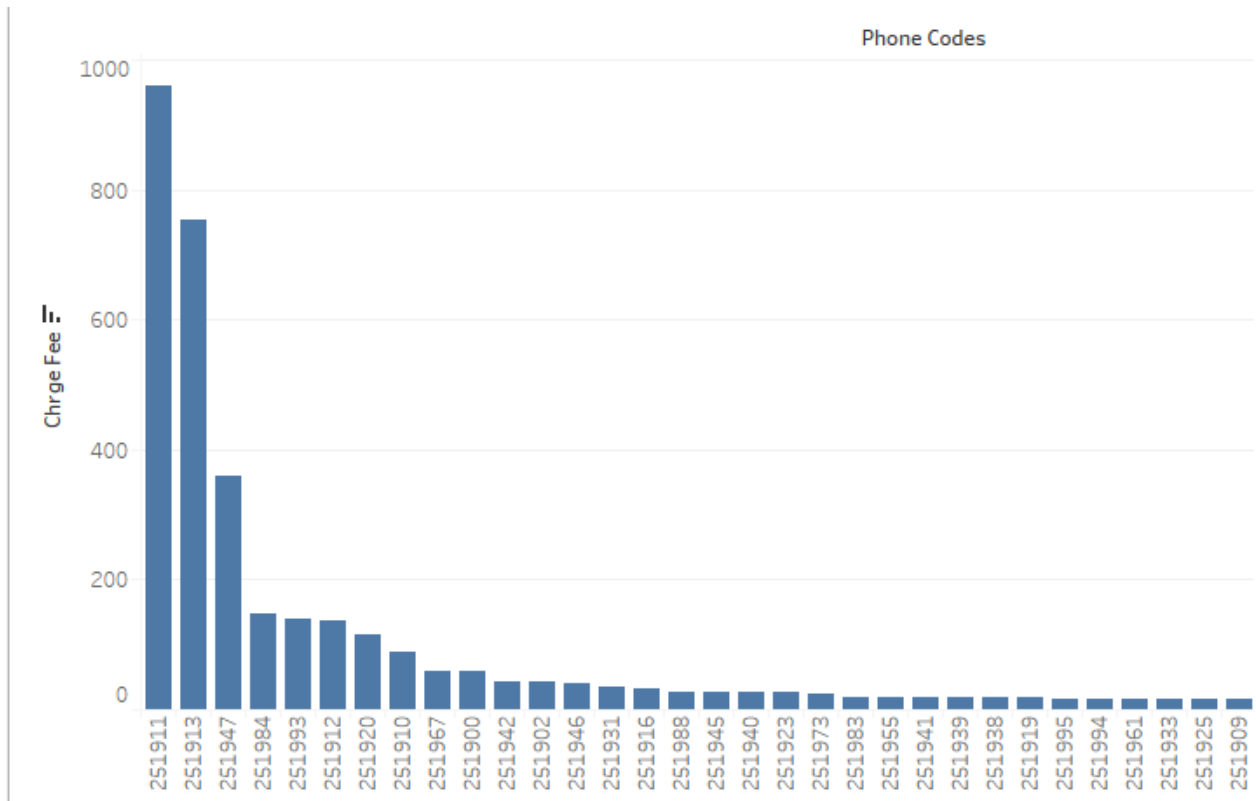


Figure 4.4: Which regions are more participatory?

As can be seen from the figure, people with phone number of 0911, 0913, and 0920 are active participants of the crowd funding campaign under study.

It is also very interesting to analyze the data and explore how a person living in different part of the country has responded to the crowd funding campaign.

As can be seen from the figure below, the participation of residents of the CAAZ (Central Addis Ababa Zone) is more than three time the second ranked zone. Moreover, residents of Addis Ababa have better participation as compared to residents in other part of the country. This information has an interesting insight. As a management person, one can ask why people living in other part of the country has not participated in proportion to people living in Addis Ababa. One insight that we can infer from this is that, people living in proximate to the project place can feel better understanding and have positive perspective.

One thing that strikes readers and even the researcher is that, what would be the cause for CAAZ people to participate in a significantly large number as compared to even the other regions of Addis Ababa. This speculation insight can be considered by other researchers.

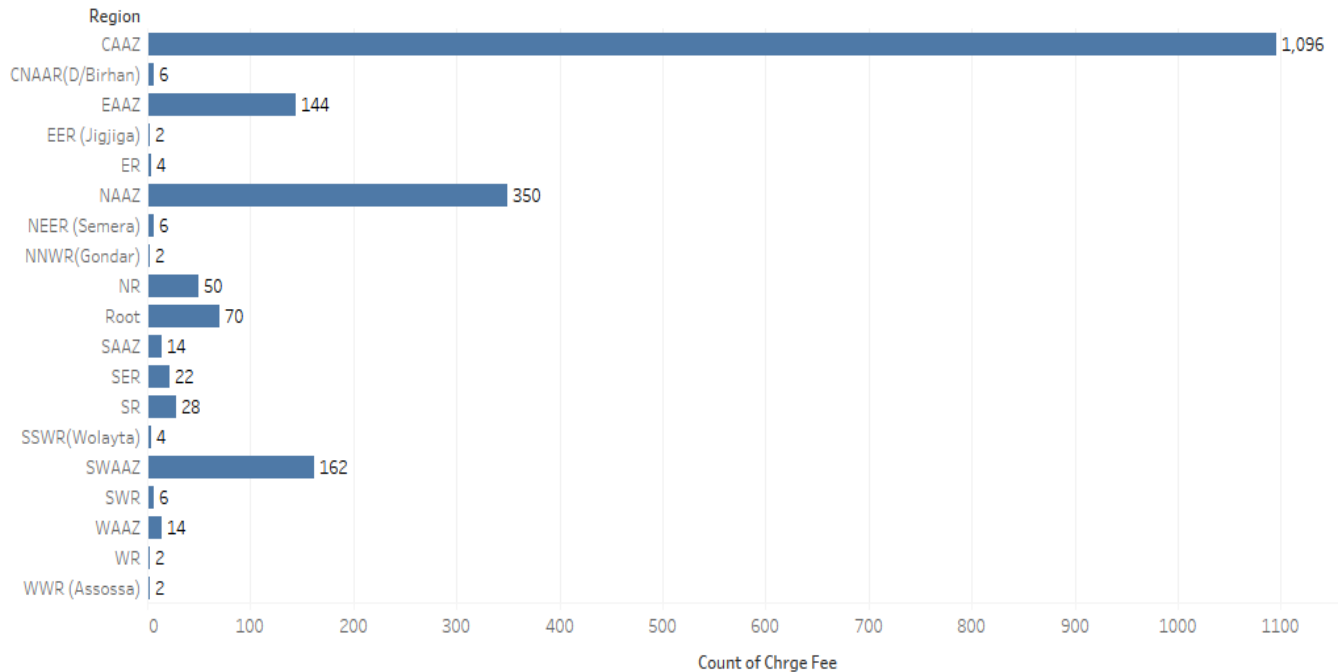


Figure 4.5: SIM card purchased location and crowd funding participation

Individuals have purchased their SIM card from different sells out lets throughout the nation. Analysis of this data revealed that majority of them who participated in this crowd funding campaign (6400A) shows the majority of them have purchased their SIM from Ethio-telecom. In fact there are also participants who purchased their SIM from other agent sellers. The following figure demonstrates this information.

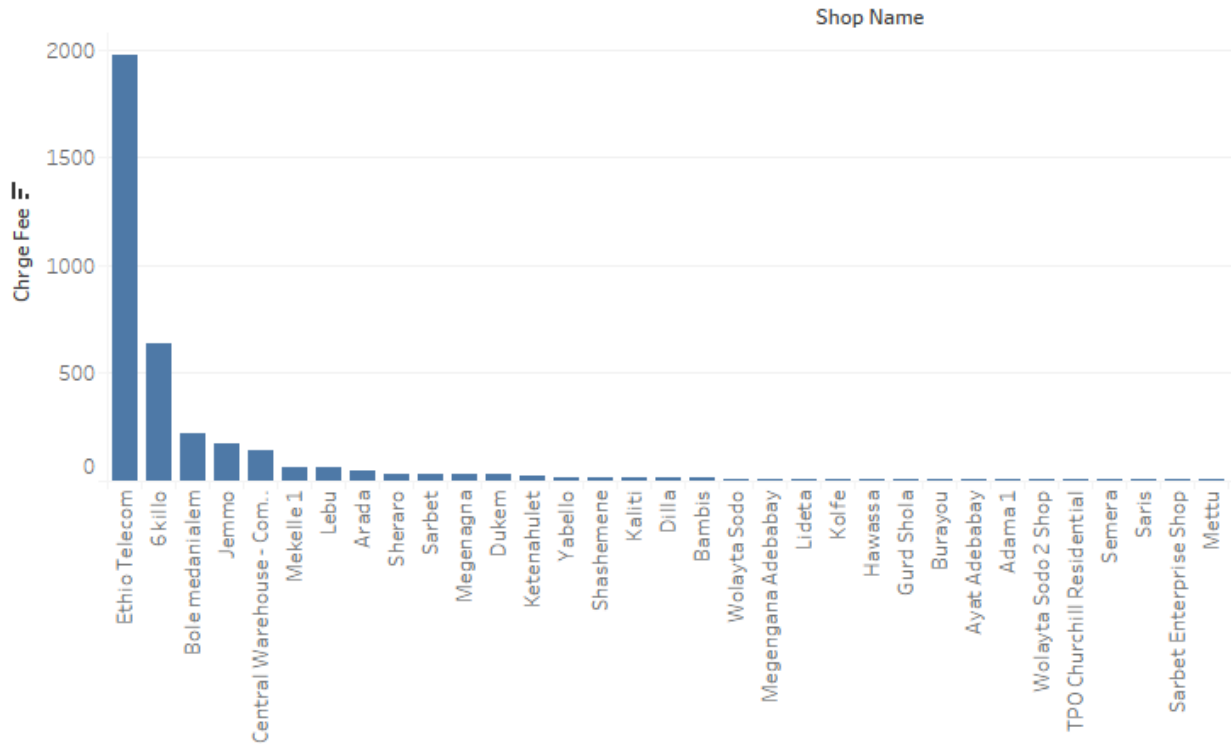


Figure 4.6: Analyzing the relationship between the number of participants across the different regions and dates of their participation

Analyzing the relationship between the number of participants across the different regions and dates of their participation, revealed that Sunday appears to be higher in relative terms over the different regions. The following figure depicts this insightful information. This information is important if the municipality (city administration of Addis Ababa) can prepare and launch a targeted advertisement and promotions.

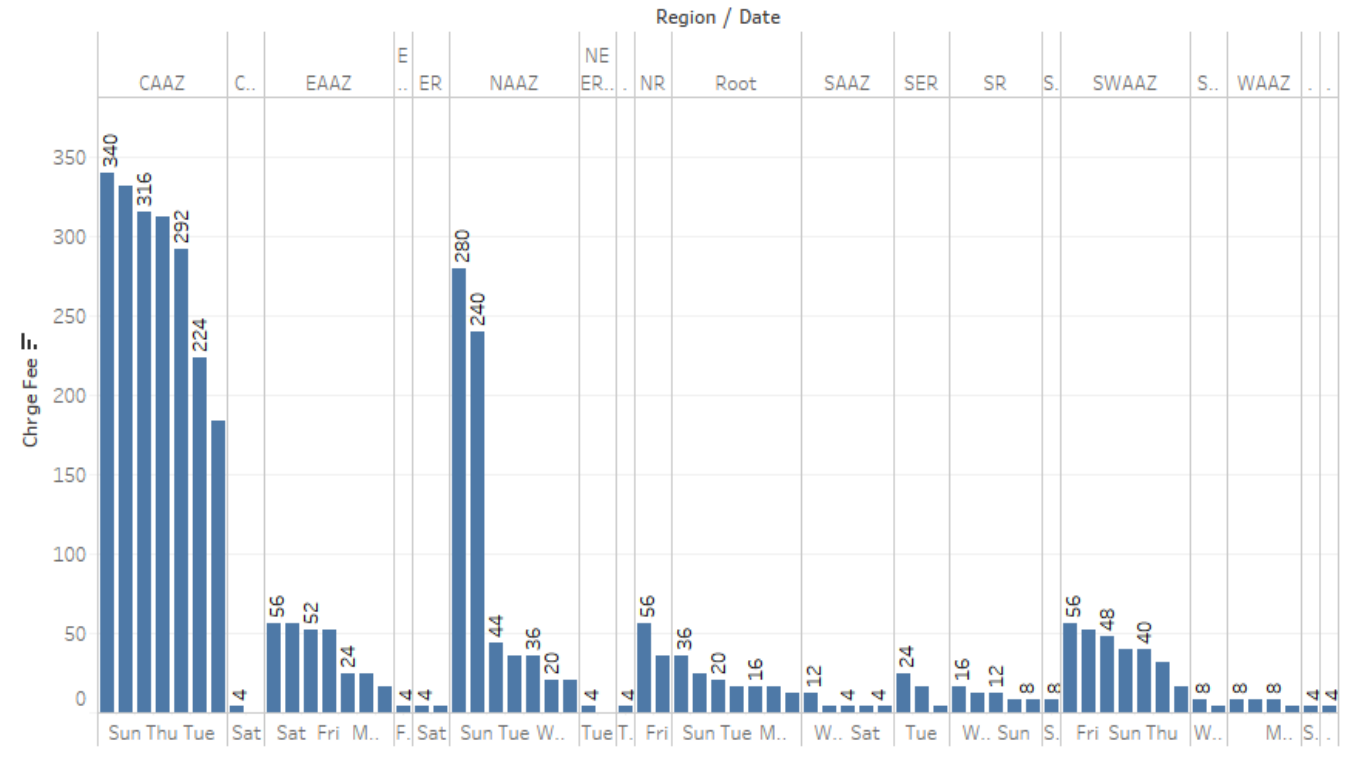


Figure 4.7: Relationship between Day of the week, Time (hr.) of the day and crowd participation

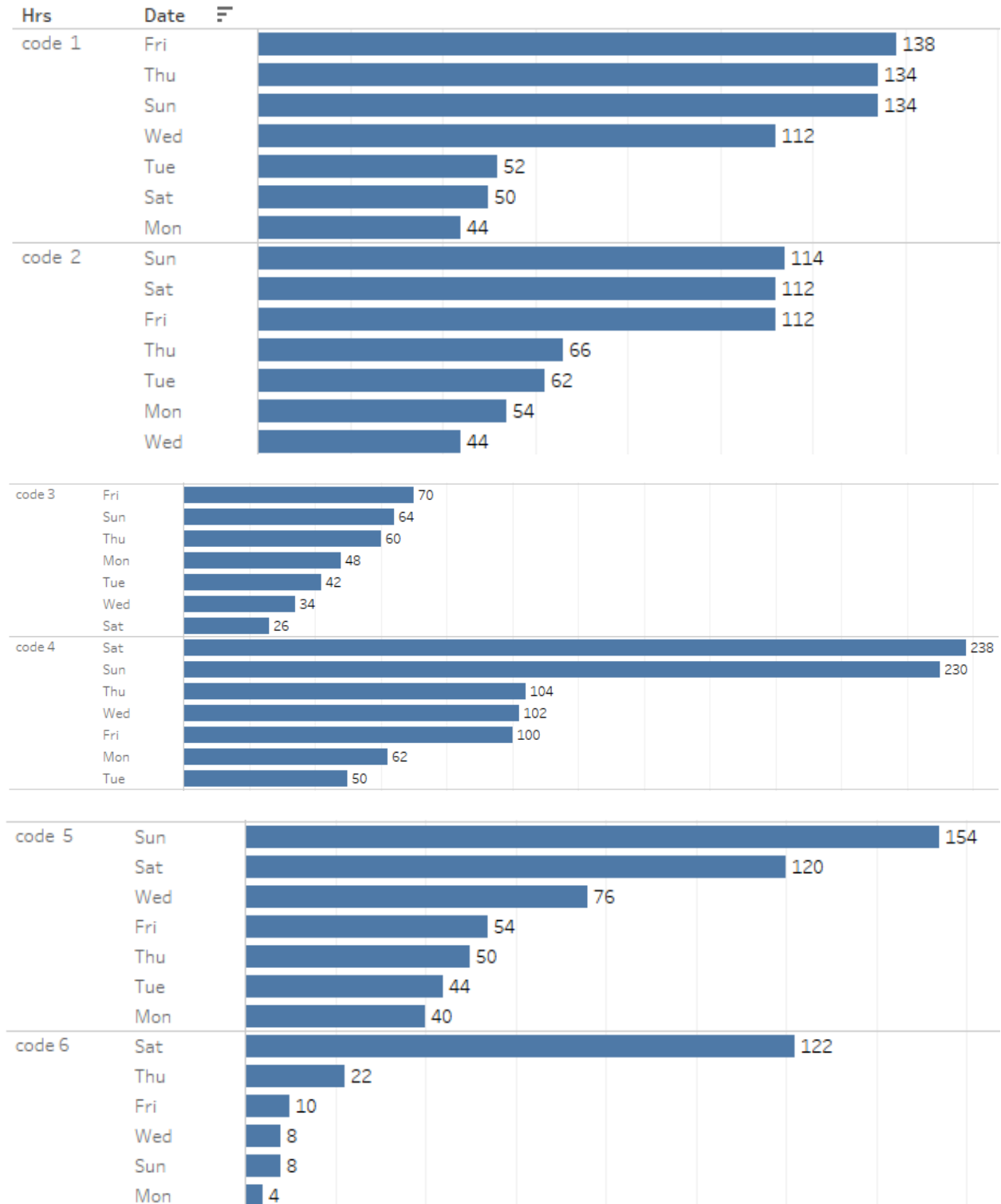
We also explored how the above three variables are related to one another. As can be seen from the below figure,

During 1:00-3:00 local time (Code 1), many people participated on the crowd funding campaign on Friday, Thursday, Sunday, and Wednesday. During the same time, lesser people participated on Monday, Tuesday, and Saturday.

In the same analogy during 4:00-6:00 local time (code 2), many people participated on Sunday, Saturday, and Friday while lesser people have participated on Thursday, Tuesday, Monday, and Wednesday.

During 7:00-9:00 local time (code 3), lower number of people have participated compared to other day time. But, still Friday is better while Saturday is the worst this might be during this time people are business as it is a lunch time. , still Friday is better while Saturday is the worst

During 10:00-12:00 local time (code 4), Saturday and Sunday have got the maximum number of participants, while Monday and Tuesday have got the list. The explanation for the other hours of the day per day of the week is depicted in the following figure.



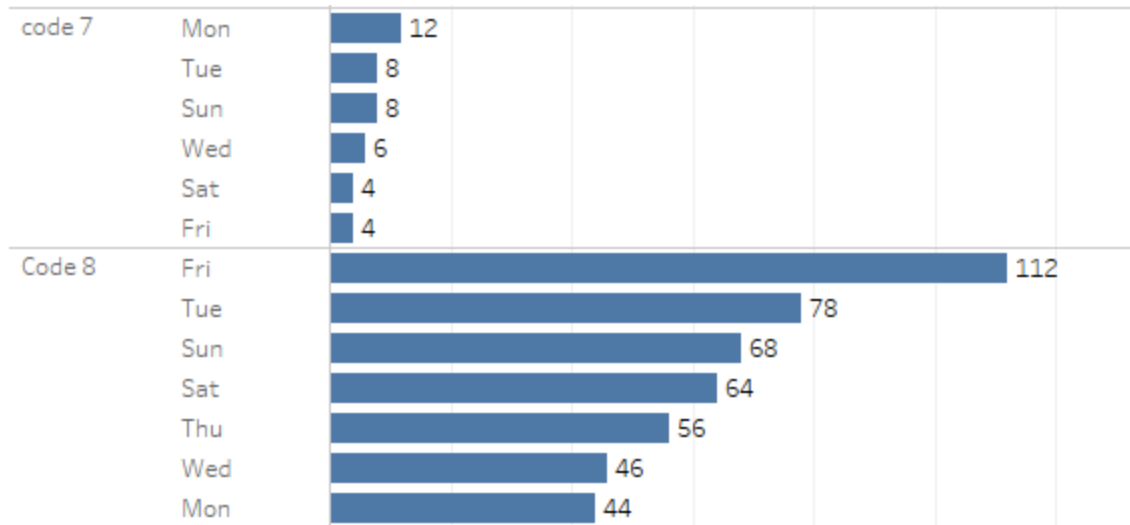


Figure 4.8: Relationship between region of participants and day time of their participation

The take away from the above insight is important particularly to push the advertisements through TV Medias. Pushing such ads before or after the ideal time will make the campaign to miss its target.

We have also analyzed how people of different region participated with respect to time. As can be seen from the following figure, people of Central Addis Ababa Zone are active in almost all 24 hrs. of the day while people of North Addis Ababa zone and South West Addis Ababa Zone are active in code 4 of the time of the day (between 10:00-12:00 hrs. of the day). But, people living at Eastern Addis Ababa Zone are relatively active during 1:00-3:00 local time or code 1. The reason why such discrepancies among residents of these zone is beyond the scope of this paper. But this report revealed a great insight about the implication of behavior of people at different places.

The participation of residents in other zones and region of the country is very low and appears to be uniform across the different hours of the day.

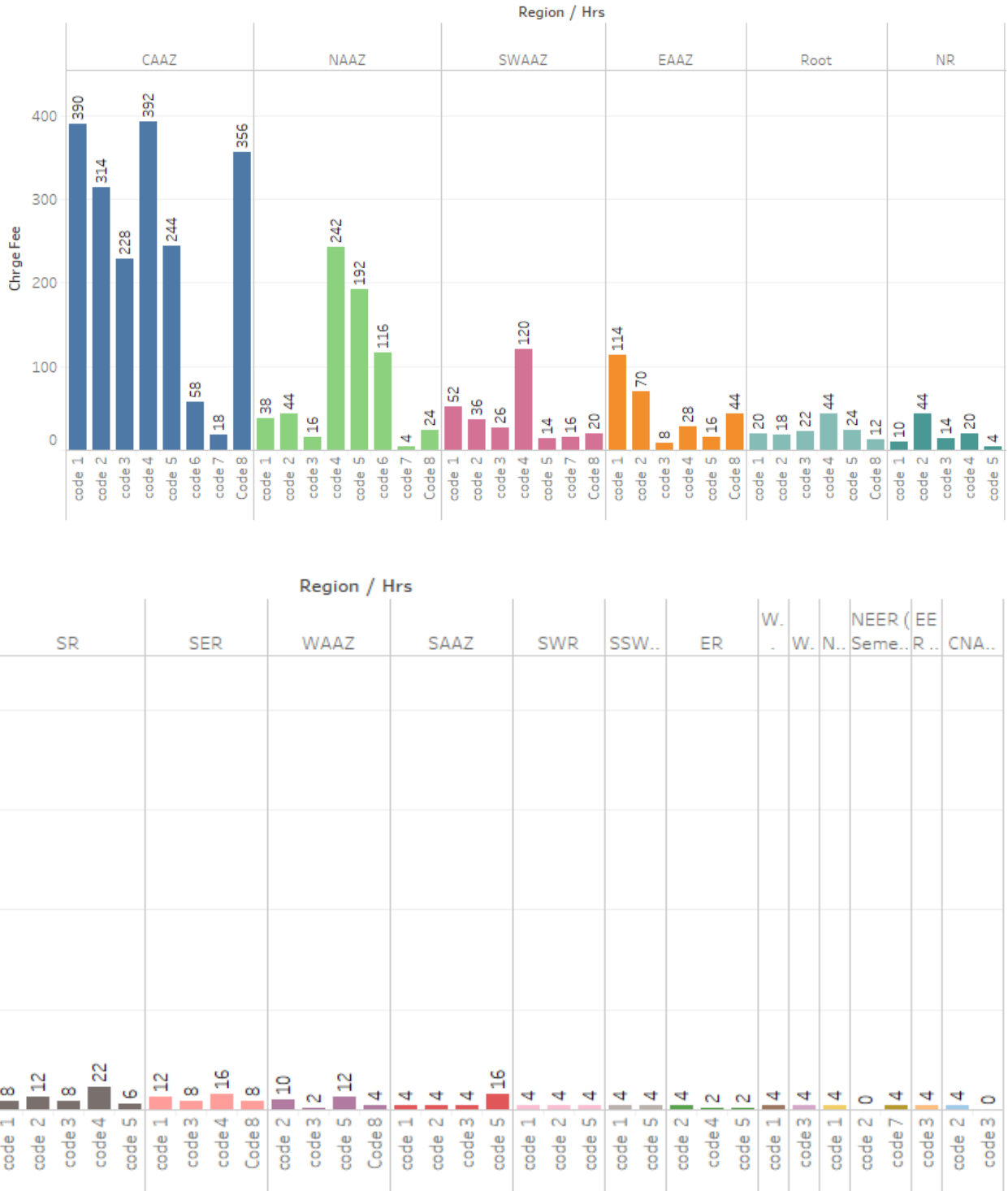


Figure 4.9: The participation of residents in other zones and regions of the country is very low and appears to be uniform across the different hours of the day

4.3. Qualitative Data Analysis

To supplement the system produced data, the researcher has conducted qualitative data collection and analysis. The following section presents the findings.

Demography of respondents

Table 4.3.1

Age Interval	Gender	
	M	F
20-25	14	12
26-30	12	3
31-35	8	2
36-40	3	3
41-47	3	1

Education wise, all of them are graduate students in day time and evening sessions. This automatically implies that all of them are also living in Addis Ababa.

1. Did you participate on the 6400A fund raising program? Why?

From all interview respondents, 91% of them did not participated on 6400A crowd funding campaign of the city administration of Addis Ababa. Of those who did not participate, 80% of them have no awareness about the project. This suggests that the TV advertisement made by the administration hasn't been effective and they did not reached out to the mass. The remaining 20% of the respondents who did not participated on the campaign refused to participate for many reasons. The typical reasons they highlighted includes: (1) they are not sure that the raised fund will be used for intended purpose of helping street children, (2) they also feel that the project idea is not convincing and they do not consider it will be successful. Thus, they refrain from participation. Finally, they also indicated that as there are many short texts message based initiative, many people are overwhelmed by many SMS messages and they cannot easily focus on those that have national impact.

Those who did participate on the campaign (5% of the respondents) indicated that the reason or motivation for participating on the campaign is due to: (1) advocate of such initiatives, (2) social responsibility, and want to be part of such campaigns.

2. On which crowd funding campaigns did you and your families participated? And why did you participate?

Among the top flight crowd funding campaigns in the country (8100A for Great Ethiopian Renaissance dam, Macedonia 8161A, and Street children Support initiative called 6400A), the first has got massive support as compared to the other two. The last one (6400A) has got the least support from the interview respondents. The following table depicts the summary of the respondents.

Table 4.3.2

Crowd funding campaign	Didn't participated	Participated
6100A	29%	71%
8161A	48%	52%
6400A	91%	9%

As can be seen from the table majority of the respondents have participated on GERD than the rest two (Macedonia and Street Children support initiative). As stated in the literature section of this document, individuals are likely to participate on national projects than others as its impact is also massive. With respect to this, almost all Ethiopian have the anger and regret of not using Nile River for such number of years. This, anger and regret has motivated people to take part in the crowd funding campaign.

Contrary to this, project campaigns like 8161A and 6400A hasn't received enough attention and participation from the community. One reason for this is these two projects are not as important as 6100A (GERD project).

This indicates that people will be go and participate on projects that have big and national impact than those that doesn't have significant impact.

3. Why did you participate on one of the above project campaigns?

Crowd funding participants do have also different reasons for participating on those projects. For example majority of respondents who participate on GERD camping indicated reasons like: the project is a real and its development can be seen with time, the idea behind it and its goals and objectives of lifting Ethiopia out of poverty is also a motivating factors, which is a big economic impact. There are also many respondents that highlighted they have enough information about the project; it is a national project that affects the wealth of the citizens at large. Beside these reasons, there are also many respondents that are motivated due to factors like participating through mobile based SMS is simple, the fee to participate is insignificant and will not affect individual's pocket, it is also social responsibility of citizens, there is also a need to leave foot prints behind that history can remember. The impact and pressure that other countries impose on the nation also motivated citizens to participate on the project. This anger motivated people to actively participate on the campaign.

On the other hand, respondents that participated on Macedonia revealed that their primary motivating factors are diverse. For them the idea or the project is social responsibility of the citizens, it is simply a humanistic project that anybody can be a victim of. Thus, deciding to participate on such project is easy. The platform to participate is also simple. People are familiar with SMS information and money exchange that also contributed to participation. The contribution is also so insignificant that the reward (satisfaction) gained from participation largely outweighs the cost.

There also respondents who hinted that almost all people have the chance of becoming a victim of living on the street unless proper action and care is taken. No one knows what will happen to him/her. Thus, helping old people who are suffering economically, socially, and health wise needs the attention of everybody. Majority of respondents also indicated that they like the idea and want to help the founder. The sacrifice, motivation, and actions behind the founder of the organization also impacted people to participate on the crowd funding platforms.

The project already demonstrated significant success in terms of impacting the life of thousands of people. So, according to the respondents, "if they participate/ donate money

to this project, then they are sure their money is not misused". As the result making the decision to participate on this campaign is easy and straight away.

Respondents who participated on the Street Children project campaign indicated their motivation is attributed to few reasons. For example (1) participation fee is minimal that cannot affect the pocket of participants, (2) the idea of helping street venerable children is important for reasons that they cause a lot of problem on residents, their number is also increasing in number from time to time, which impacts local community.

Previous media usage as well as the personality and popularity of people who champion the project also matters a lot. Presenting the way people live through TV Medias highly impacted (positively) crowd participants. Seeing the ups and downs of elderly through TV media is powerful to influence participants.

On the other hand those, who didn't participated, have indicated their concern of their money will get directly to the subjects. As the project is relatively new (compared the other two), there is no demonstrations that citizens can see and get some kind of confidence for their participation. This makes people to hesitate from participation. In summary, TV media presentation, popularity of people who champion the project idea can play a huge impact on convening citizens to participate on crowd funding platforms.

Reason for not to participate: Concern

Respondents who decline to participate on all the three project campaign indicated their concern of participating on crowd funding platforms. The typical concerns include: (1) if they participate on the platform, the system will capture their number and persistently sending them back messages again and again asking them for contribution. This offends them and makes them even not to make a single time contribution. Because they get offended with such frequent SMS alert, they spam the SMS short code than participation. (2) The second reason highlighted by the research respondents is that the message being coming from the system (the SMS ad) is not persuasive enough that drives people to participate. As the result, they even do not read the content or the message that is entering into their phone.

The third (3) reason for not participating on such platforms is that they usually do not get any information about the status of the campaign goal i.e.; how much is collected, how much is remaining, and how far the project has improved as the result of the collection, and then how will the money be used if in case the project fails at some point. Beside this, research respondents also worried and do not believe that money collected in this manner will not be applied (used) for as per its initial plan. There is no accounting and reporting practices for these kinds of activities. This made people/ citizens to be worried for corrupted practice by people who organize the campaign.

Citizens are also overwhelmed with a number of SMS based campaigns and cannot focus on those that are more significant than the rest. This shows the importance of creating innovative campaign adverts that can easily stand out of the many campaigns and stick into the mind of citizens. These all appear to be a valid concern and there should be mechanisms to address them.

Participants of this study also stressed on the fact that they do not have enough information about every project. They lack update information about the purpose of funding campaign in terms of what they are going to do with the money, how much is raised so far and how it is administered too.

When they are asked if you tried to convince families and friends to participate on the crowd funding platform, they are not active. Some of the reasons they highlighted includes: (1) they do not believe the money will reach the beneficiaries and somewhere the money will be corrupted. Thus, they will not try to convince and lobby others on things they do not have the confidence. (2) They also stressed on the format and content of the SMS based ad or call for citizen participation. The message they are receiving/ received is not persuasive enough to take part immediately.

This means, SMS campaign for crowd funding need to be supported with web platforms, where different information about the project like its goals and objective, progress in terms of funding and project execution, and others need to be posted. This will help people to go and read about the day to day activities and developments. This gives more confidence and trust from citizens' perspective.

Beside the TV and SMS based ads, web enabled ads would have added significant values in terms of reaching the mass in less offensive manner. More need to be studied in this regard.

6. Importance of crowd funding based fund raising

The respondents are also asked about how important is crowd funding based fund raising. In this respect 90% of them agreed that this approach is useful and will be effective towards raising the necessary fund while around 8% of them stated that its importance is somewhat average. The rest (2%) of the respondents stated that this approach has less impact or role to raise fund. The three categories of respondents have their own reasons. Those that say this approach has significant impact and importance indicated that (1) ease of the approach, (2) some of the projects like GERD belongs to each and every citizen and thus participation is mandatory, (3) the amount of contribution is open so that everybody can contribute as they like, (4) the approach also helps to reach everyone at every corner of the country and increase the number of participants, (5) even though contribution per head is minimal its sum total is massive that can have huge impact.

Those who believe the approach has average and or low impact highlighted the increasing number of SMS based crowd participation; lack of information about projects development, added to lack of transparency about the raised fund will adversely affect the long term success of such projects. More SMS based projects calling for citizen participation means; citizens will be demotivated even to support the very best project ideas. Flooding of SMS based crowd funding will keep people deaf and blind to the many. This is a challenge now and its challenge will be even worse in the future. Thus, appropriate strategies and mechanisms of crowd funding should be crafted in the future.

7. Awareness of respondents about 6400A crowd funding Project

With respect to their awareness about 6400A project and its call for citizens to participate, more than 50% of the respondents (59% of them) did not realized where they have received the call or not and as the result they did not participated on the fund raising campaign. Around 32% of the respondents indicated that they have received the fund raising campaign but did not participated for the different reasons indicated above. Finally, a few of them (around 9% of the research respondents) realized they have got

(received) the fund raising campaign and also participated. This means, the city administration, particularly those running the campaign could have made aggressive promotion those that citizens have some information about the project.

8. How persuasive is the SMS based crowd funding campaign 6400A

Respondents also highlighted other critical issues. For example (1) SMS based crowd funding is becoming so common that many organizations and people are considering this approach as good alternative. Almost all of them follow the same format (in terms of its content). The contents are too short to communicate the intended message, the time the messages sent out to citizens is also not appropriate; they are not persuasive enough so that people participate on the campaigns.

According to the respondents of this study, the SMS messages that is prepared and sent out by crowd funding people are too short to communicate the purpose of the fund raising, who are the people behind the fund raising, who the beneficiaries are, how much is raised and how much is needed etc. You can imagine when you see a short SMS message asking you for donation without telling you or letting you know what the goal or purpose is? How much is needed, who the beneficiaries are etc. This tells how routine the messages are. See the following excerpt

There is also a huge problem of sending out at appropriate time. The respondents highlighted that people who is running the fund raising campaign through SMS should know the right time where people are “idle” and in contact with their mobile phone. Sending out none descriptive SMS message while people are off their mobile devices is really ridicules. In this perspective, appropriate time that most Ethiopians engage with their mobile phone should be studied. This can defiantly inform when to send such messages to citizens.

Moreover, the SMS based campaign need to be complimented with web based promotions. The use of websites can add significant value towards the success of SMS. Websites can help post relevant information about the project so that anyone can get valid and updated information easily; the use of social media can also be applied to target potential crowd participants. Unlike solo SMS messages, the above information technologies can add many values towards the success. In this line of argument, it is

important to remember how different crowd funding projects operate on the internet and the role of social media.

9. Preferred timing

With respect to the “ideal” time for SMS based crowd funding, respondents of this study highlighted three ideal date and time. Specifically (1) majority of the respondents like 50% of them prefer those messages can get more response from participants if they get them immediate after dinner time. According to them this time is good as people can relax a little bit and they usually engage with their mobile phones. (2) More than 30% of respondents also suggest weekends are a good time. Sundays and Saturdays, many people get rest and usually they have more interactions with phone, which means messages that are delivered to their phone have high chance of getting attention and response. Moreover, in these days (Sunday and Saturday), majority of people visit church, where they learn and remained about doing good things, helping elderly, and those who need help. Thus, according to the research respondents, SMS campaigns that aim to benefit or help elderly people as well as those who seek support can get positive response from citizens. Connecting the content of the SMS message with messages that people learn in church can make the campaign effective. (3) Lastly, SMS based campaigns and message can get more response if they are sent around morning (breakfast time) and during national holidays. During this dates and time, people again have got more interactions with their devices.

The lesson and take away from this section of the study is that knowing the best time to release the SMS based campaign can significantly affect its success rate. Thus, people who are running crowd funding campaign need to consider these insights in their marketing activities.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The objective of this thesis is to assess the 6400A crowd funding data for enhancement managerial decision making in Addis Ababa city administration. The basic research questions have been initially identified and based on these research questions different data collecting methods and instruments have been incorporated. The methods of collecting data for the study were self-administered questionnaires and secondary data taken from Ethio telecom. Self-administered questions were prepared separately to Addis Ababa University regular and extension students. Total 63 questionnaires were distributed 61 was correctly filled and returned. In order to minimize the accuracy problems data collection was conducted under close supervision checked, coded, in addition to this 2000 secondary data has been taken from Ethio telecom by legal permit ion and then analysed. Tableau software was used to process the data in to meaning full information which can help the researcher to reach some conclusions on crowd funding enhancement of managerial decision making. Different comparisons were made among the responses obtained from different target groups for cross checking purposes of the results obtained from the responses. In general the researcher has identified the following summery points regarding the crowd funding enhancement for managerial decision making from the analysis 40 (65.6%) are males and 21(34.4%) respondents were females this shows that the gender distribution are not evenly distributed. And majority of the respondent's age were found between 20-25 and 26-30 from this it is possible to understand that crowd funding activities were dominated by productive age groups and they will help the government to be more efficient in fund raising to help street children.

The variables such as awareness importance, concern persuasive and preference of time of crowd funding campaign are vital for this research. The relationship between variables summarized as follows: - the month of July has got the maximum number of crowd participants over the other two months. citizens participated revealed that Sunday and Saturday are the two days majority of people have participated. On the other hand Monday and Tuesday are the two days with the least number of crowd participants. Time

of which most people participate on crowd funding the report found that from 10-12 o'clock local time is the leading followed by 1-3 o'clock local time, on the other hand from 4-6 o'clock local time in the evening is the least. Phone codes or people category participation, people who own phone numbers that starts with 0911, 0920,...are richer than those people whose phone codes are relatively issued and they are the highest participants. People with phone number of 0911, 0913, and 0920 are active participants of the crowd funding campaign under study the participation of residents of the CAAZ (Central Addis Ababa Zone) is more than three times the second ranked zone. Moreover, residents of Addis Ababa has better participation as compared to residents in other part of the country. One insight that we can infer from this is that, people living in proximate to the project place can feel better understanding and have positive perspective. Individuals have purchased their SIM card from different sells out lets throughout the nation. Analysis of this data revealed that majority of them who participated in this crowd funding campaign (6400A) shows the majority of them have purchased their SIM from Ethio-telecom. In fact there are also participants who purchased their SIM from other agent sellers. Analyzing the relationship between the number of participants across the different regions and dates of their participation, revealed that Sunday appears to be higher in relative terms over the different regions. 1:00-3:00 local time (Code 1), many people participated on the crowd funding campaign on Friday, Thursday, Sunday, and Wednesday. During the same time, lesser people participated on Monday, Tuesday, and Saturday. In the same analogy during 4:00-6:00 local time (code 2), many people participated on Sunday, Saturday, and Friday while lesser people have participated on Thursday, Tuesday, Monday, and Wednesday. Still Friday is better while Saturday is the worst this might be during this time people are business as it is a lunch time. People of Central Addis Ababa Zone are active in almost all 24 hrs. of the day while people of North Addis Ababa zone and South West Addis Ababa Zone are active in code 4 of the time of the day (between 10:00-12:00 hrs. of the day). But, people living at Eastern Addis Ababa Zone are relatively active during 1:00-3:00 local time or code 1. The participation of residents in other zones and region of the country is very low and appears to be uniform across the different hours of the day.

5.2 identified insight for conclusion

From the literatures and above research findings we can identified insight the following type of crowd funding undertaking in Addis Ababa City administration is charity based fund raising, donors offer money through 6400A no returns for them except feed information. The SMS campaign for crowd funding need to be supported with web platforms, where different information about the project like its goals and objective, progress in terms of funding and project execution, and others need to be posted. This will help people to go and read about the day to day activities and developments. This gives more confidence and trust from citizens' perspective. The use of websites can add significant value towards the success of SMS. Websites can help post relevant information about the project so that anyone can get valid and updated information easily. With respect to the "ideal" time for SMS based crowd funding, respondents of this study highlighted three ideal date and time. Specifically (1) majority of the respondents like 50% of them prefer those messages can get more response from participants if they get them immediate after dinner time. According to them this time is good as people can relax a little bit and they usually engage with their mobile phones. (2) More than 30% of respondents also suggest weekends are a good time. Sundays and Saturdays, many people get rest and usually they have more interactions with phone, which means messages that are delivered to their phone have high chance of getting attention and response. Moreover, in these days (Sunday and Saturday), majority of people visit church, where they learn and remained about doing good things, helping elderly, and those who need help. , SMS based campaigns and message can get more response if they are sent around morning (breakfast time) and during national holidays. During this dates and time, people again have got more interactions with their devices. The population categories are identified that the young population group are the highest in donating 6400A campaign. The participation time is, the date that peoples are maximum participating in the campaign is Sunday. The month which most peoples participated in this campaign was July.

5.3 Recommendation

Based on findings and conclusion the following recommendation have been addressed the study recommend to the crowd funding practices the cause of 6400A pursue performance improvement the project status. Should exert effort in making the situation conducive for this crowd fund practices activities even if the result of the study indicated the positive outcome but in order to develop crowd fund practice the founders or management should know the behavior of the society.

There is also a huge problem of sending out appropriate time. So People who are running the funding raising campaign through SMS should know the right time where people are idle and in contact with their mobile phone. With respect to ideal time for SMS based on crowd funding practice respondents of their study highlighted three ideal date and time specifically

-Majority of the people prefer these messages can get more response from participants. If they get them immediate after dinner time.

-according to them their time is good as people can relax a little bit and they engage with their mobile phone.

The other is weekends is a good time that is Sunday and Saturday because many people get rest more over in this days (Sunday and Saturday). People visit church where they learn and concerned about doing good things helping elderly and those who need help.

Lastly SMS based campaign and message can get more response if they are sent around morning (breakfast time) and national holiday .during this day and times people again have got more interactions with their device. People who have running crowd funding campaign need to consider their insight in their market activities.

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APPENDIX

Dear brothers and sisters we believe that your answers to the following questions are great important to the country at the institutional level of development and public interest.

- a. Sex_____
- b. Age_____
- c. Educational status_____
- d. Married_____
- e. Unmarried_____
- f. Address_____Woreda_____

1-Did you participate on the 6400A fundraising program? Why?

2-On which crowd funding campaigns did you and your families participated? Why? Did you participate?

3- Why did you participate on the above project campaigns?

- a.
- b.
- c.

4-What inspired you to take a part in a short call or project fundraising effort?

If not why?

5-Contribute to the participation of others in this charitable calls?

a-if there on

which?_____

b-if not

why? _____

6-How useful it is to use this short messaging service technology around the wealth collection call?

a. higher level

b. medium level

c. lower level

7-You have received a recurring call on your mobile phone with a call from street vendor?

a. yes participate

b.no I didn't participate

8- They believe in the quality of the call for the collection of resource for various development services?

a. lower b .medium c. higher

Why? _____

9-This type of call for development fundraising can be seen by you and your family at any time (on what day) will you be released?

Why? _____

10-With the help of modern technology calls for development fundraising can be seen at any time (hr.)?

a. morning b.at mid time c. night d.at all

Why? _____

For your answer great thanks

ውድ ወንድማችን (እህታችን) ከዚህ በታች ለቀረቡት ጥያቄዎች እርስዎ የሚሰጡን መልስ በሃገር ፣ በተቋም ፣ በልማትና በህዝብ ተጠቃሚነት ደረጃ ያለው ጠቀሜታ በጅጉ የላቀ ነው ብለን እናምናለን በዚህ መሰረት በአክብሮትና በትህትና እንዲሁም ከተለመደው ሰላምታችን ጋር እናቀርባለን ።

ሀ. የታ----- ለ. ዕድሜ ----- ሐ. የት/ደረጃ ----- መ. ያገባ -----
 ----- ሠ. ያላገባ ----- ረ. አድራሻ ከተማ ----- ወረዳ -----

ጥያቄው የተሞላበት ቀን -----

ጥያቄውን ለመሙላት የፈጀው ጊዜ -----

1. ቴክኖሎጂን በመጠቀም የጎዳና ላይ ዜጎችን እናቋ ቁም በሚል በ6400 A የአዲስ አበባ ከተማ አስተዳደር ባቀረበው የሃብት ማሰባሰቢያ ጥሪ ላይ ተሳትፈዋ ? ለምን -----

2. በእርስዎ ቤተሰብ ውስጥ በዚህ አይነት በአጭር የመልዕክት አገልግሎት የሁብት ማሰባሰብ ጥሪ ላይ ለአብነት የታላቁ ህዳሴ ግድብ (8100 A) ለመቆደኒያ (8161) የጎዳና ላይ ዜጎችን እናቋቁም (6400A) የሚሳተፉ (የተሳተፉ) አሉ ካሉ በየትኛው ላይ -----

ከሌሉ ለምን-----

3. እርስዎ እንደዚህ አይነት የተለያዩ የፕሮጀክት ማስፈጸሚያ የሃብት ማሰባሰብ ጥሪ ላይ ከተሳተፉ በየትኛው የሃብት ማሰባሰብ ጥሪ ላይ ነው

ሀ. በታላቁ ህዳሴ ግድብ መገንቢያ (8100 A) ላይ

ለ. የጎዳና ላይ ዜጎችን እናቋቁም (6400 A) ጥሪ ላይ

ሐ. በመቆደኒያ ሐረጋዊያንን እንደግፍ (8161) ላይ ከደገፉ ላምን ?-----

4. እርስዎ በአጭር የመልዕክት ጥሪ ወይም የፕሮጀክት ማስፈጸሚያ ሁብት አሰባሰብ ጥሪ ላይ እንዲሳተፉ ምን አነሳሳዎት? -----
 ----- ካልተሳተፉ ለምን ? -----

5. በነዚህ የበጎ ስራ ጥሪዎች ላይ ሌሎች እንዲሳተፉ ያደረጉት አስተዋፅኦ አለ ?

ሀ. ካለ በየትኛው ላይ ?-----

ለ. ከሌለ ለምን ?-----

6. በዚህ በአጭር የመልዕክት ጥሪ አገልግሎት ቴክኖሎጂን በመጠቀም በሚደርገው የሃብት ማሰባሰብ ጥሪ ዙሪያ ምን ያህል ይጠቅማል ብለው ያምናሉ ?

ሀ. በከፍተኛ ደረጃ

ለ. በመካከለኛ ደረጃ

ሐ. በዝቅተኛ ደረጃ

ለምን ? -----

7. የጎዳናላይ ዜጎችን እናቋቋም በሚለው ጥሪ (6400A) በሞባይልዎ በተደጋጋሚ የተደረገው ጥሪ ደርሶዎታል ? ሀ. አዎ ደርሶኛል ተሳትፎያለሁ



ለ. አልደረሰኝም አልተሳተፍኩም



8. ለተለያዩ የልማት አገልግሎት የሚውል የሀብት አሰባሰብ (SMS) የሚለቀቀው ጥሪ ምን ያህል ጥራት አለው ብለው ያምናሉ ? ሀ. ዝቅተኛ ለ. መካከለኛ ሐ. ከፍተኛ

ለምን ? -----

9. እንደነዚህ አይነት ለልማት የሀብት ማሰባሰብ ጥሪ በየትኛው(በምን ቀን ቢለቀቁ እርሶዎና ቤተሰብዎ ሊመለከቷቸው ይችላሉ ? ለምን? -----

10. ዘመኑ ባፈራው ቴክኖሎጂ (SMS) የሚደረጉት ለልማት የሀብት ማሰባሰብ ጥሪዎች በየትኛው ጊዜ (ሠኦት) ቢለቀቁ ሊመለከቱ ይችላሉ? ::

ሀ. በጠዋት ለ/ በቀን ሐ. በማታ ም. በሁሉም

ለምን -----

ለጥያቄያችን ስለ ሰጡን ምላሽ የላቀ ምስጋና እናቀርባን ::