Article:

SPECIAL ISSUE PAPER

WILEY

A person-centred view of citizen participation in civic crowdfunding platforms: A mixed-methods study of civic backers

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Abstract

Crowdfunding platforms have emerged as a promising contemporary means for mobilising collective civic actions to address local or social issues, improve community cohesion and develop the public good. This empirical study taps into the understudied civic crowdfunding platforms (CCP) developed to facilitate such actions, proposing, supporting and funding public-interest projects through crowdsourcing and microfinancing. Previous studies have shown that individuals' characteristics affect their level of civic engagement with social issues. Considering the diversity of contributor motivations, we aim to shed light on the dynamics of emergent subpopulations of citizens who participate in CCPs. To this end, we use a sequential mixed-methods approach to integrate our fuzzy set Qualitative Comparative Analysis (fsQCA) findings with the results of an in-depth qualitative study, to gain rich and robust inferences and meta-inferences. In Study 1 ($n = 316$), we used fsQCA to explore five distinctive configural profiles that display the

heterogeneity of civic backers' motivations, including *civic champions*, *prosocial advocates*, *normative supporters*, *reward seekers* and *regret-averse contributors*. In Study 2, we corroborated and complemented our fsQCA inferences through an extreme-case study and identified four boundary conditions. Taken together, our inferences and meta-inferences address the heterogeneity of motivations for participating in CCPs, by understanding and theorising about diverse profiles of citizen backers. Finally, we offer practical implications for successful civic crowdfunding initiatives.

KEYWORDS
citizen participation, civic crowdfunding platform, fsQCA, mixed-methods approach, person-centric analysis

1 | INTRODUCTION

More than ever, society needs citizen solidarity, support and cooperation to address today's social gaps and issues. Pervasive crises, such as climate change and the pandemic, have again highlighted the pivotal role of *collective civic actions* in building and sustaining a cohesive society. Collective civic action refers to the various ways that two or more citizens come together to improve some aspect of their common life, produce contributions to the public good or address issues in their community (Lichterman & Eliasoph, 2014; Longhofer et al., 2019; Sampson et al., 2005). Civic actions have traditionally involved such activities as voting, attending protests or signing petitions. However, with the growth of the Internet and digital technologies, new models of citizens' active participation have emerged. One notable example is civic crowdfunding platforms (CCPs), which bring together the crowd, civic project ideas, authorities' resources and network effect, to generate an innovative infrastructure for addressing local or social issues.

Collectively and democratically addressing social concerns, CCPs are experiencing an increasing presence across various countries worldwide. Examples include ioby in the US, Spacehive in the UK, Voor Je Buurt in the Netherlands and Place2Help in Germany. These platforms allow citizens to not only play an active role in contributing to projects that reflect their values and interests but also foster their partnerships with local authorities and businesses. Scholars have outlined significant and diverse benefits of CCPs that solve local problems (Seltzer & Mahmoudi, 2013), inspire participatory volunteer movements (Stiver et al., 2015), co-create quasi-public assets (Davies, 2015), enable social innovation (Logue & Grimes, 2022) and improve community cohesion and resilience. This important role has resulted in the launch and funding of a growing number of civic crowdfunding campaigns in recent years. For instance, Spacehive has raised £27 m to fund 2000 civic projects over the 10 past years.

Despite the increasing social and media interest in civic crowdfunding, as well as the substantial body of research on reward and equity crowdfunding (e.g., Short et al., 2017; Simpson et al., 2021), a surprising lack of theorising has occurred on the motivations and behaviours of citizens who become key players in the success of civic projects. Notably, it is not clear what motivates civic crowdfunding participants, what shapes the contribution behaviour of citizens or, more importantly, how citizens differ in the motivations that result in civic crowdfunding support. Unlike backers funding reward- or equity-based campaigns to receive a tangible reward or maximise their expected return (Dai & Zhang, 2019), or donors supporting a campaign for philanthropic reasons, the actual drivers of participating in CCPs are debatable. Although civic crowdfunding predominantly follows a patronage model, as Stiver et al.

(2015) point out, prosocial goals do not solely drive CCP contributions. They involve some degree of self-interest, including both individual and collective interests (self-and-others-interest). Particularly, civic crowdfunding entails specific features tailored to local citizens and geographically proximate communities that directly benefit from crowdfunded projects. To date, limited related literature on civic crowdfunding is either predominantly descriptive in nature (e.g., Baccarne et al., 2020; Kusumarani & Zo, 2019) or focuses on broad abstract concepts, such as extrinsic and intrinsic needs (Skarmeas et al., 2020). This has resulted in a partial, fragmented understanding of citizens' backing behaviour.

In addition, while civic crowdfunding can appear to be a form of community-driven financing that taps into the principles of civic engagement, prior work has overlooked the idiosyncrasies in citizens' beliefs, values and morality that result in different participation behaviours (Skarmeas et al., 2020). Kokkodis et al. (2020) suggest that 'because individuals are heterogeneous, their idiosyncratic cognitive, emotional, and social characteristics affect their decisions to contribute' (p. 3). Accordingly, this study seeks to provide deeper insights into an understudied but important type of collective civic action, captured in our research question (RQ1): *In what ways are citizens motivated differently to participate in civic crowdfunding campaigns?*

Addressing this question, we adopt a person-centred approach to account for differences in the conditions underlying citizen contribution behaviour and develop a more complete picture of citizens' collective civic actions when CCPs are mediators. Conventional variable-based analyses are nomothetic, employing oversimplified presumptions that all individuals from a sample come from a single population (Howard & Hoffman, 2018). Hence, they provide the least amount of specificity and estimate a single set of 'averaged' parameters for the entire population. Moreover, these methods primarily examine individual effects of variables, disregarding the possibility that they might conjointly shape an outcome of interest. As a result, scholars increasingly recommend using person-centred approaches when the target population of the research is heterogeneous (Gabriel et al., 2018) and the theoretical focus is on people's characteristics (Woo et al., 2018). Nevertheless, prior work has primarily treated backers as a homogeneous group and focused on identifying a single, universal solution to understand how contribution behaviour is shaped among the diverse crowdfunding backer population. This deficiency in crowdfunding research has resulted in calls for future research to explore in what ways funding behaviours differ across various audiences (e.g., Petit & Wirtz, 2022; Ryu & Kim, 2016). For instance, Fisher et al. (2017) stress that since crowdfunding environments are increasingly complex and heterogeneous, research should go beyond the simplistic assumption of a single type of venture audience by more directly studying how different types of audiences actually make contribution decisions. Further, each person can potentially play a significant role in the crowdfunding context. Ignoring minority groups (based on their size) (Fisher et al., 2017) and deviant cases (Schneider & Rohlfing, 2013) might lead to excluding influential cases, due to an unwarranted research assumption, and ultimately hinder collective civic initiatives' success.

Our empirical study revealed a variety of configural profiles, the products of theoretical predictions, of citizens willing to participate in civic crowdfunding campaigns. However, we also found some deviant cases, where the expected theoretical conditions are present but do not display the outcome. The existence of such puzzling cases indicates that the theoretical model should involve other conditions and lead us to ask our second question: (RQ2) *What boundary conditions motivate citizens to support civic crowdfunding campaigns?*

We utilised a sequential mixed-methods approach to address these two research questions, integrating results from quantitative and qualitative data analysis to arrive at rich and robust inferences and meta-inferences. In response to RQ1, we conducted Study 1 to identify configurations of conditions motivating citizens' CCP participation, leveraging the voluntary action model (VAM) for social movements that Klandermans (1984) proposed. Specifically, we used fuzzy set Qualitative Comparative Analysis (fsQCA) as a case-centric analytical approach to exploring different configural profiles of citizen participants. Recent research has showcased fsQCA's potential for effectively identifying latent subgroups of individuals within a larger sample, using data-driven methods (Douglas et al., 2020; Gabriel et al., 2018). fsQCA offers a valuable approach to understanding the heterogeneity of contribution patterns in the citizen-backers community. By recognising asymmetric data relationships and the potential interdependence

of antecedent variables, fsQCA uncovers latent configural profiles and provides more finely-grained detail about the complexity of a phenomenon (Misangyi et al., 2017). Responding to RQ2, we further performed an in-depth qualitative analysis (Study 2) to complement the fsQCA findings and advance our understanding of boundary conditions leading to citizen CCP participation. Finally, we integrated inferences across the two studies to develop meta-inferences and obtain pragmatic knowledge—in the form of causal mechanisms—to run successful campaigns, by considering the heterogeneity of citizen profiles.

Our research contributes to the current knowledge of crowdfunding on three fronts. First, this study responds to growing interest among scholars in understanding different ways in which crowds shape collective actions (e.g., Agostini & van Zomeren, 2021; Kornberger, 2022), by focusing on civic crowdfunding as a novel channel for promoting the public good (Hajiheydari & Delgosha, 2023). Despite the burgeoning attention to crowdfunding, most previous research has focused on reward or equity crowdfunding, examining the factors that contribute to the success of these types of campaigns. Our study extends this stream of research by deriving participation antecedents from the VAM (Klandermans, 1984) and related literature, with a specific focus on citizens as the key players in the success of collective civic actions. In particular, we aim to understand the dynamics of citizens' involvement in CCPs and unravel the underlying motivations for their participation. We shed new light on citizen heterogeneity and add to recent research by leveraging fsQCA to explore the various profiles corresponding to a citizen typology. Our study uncovers the divergent motivational factors across these civic backers' profiles (or types). We argue that using fsQCA for profile modelling in information systems (IS) research is valuable for developing typological theories. This approach allows scholars to shift their focus to middle-range theories, which can help to capture the causal processes that configurations involve, as well as the general theoretical patterns evident across cases (Fiss, 2011; Iannacci & Cornford, 2018). Identifying configural profiles of civic backers provides a deeper understanding of their unique experiences and perspectives and highlights the antecedent conditions that shape their CCP contribution and participation decisions. Further, due to the relatively new context of collective civic actions on digital platforms, we conducted a qualitative study through an extreme-case analysis, to complement and elaborate the findings that enable us to advance our understanding of the phenomenon. Second, we adopted a difference-making account of causality (Iannacci et al., 2023) and, by extending the VAM to the digital platform context, sought to provide a new perspective for understanding various causal generative (or synchronic) mechanisms through which selective instrumental motives, emotions and identity orientations mutually generate participation in CCPs. Third, by integrating inferences from a person-centric configurational model and in-depth qualitative analysis, our research provides executable insights that can help CCP firms and fundraisers to promote civic engagement, a necessary condition for successful civic crowdfunding campaigns.

2 | THEORETICAL BACKGROUND

2.1 | Participating in crowdfunding platforms

Over the last two decades, crowdfunding has funded a variety of projects (Mollick, 2014), from such creative endeavours as musical songs and artwork to business ventures, including start-ups and product launches, or to raise money for social causes and the public good. The extant crowdfunding literature has conventionally focused on campaign (or funding) success, comprising two streams of inquiry, namely, (1) identifying the salient features of successful and unsuccessful campaigns (e.g., Chung et al., 2021; Dai & Zhang, 2019; Kuppuswamy & Bayus, 2017; Wang & Yang, 2019; Warnick et al., 2021), and (2) identifying the backers' motivations for supporting crowdfunding campaigns (e.g., Hajiheydari & Delgosha, 2023; Kim & Hall, 2021; Nakagawa & Kosaka, 2022; Sundermeier & Kummer, 2022). Research on the determinants of crowdfunding success has studied the effects of fundraisers, campaign specifications and crowdfunding platforms on funders' behaviours that include pledging, word-of-mouth and engagement (e.g., Bi et al., 2017; Groza et al., 2020; Herrero et al., 2020). An implied assumption of this stream of

work is that crowdfunding platforms and fundraisers can elicit backers' participation and determine ultimate campaign success.

Early crowdfunding research primarily focused on the drivers of project success, but an emerging stream of work has begun to investigate backers' motivations for supporting these campaigns (e.g., James et al., 2021; Shneor & Munim, 2019). Within this research stream, scholars emphasise that since the success of crowdfunding entirely depends on the participation of potential backers, knowledge of how and why backers make contributions is fundamental for designing and implementing the campaigns (Hajiheydari & Delgosha, 2023). In this regard, previous studies have identified several factors that influence backers' decisions to contribute. (Appendix A presents a summary of previous studies on crowdfunding participation motives.) For instance, research on charitable crowdfunding acknowledges the importance of such influential factors as differences in backers' behaviour when they support an organisation or an individual (Gleasure & Feller, 2016), backers' empathy and project credibility as their main motives (Liu et al., 2018), the importance of both intrinsic factors (e.g., shared problems, values, thoughts, beliefs and helping a minority) and extrinsic (e.g., solving a social problem, fulfilling collective efforts and improving social awareness) (Bagheri et al., 2019) and addressing social issues or evoking cognitive empathy (Nakagawa & Kosaka, 2022). The literature on reward-based crowdfunding is vast, and scholars have reported various reasons for contributor pledges. For example, backers support reward-based campaigns for exclusive perks or tangible rewards (Kuppuswamy & Baskar, 2018; Mollick, 2014), social recognition (Bretschneider & Leimeister, 2017), belief in one's contribution to project success (Kuppuswamy & Bayus, 2017), prosocial motives (Dai & Zhang, 2019), social influence (Rodriguez-Ricardo et al., 2018; Zribi, 2022), hedonic reasons (Ryu & Kim, 2016), self-image development (Adena & Huck, 2020) and trust (Baber & Fanea-Ivanovici, 2023). (Further detail on the literature on crowdfunding backers' motives and behaviour appears in Appendix A) The research additionally suggests that backers are heterogeneous in the variety of their motivations for supporting crowdfunding campaigns (Agrawal et al., 2014). In this vein, Zhang and Chen (2019) implemented an experimental design approach and found that backers' motivations vary according to the crowdfunding context. They suggest scholars using different theoretical lenses to understand funding decisions that backers make for different crowdfunding types.

Taken together, the literature shows a gap in research on the motivations of the citizens who are the main backers of civic crowdfunding, an innovative and rapidly growing application that allows citizens to propose, fund and deliver projects that aim to produce civic-related goods and services (Stiver et al., 2015). Logue and Grimes (2022) refer to CCPs as a 'platform for the people' to fund the public good, embodied in public parks, playgrounds, bike tracks and walkways, as well as such temporary community programmes as festive celebrations, skills workshops and sporting events. Civic crowdfunding stands on four pillars: crowdsourcing, microfinancing, digital platforms and the public good, providing a channel for community-enabled financing (Hajiheydari & Delgosha, 2023). Prior work suggests that the reasons citizens contribute to civic crowdfunding are different from those that drive people to contribute to donation-based crowdfunding. Altruism often motivates people (e.g., Chen et al., 2019; Zhang et al., 2020) to contribute to charitable campaigns. Yet, in the context of the CCP, citizens are more likely to consider self-interest and contribute to civic projects that can directly benefit them (Davies, 2015). Moreover, civic crowdfunding best suits financing with a social or local-community purpose (Stiver et al., 2015), through campaigns that occur within local communities and among networks of citizens whose shared experience creates a common bond (Lumpkin & Bacq, 2019). Contributing to such projects tends to give citizens the feeling that they are making a difference and can improve their community's cohesion and resilience.

2.2 | Voluntary action model

Social psychology and political science (e.g., Fleishman, 1980; Isaac et al., 1980) have long studied collective actions, particularly focusing on the motivational processes of individuals voluntarily engaging in social movements (Olson, 1971). Collective actions are joint efforts by a large number of people to achieve a common goal or address a

shared concern (Dowding, 2013). Similarly, civic crowdfunding can uniquely mobilise citizens through participative approaches to supporting common goals or tackling common problems. By engaging in civic crowdfunding, citizens can participate in the collective decision-making process and contribute to public-interest project success. Thus, citizens' CCP participation represents a collective effort to work together, contributing resources and ideas to achieve a common goal.

Citizens contribute to civic crowdfunding for various self-interest, prosocial and collective/social reasons. They choose to pledge funds in support of a civic project that directly impacts them, aligns with their interest or their communities or improves other people's welfare. The VAM for social movements that Klandermans (1984) proposed and Simon et al. (1998) extended is a well-established model for explaining collective actions. To address the drawbacks of resource mobilisation theory that strongly emphasises the role of structural factors (e.g., resources) and the rational aspect of participating in collective actions, VAM integrates a social-psychological lens into rational cost–benefit analysis. Klandermans (1984) argued that evaluating costs and benefits does not occur in a social vacuum. Individuals making participation decisions also consider social-psychological factors, such as identities, emotions and others' reactions. This model illustrates a willingness to participate in a specific collective action as a function of three clusters of factors: (a) the expected costs and benefits of participation (instrumental motives), (b) identity orientations, and (c) appraisal of emotions. Specifically, instrumental motivations refer to the desire to achieve a specific goal involving a cost–benefit analysis—that is, individuals weigh the potential costs and benefits of their decision before deciding on a course of action (van Zomeren & Spears, 2009). Identity orientations refer to the various identity attributes by which individuals characterise themselves, in association with particular groups or causes (Cheek, 1989). Appraisal of emotions includes individual affective reactions to imagining the emotional consequences of decisions and actions (Lazarus, 2001). Each VAM cluster can answer a part of the question of why citizens participate in CCP. Namely, citizens participate because (a) they see an opportunity to change or improve their own or others' living conditions affordably; (b) they identify with the civic project or the community that involves them; (c) they tend to approach positive emotions or avoid negative ones.

2.2.1 | Instrumental motives of collective civic actions

The traditional view of human motivation postulates that people are rational actors who make decisions by evaluating costs and benefits (Edwards, 1962), and choose actions that will maximise their individual gains and minimise their individual losses. However, more recent work argues that this view is too narrow, failing to account for the motivations of individuals who participate in activities that may not benefit them directly (van Zomeren et al., 2012).

In this line of thought, Klandermans (1984) posits that willingness to participate in collective actions is a function of evaluating the expected costs and benefits of three different sets of motives: collective, social and rewards. According to VAM, individuals decide to participate in collective actions by evaluating the collective goals and weighting them by the perceived likelihood (expectancy) of reaching them. Such *expectancy × value* constructs have a long tradition in psychology and IS research (e.g., Feather & Newton, 1982). Klandermans (1984) argued that expectations are crucial in predicting an individual's involvement in collective action, classifying them as expectations about (a) the number of participants, (b) the probability of collective-action success and (c) one's own contribution to the probability of that success. The VAM also highlights the costs and benefits (values) of participating and contributing to collective actions as *selective incentives*, contingent on participation and directly influencing willingness to participate. On the basis of combining selective incentives and expectancy, VAM indicates that the more a person values collective action goals and perceives the achievement of desired goals as likely, the greater the motivation to participate will be. Conceptualising this relation formally yields the multiplicative function of collective goals' subjective value and the subjective expectation of reaching them (Hertel et al., 2003).

VAM describes the first class of instrumental motives as *collective motives* derived from collective action's goals. Applying the expectancy-value formula, this instrumental motive is proportional to the subjective value of the collective goals, weighted by the perceived likelihood of reaching them:

$$CM \propto \sum b_i \cdot v_i \tag{1}$$

where, b is the subjective expectation of person i of achieving collective goals, and v is her subjective evaluation of goals. This multiplicative relationship between subjective value and expectation of achievement indicates that neither of the two terms can be nil (Van Stekelenburg, 2006).

VAM refers to the second class of instrumental motives as *social motives* derived from the expected reactions of significant others (e.g., family, friends and acquaintances) to one's contribution to collective goals. This norm-oriented motive is proportional to the expected reactions, weighted by their personal importance:

$$SM \propto \sum n_i \cdot w_i \tag{2}$$

where, n is the subjective quality of the expected reactions of others to the person i contribution and w is the perceived importance of others' reactions.

Finally, VAM specifies the *reward motives* class as the selective incentives associated with personal costs, such as financial sacrifices or time, and personal benefits, such as improving one's neighbourhood or making new friends. Similarly, the rewards motive is proportional to the subjective self-interest value, weighted by the expected probability of reaching the goal:

$$RM \propto \sum m_i \cdot x_i \tag{3}$$

where, m is the expectation of person i of achieving collective goals, and x is her subjective evaluation of personal benefits and costs. Typically, the greater and more likely the expected personal gains are, the stronger the motivation to contribute to collective action will be.

Overall, evaluating collective, social and reward motives shows expectations and values combining in a multiplicative way. Moreover, all three motives support the willingness to contribute in an additive way. As with previous studies suggesting that individuals with high levels of instrumental motivations will more likely engage in collective actions, we construe higher levels of collective, social and reward motives as increasing willingness to participate in CCPs.

2.2.2 | Identity orientations in collective civic actions

The VAM posits the insufficiency of instrumental judgements based on an expectancy-value function to explain why people participate in collective actions. Simon et al. (1998) argued that individuals deciding on their involvement in collective actions weigh not only costs and benefits but also the fulfilment of their identity needs (Hertel et al., 2003; Van Stekelenburg & Klandermans, 2013). Additionally, previous IS research has acknowledged the role of identity as a core construct in shaping participation and contribution behaviours (e.g., Mishra et al., 2012; Olivera et al., 2008; Tsai & Bagozzi, 2014).

Identity is one of the main determinants of human behaviours; 'every entity needs to have a sense of who or what it is, who or what other entities are, and how the entities are associated' (Albert et al., 2000, p. 13). In all aspects of life, identities serve as filtering, screening or sorting mechanisms (Smith, 2011), providing lenses through which people sense their surrounding world, enabling them to connect meaning and action (Ramarajan, 2014). Alvesson et al. (2008) describe identity as 'subjective meanings and experience', responding to our ongoing efforts

to address the twin questions, 'Who am I?' and—by implication—'How should I act?' (p. 6). Scholars have long acknowledged that people hold multiple identities or self-concepts (James et al., 1980). According to Creary et al. (2015), multiple identities refer to the available set with which individuals can identify or categorise themselves. The fact that people have different identities that form from such factors as social roles, reference groups and social structures has become increasingly salient in society as well as in research. Conceivably, the nature of modern life (Kang & Bodenhausen, 2015) and recent trends in society, businesses and digital technologies have led to the emergence of multiple identities (Ramarajan, 2014). Specifically, social media and digital platforms have created fertile contexts for activating them. The existence of multiple identities affects people's lives, those with whom they interact and the social settings that embed them (Stryker & Burke, 2000).

While VAM merely considers collective identity orientation for social movements, we draw on the Ramarajan et al. (2017) configural study to argue that the interplay of three identity types—individualistic, prosocial and collective orientations—shapes citizens' participation in CCPs. These three identity types specify the locus of self-definition and have powerful implications for guiding individuals' actions (Brickson, 2005). Ramarajan (2014) suggests that considering different identity constellations supports a more nuanced understanding of individuals' perceptions and behaviours in different social contexts. Individualistic identity has an egoistic 'me' orientation concerned with self-interest and promoting one's personal welfare and goals. Prosocial identity has a 'you' orientation associated with helping, benefiting and contributing to the welfare of others. Collective identity has a 'we' orientation, associated with feelings of group belonging and concerns for promoting the welfare of the greater group as a whole (Brickson, 2005). All three identity orientations affect contribution behaviour, such that a citizen may participate in a civic crowdfunding campaign to improve her own, others', or the whole community's welfare. While altruistic reasons can activate both prosocial and collective identities, Ramarajan et al. (2017) stress that prosocial identity differs from collective identity by enabling people to see themselves as prosocial when they help others, regardless of whether the recipient shares the giver's group memberships. The three identity types work as cognitive mechanisms and yield the reasons for collective actions. For example, self-categorising as a prosocial personality, such as a donor, regulates the amount and continuity of supporting others' welfare. Conversely, citizens with a 'me' orientation consider their own welfare and the direct benefits of civic projects for their quality of life. Accordingly, we expect that identity orientations affect willingness to participate in CCPs.

2.2.3 | Emotional appraisal in collective civic actions

In addition to the instrumental motives and identity orientations, research has suggested emotional appraisal as a motivator for participating in collective actions (per the VAM). The appraisal theory of emotion (Lazarus, 1991) conceptualises appraisal, emotion and action as the means by which people perceive and cope with events in their social world (van Zomeren et al., 2004). This theory distinguishes between two types of appraisal: problem-focused and emotion-focused. Lazarus (1991) contends that in problem-focused appraisal, 'a person obtains information on which to act and mobilises actions for the purpose of changing the reality' while 'the emotion-focused function is aimed at regulating the emotions tied to the situation' (p. 48). Whereas Lazarus's notion of problem-focused appraisal appears to fit with the emphasis on instrumental motives and cost–benefit considerations of collective actions, emotion-focused appraisal emphasises emotional processes that explain participation in collective actions (van Zomeren et al., 2004).

Research in sociology and organisational behaviour highlights the role of emotions as a crucial element in the formation and unfolding of collective actions (e.g., Ford et al., 2019; Shepherd et al., 2013). Particularly over the past two decades, the intellectual pendulum in management and IS research has swung from purely cognitive processes towards a more integrative perspective that combines cognitive and emotional aspects (e.g., Bar-Tal et al., 2007; Tausch et al., 2011; Tsai & Bagozzi, 2014). According to appraisal theory, emotions are conscious and unconscious affective appraisals that arise in response to situational events and objects in the environment (Izard, 2009). Previous
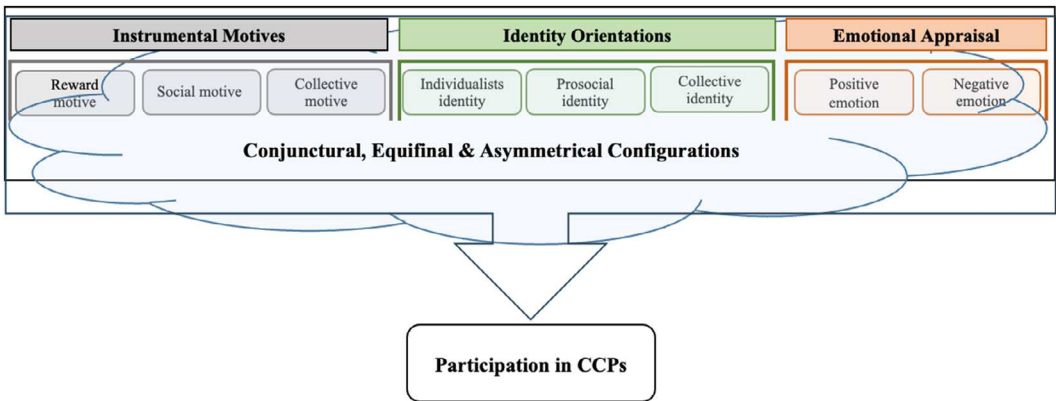
FIGURE 1 Research conceptual framework.

studies have found that emotions not only occur in response to collective actions but could also derive, shape or impede them (e.g., Giorgi, 2017; Moon, 2013). For example, Barberá-Tomás et al. (2019) showed that emotion is a key component of collective action that social entrepreneurs often use to mobilise potential supporters. In addition, recent empirical research on online communities, including crowdsourcing and crowdfunding, recognised that emotions significantly impact participation and contribution behaviours (Ren et al., 2021; Tsai & Bagozzi, 2014; Xiang et al., 2019).

Bagozzi and colleagues (2016) found that anticipated emotions—forward-looking affective reactions by which individuals appraise the emotional consequences of their decisions and actions— are important motivations for participating or not, in such collective actions as open-source software communities. These forward-looking appraisals, leading to anticipation of discrete emotions, are consistent with the appraisal theory of emotion (Frijda, 1993), occurring through a particular form of counterfactual thinking (Tsai & Bagozzi, 2014). Gleicher et al. (1995) refer to this type of thinking as 'prefactual appraisals', where 'individuals may think about imaginary alternatives to events in terms of the implications of these events for the future' (p. 284), leading to positive and negative emotions.

Taken together, we assert that appraising civic crowdfunding project consequences by potential civic backers would lead to anticipating discrete positive and negative emotions. Positive emotions should result when a citizen imagines pleasant aspects of the experience of participating in the civic crowdfunding project. Conversely, negative emotions are likely if the citizen imagines failing to participate. In other words, when a citizen appraises the CCP's goal and feels positive emotions around contributing or negative emotions around not contributing, participation would result. The conceptual framework appears in Figure 1.

3 | METHODOLOGY

To address our research questions, we relied on a mixed-methods approach, combining quantitative data we collected through a survey with qualitative data from interviews. This research design offers a powerful approach to addressing our two RQs, to provide a holistic understanding of citizens engagement in CCPs by considering the unique characteristics of the civic crowdfunding context. To this end, we extend the VAM— relatively underexplored in IS contexts —to the digital platform context, to provide a deeper understanding of motivations for funding civic crowdfunding projects. However, due to the heterogeneity of citizens' motivations, developing a holistic view and substantive theory of participation in CCPs requires the ability to flexibly address the challenge of the idiosyncratic citizen population, to target civic campaigns to appeal appropriately to latent subgroups. Person-centric approach

and configural profile analysis include methods for identifying unobservable population subgroups (Gabriel et al., 2018).

We utilise a sequential mixed-methods design for *complementarity* and *corroboration/confirmation* purposes to gain additional insights into the findings and assess their credibility. In accordance with our research objectives, in *the first step*, we addressed RQ1 by conducting fsQCA to identify configurations that drive the formation of citizens' participation in CCPs. As a case-oriented and set-theoretic approach (Iannacci et al., 2021), fsQCA allows us to explore the views of all participants, to understand their motivations to participate in CCPs. This method provides a more finely-grained perspective on uncovering configural profiles of individuals, in the shape of patterns of personal and/or environmental attributes. These patterns unveil how attributes combine to form the profiles and how those combinations of attributes (or profiles) differentially lead to the outcome of interest. However, contrary to our expectations, fsQCA analysis revealed some deviant cases that VAM theoretical expectations did not cover. These deviant cases challenge the patterns the theoretical model foresaw, indicating that the relationship between the conditions and the outcome may be less straightforward than initially assumed. In particular, we found *deviant consistency cases*, where despite the presence of theory-congruent combinations of conditions, cases do not exhibit the expected outcome (Rihoux et al., 2021; Schneider & Rohlfing, 2013). This raises the question of which other causal conditions besides VAM theoretical conditions explain citizen CCP participation. Venkatesh et al. (2013) suggest the importance of *complementing* and *corroborating* the initial inferences with another study that provides depth in research inquiry, to acquire a robust understanding of the new phenomenon (here, civic crowdfunding). The complementary findings provide a holistic view and additional insights into the interrelations among the conditional causes and the outcome in question (Venkatesh et al., 2016). Therefore, *the second step* of our empirical analysis employed in-depth qualitative analysis, through a series of interviews with citizens who contributed to civic crowdfunding campaigns, to answer RQ2. Leveraging such an in-depth qualitative method helped us to complement and provide additional insight into the results of our quantitative data analysis, to unveil the boundary conditions and reveal other conditions that prompt citizen participation. *Finally*, mixing the findings of the two studies and triangulating quantitative and qualitative data enabled us to develop holistic insights into citizens' participation in CCPs (Figure 2). We developed practical guidelines from inferences of findings from both quantitative and qualitative strands.

4 | STUDY 1: CONFIGURATIONAL APPROACH

For Study 1, we adopted a person-centred analytic approach. Our goal was to reach a nuanced theoretical understanding of distinct profiles of conditions that accompany citizens' contribution behaviour. In contrast to variable-centred analytical methods, such as regression or Structural Equation Modelling (SEM), the person-centred approach emphasises people rather than variables, enabling researchers to identify how variables operate conjointly in persons. Moreover, the variable-centred analysis presumes that all participants come from *a single population*, ignoring the fact that individuals may come from different subpopulations that different sets of parameters characterise (Gabriel et al., 2018). Theoretically, a key characteristic of the person-centred approach is its focus on discovering distinct unobserved subpopulations (or profiles) that configurations of observed individual and/or environmental variables represent (Iannacci & Cornford, 2018; Wang & Hanges, 2011). The person-centred approach offers three benefits, namely, allowing (a) the development of a typological system for classifying individuals into distinct profiles; (b) more holistic consideration of profiles by focusing on the configurations of conditions rather than their isolated net effects; (c) modelling of the complex interactions and interrelationships among conditions that would be difficult to interpret using a variable-centred approach.

Accordingly, we applied fsQCA as a promising analytical method to explore configurations that represent profiles of citizens who participate in CCPs. fsQCA is a set-theoretic method that reveals the links between the outcome and all possible conjunctural, equifinal and asymmetric combinations of theoretically relevant conditions (Delgosha et al.,
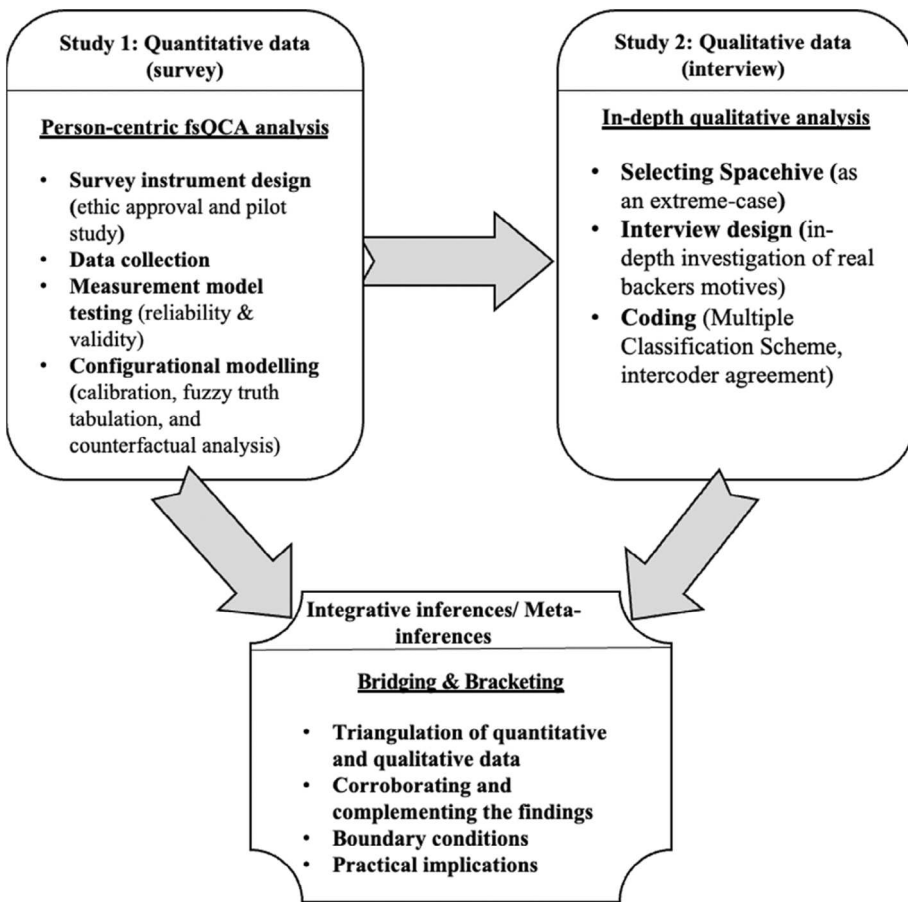
FIGURE 2 Sequential mixed-methods design.

2021; Schneider & Wagemann, 2012). The configurations are conjunctural because outcomes emerge largely from combinations of multiple variables. They are equifinal because alternative combinations of variables may lead to the same outcome; asymmetric because the presence and the absence of attributes may create different configurations resulting in the outcome (Furnari et al., 2021; Misangyi et al., 2017).

In sum, by revealing the three aspects of causal complexity (conjunction, equifinality, causal asymmetry), fsQCA can simultaneously detect commonalities within the same case types and differences across distinct types, and ultimately unpack heterogeneity that conventional variable methods cannot. We propose that configural profiles that fsQCA identifies represent the typology of multiple ideal types. Further, we selected fsQCA over its crisp-set variant that uses binary data because fsQCA allows for more finely-grained set memberships, captures case complexity and provides more nuanced causal relationships (Schneider & Rohlfing, 2013).

4.1 | Design and administration of survey

For our online survey, we first randomly selected 100 civic campaigns on Spacehive—a leading civic crowdfunding platform established in 2009—from among those featured under its 'Fundraising' category during August 18–19, 2019. Avoiding large differentials in perceived project resources, we restricted campaign choices to those with a

fundraising goal between £5000 and £25 000 and containing primarily written campaign descriptions, with a 300-word cut-off (±50 words) to retain consistency and manage survey length.

Charbit and Desmoulins (2017) found that Anglo-Saxon countries took the lead on civic crowdfunding practices with well-established cases. Accordingly, we used a UK-based research panel to broadcast our call for survey participants. We used Qualtrics to develop an online survey, with a questionnaire consisting of an introductory letter, a concise description of civic crowdfunding, questions on demographics and measures for study constructs. We followed the guidelines of Podsakoff et al. (2003) to apply some procedural remedies for decreasing potential common method bias. For instance, on the questionnaire's cover page, we emphasised that data would remain confidential with the results of this survey, used only for academic purposes and the respondents' information kept anonymous. We further designed the questionnaire using some reverse-coded items and diversity in item anchors.

Our primary criterion for survey respondents was that they were UK citizens aged 18 or over, from various demographic categories. The panel company guaranteed the quality of the panellists' responses, consistent with its commitment to following ethical, methodological and regulatory routines for sampling and collecting data. In the invitation letter, we provided a short description of CCP with some examples of their contributions, to establish a common understanding of CCP among all respondents. In total, we collected 316 valid questionnaires; Appendix B presents the respondents' demographics.

We captured respondents' willingness to participate in CCPs by evaluating one hypothetical and one actual contributing outcome. First, we presented participants with three randomly selected campaigns, resulting in 948 unique subject-project combinations. To reduce the potentially confounding effects of other factors known to affect participation decisions, such as knowledge of a project's progress towards its funding goal (Koo & Fishbach, 2008), respondents received only essential campaign information, including title, 300-word description of the idea and funding goal, in a standardised format. We measured willingness to participate by asking respondents (a) whether they looked forward to contributing to each of the three campaigns (seven-point scale ranging from 'strongly disagree' to 'strongly agree'), and (b) the amount of their voluntary contribution (0–100 pence). We offered respondents an additional £1, of which they could donate any amount (or none) to the selected campaign. Respondents kept any portion not donated. To develop our survey instrument to evaluate the primary predictors, we identified and adapted appropriate scales from previous research work with established psychometric properties (Appendix C). The instrument was reviewed and pretested by three academics and three citizens experienced in CCPs. Based on the experts' feedback, we made minor changes regarding the wording, typographical errors, phrasing and survey instrument layout.

4.2 | Measurement model

We tested the measurement model by assessing convergent and discriminant validity. We examined the convergent validity by using four criteria: internal consistency of constructs (>0.7), composite reliability (CR >0.7), Cronbach's alpha (CA >0.7) and average variance extracted (AVE >0.5). Appendix D presents the mean, standard deviation, factor loadings, CA, CR, AVE for the constructs whose values confirm having satisfied convergent validity.

We tested the discriminant validity of the measurement model by comparing the square root of each construct's AVE against its correlations with other constructs. As Appendix D shows, all the square roots of the AVEs exceed the inter-construct correlations, thus exhibiting good discriminant validity. Furthermore, we tested the presence of common method variance (CMV) in our data by using Harman's single-factor test (Podsakoff et al., 2003) and the marker-variable technique (Lindell & Whitney, 2001). Unrotated factor analysis showed that the first factor accounted for 31% of the total variance. For the marker-variable technique, we used a theoretically irrelevant construct (a marker variable) to check the correlation among the main constructs. The low correlation between the main constructs and the marker variable (here, liking sports) confirms that the common method is not an issue. In addition, the principal component analysis with oblique rotation showed that each emergent factor explained an almost equal amount of the total variance, ranging from 8.96% to 12.85%. Thus, common method bias is not a major concern in

this study. Overall, the results of these tests indicated that the psychometric properties of the measurement model were sound.

4.3 | Analytic method

To analyse quantitative data, we employed fsQCA using QCA package in R programming language (Dusa, 2019). fsQCA, as a case-oriented and set-theoretic method, views units of analysis (e.g., individuals) as cases and conceptualises them as configurations of relevant attributes (Misangyi et al., 2017; Nishant & Ravishankar, 2020). By using Boolean algebra and set-theoretic analysis, fsQCA allows us to theorise and empirically examine relationships between the outcome of interest and all possible causal combinations of theoretically relevant attributes. Such unique characteristics make fsQCA an appropriate method for the person-centred approach, which seeks to uncover latent profiles and classify empirical observations as belonging to them.

Using fsQCA required us to calibrate all attributes and outcome values into fuzzy set membership scores. We applied direct method calibration (see Ragin, 2008) where the researcher specifies three qualitative anchors: so-called full membership (i.e., value 1), full non-membership (i.e., value 0), and crossover point (i.e., value 0.5), reflecting the most ambiguity, neither a full-in nor full-out fuzzy membership set (Delgosha et al., 2021). Accordingly, we set the full membership anchor at four on the five-point scale; the full non-membership anchor at two; and the crossover point at three. Since the two indicators for measuring the dependent variable (likelihood of contribution and voluntary contribution amount) were highly correlated (0.88), we normalised and averaged the values to construct 'willingness to participate in CCPs' as the 'outcome of interest' variable. We calibrated this continuous variable using Probability Density Function (PDF) to compute the membership thresholds (Beynon et al., 2018; Pappas & Woodside, 2021). To avoid introducing additional researcher degrees of freedom, we used a common rule and set the anchors on the 5th percentile (lower threshold), 95th percentile (upper threshold) and 50th percentile (crossover point) values, according to PDF results (Douglas et al., 2021; Greckhamer et al., 2018; Pappas & Woodside, 2021).

4.4 | fsQCA results

fsQCA analysis identifies commonalities across cases in terms of relations of necessity and sufficiency (Ragin, 2008). Conditions (attributes) are necessary when they must be present in all cases that experience the outcome; sufficient if all cases possessing them can display the outcome of interest (Ragin, 2008). We used the recommended consistency benchmark value of 0.9 to identify necessary conditions. A condition with a consistency value greater than this threshold can be considered necessary for realising the outcome. Consistency measures the proportion of the cases exhibiting a given configuration that results in the outcome. Our fsQCA necessity analysis found that none of the conditions in our model was necessary for citizens' participation in CCPs, given their raw consistency scores.

In the next step, sufficiency analysis using the fsQCA truth table as a Boolean chart detected all logically possible combinations of conditions found in the dataset (see Appendix E). We built a data matrix with 2^k rows (k = number of conditions). In our study, the truth table comprises 256 rows (2^8). Each row signifies a specific configuration linked to the outcome. We further refined the truth table based on frequency and consistency thresholds (Ragin, 2008). Frequency reflects the number of cases for each possible combination. We followed Rihoux and Ragin (2009) guideline, setting 3 for the frequency cut-off (keeping configurations with at least 3 observations, as our sample was larger than 150).

Scholars suggest using two consistency scores for refining the truth table (Mattke et al., 2022): (a) raw consistency, the extent to which a configuration reliably leads to the outcome, (b) Proportional reduction in inconsistency (PRI), the extent to which subset relations of configurations has simultaneous membership in both the outcome and the absence of the outcome (Greckhamer et al., 2018; Park & Mithas, 2020).

Following fsQCA best practices, we applied two rules for setting the consistency cutoff value. First, identifying natural breaking points in the consistency, where consistency score significantly drops between two rows. Our fsQCA truth table (see Appendix E) shows that there is a substantial drop in the consistency scores between 0.829 and 0.785. Second, we examined PRI values to assess their magnitude and proximity to the raw consistency scores (PRI values should be high and not too far from their related raw consistency scores; Greckhamer et al., 2018). Notably, PRI value associated with a raw consistency score of 0.785 was significantly lower (PRI = 0.136) compared to the row with a raw consistency score of 0.829 (PRI = 0.613). Consequently, we chose a threshold of 0.829 as the criterion for an acceptable level of consistency.

Next, we applied the Quine-McCluskey algorithm to logically reduce the truth table based on counterfactual analysis (Ragin, 2008). fsQCA makes some simplifying assumptions, minimises the number of elements in the truth table configurations and produces three series of solutions (Hajiheydari et al., 2021): parsimonious, intermediate, and conservative (or complex). Applying all simplifying assumptions generates parsimonious solutions, yielding the most important conditions in the configurations (refer to Appendix F for the R code and the most parsimonious solutions obtained). Applying only those simplifying assumptions consistent with empirical evidence and researchers' theoretical knowledge produces the intermediate solutions lying in the middle of the complexity-parsimony continuum (Rihoux & Ragin, 2009). As previously stated, one of the primary objectives of this research is to shedding light on citizen heterogeneity and exploring the various profiles of citizens participating in civic campaigns. To achieve this, we leveraged the power of fsQCA in unveiling asymmetrical relations between casual conditions and outcome by considering both the presence or absence of conditions that conjointly and through distinct pathways contribute to citizen participation. Consequently, in developing intermediate solutions, this study treated the presence or absence of conditions equally; that is, we refrained from making assumptions about whether conditions were present or absent and did not set any directional expectations.

Configurations leading to citizen participation in CCPs appear in Table 1. In representing the configurations, we used the notation that Fiss (2011) proposed to distinguish between core conditions with strong causal links to the outcome (part of both parsimonious and intermediate solutions) and peripheral conditions with weaker causal relationships to the outcome (part of only intermediate solutions). In addition, overall consistency and coverage measures besides consistency, raw and unique coverage scores of each configuration appear in Table 1. Consistency scores of all configurations are above the recommended threshold (>0.8), indicating that identified paths consistently led to the outcome. The overall solution coverage, similar to R^2 in regression analysis, measures the extent to which configurations explain the outcome (Mikalef & Pateli, 2017; Pappas et al., 2019). Further, raw and unique coverages measure the empirical relevance of each configuration. Raw coverage roughly computes the extent to which a configuration covers the cases of the outcome, whereas unique coverage gauges the extent to which a particular configuration captures cases having the outcome (Ragin, 2008). As Table 1 shows, the overall solution coverage of 0.74 shows a high level of empirical relevance of the five sufficient configurations, and the overall solution consistency of 0.88 indicates high-level reliability. Each configuration characterises a profile of citizens who may participate in CCPs.

The first configuration portrays citizens who support civic crowdfunding campaigns with the main motive of being effective members of spontaneous groups. This type of civic backer imagines membership in some larger, shared community, feeling a sense of common interest and identity with others through civic campaigns. Being collectivist is the core of their identity orientation; they thus join collective actions as they have a strong sense of belonging to a specific group (e.g., the neighbourhood or a distinct group, such as minorities), and their intentions go beyond an individualistic perspective. These citizens also have a very strong collective motive and feel responsible for being part of a movement that benefits their group of interest. They believe that participation in civic crowdfunding has the potential to make a difference and bring about the desired change. Therefore, we labelled this configural profile *civic champion*. According to their profile, *civic champions* primarily care about local issues, seeking to develop public goods/services to improve the civic life of their communities. *Civic champions* have reward motive as well and are emotionally approach-oriented, rather than avoidance-oriented.

TABLE 1 Configurations for high propensity to participate in CCPs.

Variables		Civic champions	Prosocial advocates	Normative supporters	Reward seekers	Regret-averse contributors
Instrumental conditions	Collective motive	●	●	•		
	Social motive			●	•	•
	Reward motive	•			●	•
Identity conditions	Individualistic identity	⊗	⊗		●	
	Prosocial identity	●	●	●	⊗	•
	Collective identity	●		•		
Emotional conditions	Positive emotion	•	•	•	•	•
	Negative emotion		•			●
Consistency		0.93	0.93	0.93	0.89	0.92
Raw coverage		0.33	0.45	0.39	0.25	0.37
Unique coverage		0.01	0.08	0.04	0.10	0.05
Overall solution consistency		0.88				
Overall solution coverage		0.74				

Note: Black circles (●) indicate the presence of a causal condition, and (⊗) circles represent the absence of a causal condition; big circles = core conditions; small circles = complementary conditions; Blank spaces indicate 'don't care'.

The second configural profile presents philanthropic citizens who have a high level of collective motives for supporting civic crowdfunding campaigns that promote and contribute to the welfare of others and the community. This type of citizen engages in CCPs primarily to help others, address community issues and develop the public good, in order to fulfil their sense of altruism. We labelled this profile *prosocial advocates*—citizens who are other-oriented, benevolent, care about the welfare of others and have both approach and avoidance emotions about participating in CCPs.

The third configuration illustrates citizens with normative beliefs. Although they have some level of prosocial identity that supports participating in a CCP, they mainly feel that their social networks obligate them. We can find this type of backer among people with concerns about others' opinions in decision-making. This profile matches people-pleaser citizens who feel responsible for public issues, believe that local problems need attention and have a strong sense of belonging to a community. We thus labelled them *normative supporters*, performing voluntarily to serve their community and satisfy their social connections. Feeling good about being part of a valuable campaign or movement shapes normative supporters.

The fourth configuration characterises self-oriented citizens concentrating primarily on their own desirable results when collaborating in a CCP. This class portrays individualistic citizens who (directly or indirectly) pursue self-interest benefits by contributing to a civic crowdfunding campaign. We thus tagged them *reward seekers* whose main driver for committing to participate in a civic project is addressing their own issues, to favour themselves or benefit their close neighbourhood and generate personal value. Reward seekers will likely collaborate only if they can relate the campaign outcome to their personal benefits or if the advertised projects align well with their interests, such as supporting a special event that they enjoy. Emotionally, they feel optimistically triggered about participating in a campaign.

The fifth configural profile relates to citizens collaborating in a civic campaign because not taking action could be of concern to them. To avoid that discomforting state, this type of citizens who care about others contributes to a campaign that may align with their social and reward motives. We tag them as *regret-averse contributors*, whose main driver for helping in a civic crowdfunding project is to avoid potential future regret. They have an altruistic identity; thus, they tend to involve themselves in CCPs based on their personal motives, to evade potential negative feelings that they may experience if they do not cooperate.

All five configurations have a consistency score higher than the minimum required consistency of 0.8, assuring that each of the identified configural profiles would result in our outcome of interest (here, participating in CCP). The raw coverage ranges from 0.25 to 0.45, indicating that all five proposed profiles have high-level empirical relevance. The calculated unique coverage for each configuration is higher than 0 and ranges from 0.01 to 0.10, pinpointing each class's unique contribution to explaining citizens' participation.

Additionally, Table G1 of Appendix G present configurations that do not culminate in citizen's willingness to participate in CCPs. Specifically, four configurations represent those citizens who exhibited low willingness to support civic campaigns with overall solution coverage of 0.46 and overall consistency score of 0.93.

Following Schneider and Rohlfing's (2013) recommendations, we additionally examined atypical cases (i.e., those cases not fitted in fsQCA solution space) to complement our understanding of the phenomenon. In this regard, Ragin (2014) suggests examining deviant cases; merely analysing typical cases would not enable uncovering causal heterogeneity of data, especially important for social phenomena that emerge in various and mutually nonexclusive ways. Our post-QCA analysis using QCA package (Dusa, 2019) and manually inspecting cases revealed five different types of cases, based on their memberships in sufficient solutions set matched against their membership in the outcome set (see Figure 3). Section 1 of this figure represents typical cases that are empirical manifestations of both the outcome and sufficient conditions (where sufficient conditions and outcome are present). In our empirical study, with respect to the entire solution, 197 cases count as typical. Fifty-four cases are deviant consistency cases, 26 of which are deviant consistency in degree cases (appear in Section 2), that is inconsistent with a pattern of sufficiency (their memberships in solutions is bigger than their membership in the outcome). Twenty-eight cases demonstrate some theory-congruent sufficient QCA solutions, yet do not display the outcome (deviant consistency in kind cases in
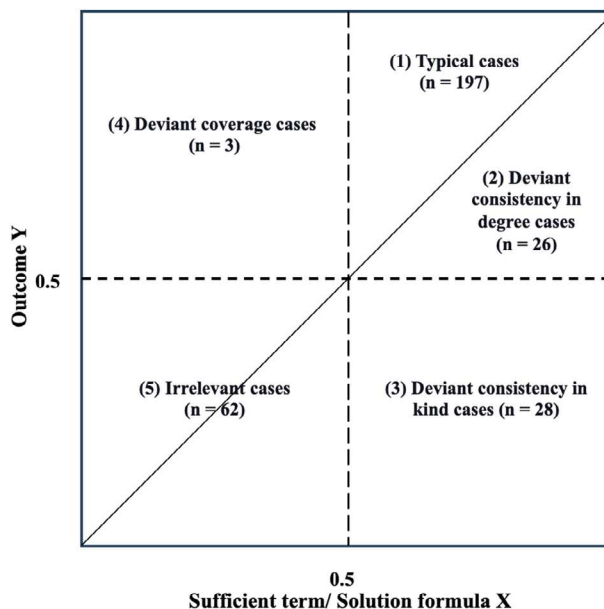
FIGURE 3 Types of cases in a fsQCA sufficiency analysis.

Section 3). Cases in Section 4 are deviant cases regarding coverage, where the outcome is present, despite the absence of some theory-congruent combinations of conditions. Our fsQCA analysis indicates that three cases qualify as deviant cases with respect to coverage. Cases in Section 5 are labelled irrelevant, a member of neither the condition nor the outcome (62 cases are in this section).

Rihoux et al. (2021) suggest examining *deviant cases with regard to consistency in kind* to identify omitted causal conditions. These cases are puzzling, and the most plausible reason for their existence is the underfitting of the QCA sufficient configurations—that is, the configurations lack a relevant condition (Schneider & Rohlfing, 2013). Put simply, existing causal theory does not cover this type of case, and there might be other causal conditions that should be part of sufficient configurations the QCA has produced (Oana et al., 2021). This raises the question of which other conditions can help to explain citizens' participation in CCPs. As such conditions remain largely unexplored, one recommended solution is complementing fsQCA by in-depth analysis, aiming at identifying the missing conditions effective for producing the outcome.

4.5 | Sensitivity analyses and predictive validity

To validate the robustness of our fsQCA calibration method, we further examined the sensitivity of the results to the calibration parameters, using other fully-out, fully-in thresholds and crossover points of membership for the conditions and the outcome of interest (Greckhamer et al., 2018; Nishant & Ravishankar, 2020; Senyo et al., 2021). Following prior studies (Douglas et al., 2020; Mikalef & Krogstie, 2020), we first used median $+/-$ one standard deviation points (fully-in threshold at the median plus one standard deviation, the fully-out threshold at the median minus one standard deviation, and median for crossover point) and applied this rule to all conditional factors. Second, we used mean $+/-$ one standard deviation point and, third, we applied adjusted values ($+/-$ 0.25 threshold and crossover values) to check for any significant changes. Overall, these checks showed that our fsQCA results were robust; we observed only minor changes in the peripheral conditions and the specific number of cases in the configurations, but a clear subset of relationships between conditions existed, and the interpretation of configurations remained largely unchanged. We further tested for the predictive validity of the fsQCA results by assessing how well the model predicted the outcome of the questions in different samples (Pappas & Woodside, 2021; Senyo et al., 2021). Appendix H presents the results of the predictive validity test.

5 | STUDY 2: IN-DEPTH QUALITATIVE ANALYSIS

We conducted the second study for three primary reasons: first, to solve the puzzle of deviant cases of citizens that VAM theoretical arguments and QCA sufficient configurations did not cover; second, to acquire complementary in-depth views about citizens' participation; third, to cross-validate fsQCA findings. For our in-depth qualitative analysis, we selected Spacehive because it represented an extreme case in the civic crowdfunding context. According to the extreme-case analysis technique, to investigate the phenomenon of interest, scholars select a case that is prototypical or paradigmatic (Ghazawneh & Henfridsson, 2013). Launched in 2012, Spacehive is a successful CCP in the UK. The motto for which it stands is 'the ability for communities to transform local places'. With £27 m in raised funds and 2000 delivered projects, Spacehive has the highest rate of fundraising success of any UK crowdfunding platform, exemplifying an extreme case in civic crowdfunding. To triangulate our data, we designed an interview protocol for use with Spacehive backers, to understand their motives for funding civic projects.

We randomly selected 120 Spacehive members who had backed at least one project and had not been project creators on the site. In the interview invitation message, we described the purpose of the research and explained the random selection of interviewees for voluntary participation in this study; that the interview was expected to take around 30–40 min; that their information would remain confidential and anonymous, and we would only share the results for academic purposes. We sent a reminder after two weeks and, ultimately, received 37 responses in two

rounds of follow-up that yielded 24 participants (their demographic information appears in Appendix I). Based on the interviewees' preferences, we conducted Facebook, Skype or telephone calls, to ask them questions about their main reasons for contributing to Spacehive projects. We performed interviews (guideline in Appendix J) to ask why they have supported Spacehive projects. The interview participants were actual backers of civic crowdfunding with the experience of supporting at least one related campaign. Interviews took between 40 and 65 min and, subject to participant agreement, we recorded the interviews, collecting 1180 min of audio data. The transcript of anonymised data resulted in approximately 117 pages.

5.1 | Qualitative data analysis

For coding the qualitative data, we followed the 'Multiple Classification Scheme' that Bhattacherjee and Premkumar (2004) proposed, so we could categorise each response into one or more classes. To interpret qualitative data, the two first authors independently examined the transcribed and compiled interviews. We started the coding process by assigning labels that both summarised and accounted for the main concepts (Charmaz, 2014). To develop the first-order codes (see Appendix K), we referred to motives consistent with backers' reasons for contributing to Spacehive civic campaigns, such as 'social responsibility', 'social pressure', 'supporting minorities' and 'moral obligations'. Therefore, the coding process was driven by 'the research questions related to different motivational conditions among supporters of the CCP', 'theoretical expectations based on the VAM', and 'possible boundary conditions' that may influence citizens' motivation to support civic crowdfunding campaigns.

In the second step, we used an iterative process to interpret the extracted labels by extensively examining the original data. Our interpretation focused on identifying whether first-order codes could support VAM theoretical conditions or might represent boundary conditions. We clustered first-order codes as either supporting fsQCA extracted configural profiles or pointing to the existence of boundary conditions.

To develop a shared and internally validated interpretation of the data, each author conducted the process independently, and then the findings were cross-checked to solve conflicts and reach consensus. Consolidating and comparing the individual results indicated generally strong similarity in the labels, with intercoder agreement of 73.5%. The researchers managed conflicts in labelling by discussing discrepancies to reach a consensus. As this process was subject to the involvement of authors' interpretations, consideration of previous literature and VAM tenets, it took many iterations.

To cope with the well-known problem of researchers' preconceptions in the coding process, we also invited an unbiased additional author to our team in a later phase of this study (Charmaz, 2014). Collaboration of the team, in a new round of coding, re-coding and comparing the results after this stage, culminated in shared and internally validated data interpretation. We used NVivo 12 to analyse our qualitative data (see the qualitative coding structure of Study 2 in Appendix K).

6 | META-INFERENCES

6.1 | Meta-inferences from corroborating view

Our qualitative data analysis reveals nine main reasons that explain backers' motives for supporting civic campaigns. We used a *bridging approach* to strengthen our inferences, developing a consensus between fsQCA and in-depth qualitative findings (Venkatesh et al., 2013). Through bridging, we cross-validated the fsQCA findings via the results from interviews and in-depth analysis. Overall, the bridging results established a great deal of convergence between the two studies but also indicated some inconsistent findings. The inferences from the qualitative study (Table 3 and Appendix K) confirm all five configural profiles that fsQCA identified. Out of 24 interviewees, 67% pointed to reasons that aligned with our fsQCA findings. For example, as Table 3 shows, we found that the *civic champion* ideal

type participates in Spacehive for two salient reasons: *community cohesion* and *supporting minorities*. Following are exemplary quotations for community cohesion:

> I could see the benefits of bringing people together, you know … it really was a *focal point for the community*.
>
> (M3)

> I think the *community and networking aspect* of that project was awesome.
>
> (F11)

Some other interviewees participate in Spacehive to support minorities:

> I really feel good to be part of a movement that *supports MENA [Middle East/North Africa] migrant women* to rebuild their lives. It was about a group of fantastic strong women who are looking to *empower other women*.
>
> (F8)

> You feel good when you are part of *enabling minorities*; you give them an authentic voice!.
>
> (F5)

Similarly, respondents who were motivated to support a campaign in Spacehive because of moral obligations or feeling good about being part of something valuable represent the *prosocial advocates* ideal type in our fsQCA results. For example, interviewees pointed to moral obligations:

> This is what I personally *believe* in, is the human thing to do … is *my moral responsibility* to help others having a fair chance to live.
>
> (F14)

> It's what the Bible says, Jesus asks us to be generous and compassionate; so, *we all must show kindness* to the needy.
>
> (F2)

Following are exemplary quotations about feeling good to be part of something valuable:

> I feel like being part of something special … I *feel honoured for doing this*.
>
> (M5)

> An amazing campaign, *feeling good to see it evolve* and was a thing that had to happen sooner.
>
> (M1)

Table 2 summarises the corroboration of fsQCA and in-depth qualitative findings and presents the causal mechanisms associated with the five distinct civic backers' configural profiles (or ideal type).

6.2 | Meta-inferences from the complementary view

Using a mixed-methods approach is recommended not only for confirming the inferences but also for complementing the results and explaining diverse or inconsistent findings. In the qualitative study, because interviewees

TABLE 2 Development of meta-inferences through corroboration view.

Quantitative inferences (Table 1)	Qualitative inferences (Table 3)	Meta-inferences (*causal mechanisms*)	Explanation
Civic champions	In the qualitative analysis, we extracted two main constructs related to this profile: (1) feeling of social responsibility and (2) social inclusion, supporting minorities and disadvantaged groups.	*Civic champions willingly participate in CCP if their selective motives—especially collective motives—are activated, if they have prosocial and collective identity orientations but no individualistic identity and if they feel positive about the consequences of their participation.*	Our sequential mixed method shows that citizens with a collective identity may contribute to projects or campaigns that represent collective motives (addressing a local issue, developing a public good/service, improving community cohesion and resilience). Citizens with this profile will be motivated to participate in CCPs when the project relates to social issues. For example, the qualitative study indicates that helping migrant women, enabling minorities or making society better are among the motives that stimulate participation in a CCP.
Prosocial advocates	Our qualitative study related two categories of participants' motives to this profile: first, feeling good to be part of something valuable and, second, moral obligations or feeling responsible for needy people.	*Prosocial advocates willingly participate in CCP if their collective motive is activated, if they have prosocial identity orientation but no individualistic identity and if they have both approach and avoidance emotions towards participating in CCPs.*	Our findings pinpoint the importance of 'you'-oriented identity in the context of civic crowdfunding. The main enforcing mechanism for this category is the feeling of moral obligation for helping others or experiencing guilt for being reckless in a situation that needs attention and care. Thus, we discuss citizens with a prosocial identity contributing to projects or campaigns that would address their collective motives, especially improving the welfare of others. For example, one of the interviewees emphasised, 'It's not just about Spacehive, we have to support vulnerable people facing life-challenging circumstances, anytime, anywhere, now and in the future'. This means that regardless of all of the potentialities of CCPs in shaping coherent

TABLE 2 (Continued)

Quantitative inferences (Table 1)	Qualitative inferences (Table 3)	Meta-inferences (*causal mechanisms*)	Explanation
			communities or co-creating public goods and services, this category of citizens perceives CCPs as a gateway for helping others.
Normative supporters	The feeling of social responsibility and social pressure are two categories of schemes derived from the qualitative study. Our interviewees emphasised bringing solace to society, enhancing the community and experiencing reciprocal or social obligation.	*Normative supporters willingly participate in CCP if their collective and, especially, social motives are simultaneously activated, if they have a collective and, especially, prosocial identity and if they feel positive about the consequences of their participation.*	The fsQCA analysis identified a configural profile of citizens who are inspired by collectivistic values and affected by subjective norms. Being part of a community and behaving in line with what their network expects are focal points of their decision process when they participate in CCP. Similarly, our interviewees pointed out that the benefits of linking people together or developing community via civic projects and their networking expectations impact their participation in civic crowdfunding. Inferences from fsQCA and in-depth qualitative analysis suggest that motivations of citizens with a collective identity should be stronger, the more positive the expected reactions of their significant others are.
Reward seekers	The qualitative study revealed that in some cases, citizens are triggered to contribute to a civic campaign as it is directly related to their preferences, benefits or interests. The scheme that we tagged as self-benefit from the project represents this motive.	*Reward seekers willingly participate in CCP if their social and, especially, reward motives are simultaneously activated, if they have an individualistic but no prosocial identity and if they feel positive about the consequences of their participation.*	In both two studies (survey and in-depth interviews), a group of citizens emerged who are motivated to participate in a CCP not merely to help others or benefit the community but also to actualise a tangible benefit for themselves. Since the outcome of civic crowdfunding projects can benefit local residents, some citizens will engage in civic campaigns to get the project done and benefit from its offered civic goods or services. Therefore, we argue that individualistic citizens would participate in CCPs when they can address

(Continues)

TABLE 2 (Continued)

Quantitative inferences (Table 1)	Qualitative inferences (Table 3)	Meta-inferences (*causal mechanisms*)	Explanation
			their reward motives or benefit from the project results.
Regret-averse contributors	During the qualitative phase, some real civic project backers stated that they have supported a project to prevent 'feeling shame' or to 'avoid missing the chance of realising something good'. We tagged this scheme as discomforting-state avoidance or missing opportunities.	*Regret-averse contributors willingly participate in a CCP if their social and reward motives are simultaneously activated, if they have a prosocial identity and if they have strong avoidance-oriented emotions towards participating in CCPs.*	fsQCA analysis identified a citizen configural profile with a prosocial identity who participates in CCPs primarily to avoid potential future regret. Yet, they usually find the project in line with their own interest or normative motives. Likewise, our in-depth qualitative analysis acknowledged that some Spacehive backers were motivated to support a campaign to avoid potential future discomforting states, such as shame, regret or missing the chance of improving something in their society. We infer that citizens would participate in CCPs to avoid negative feelings if they can see the project has the potential to fulfil their selective motives.

were not limited to the VAM theoretical presumptions, they freely expressed their reasons and motives for participating in CCPs. In addition to bridging, we used a *bracketing approach* to integrate the inferences from quantitative and qualitative data, by analysing the divergent findings. This approach allowed gaining additional complementary insights by identifying the theoretical model's boundary conditions. Bracketing led us to unearth four sets of aggregated codes (see Table 3) that were not aligned with any of the citizen profiles that fsQCA extracted. We labelled these codes 'boundary conditions', those omitted causal conditions in configurations leading to participating in CCPs. Table 3 presents the main categories that explain interviewees' reasons for supporting civic crowdfunding campaigns, either corroborating fsQCA findings or complementing them by providing boundary conditions. The four boundary conditions that emerged for the citizen participation model in CCP are:

Boundary condition #1: Worldview:

While fsQCA analysis finds that instrumental motives, identities and emotions jointly form civic crowdfunding participation, our in-depth qualitative study reveals that citizens' worldview—that is, how they perceive their society—is an important framing factor in this context. The interviewees stated that they backed a campaign because they believed that society needs attention. The cross-cutting cognitive orientation of their 'values and actions into a broader storylines' of the society (York et al., 2021, p.23), or simply, the way they perceive and engage with the world (Smelser & Baltes, 2001) is the main driver of their participation in CCP. Hence, the first boundary condition our qualitative study identified relates to citizens' worldviews:

TABLE 3 Development of meta-inferences from a complementary view.

Main categories extracted from the in-depth qualitative analysis	Exemplary quotation	fsQCA configural profiles/ boundary conditions
Perspective and belief that society is in trouble, and requires serious attention	In *my personal view*, our *society is very imbalanced* and to me, this project was a way to see this injustice! You know as far as we can. (F7) From the first point, the project hugely inspired me as I could imagine its positive results in addressing and resolving what *is not acceptable at all* (M5) *I thoroughly believe* that *the future is very blurry!* If not now, then when? *To me*, we already have consumed the future (F1). *My evaluation of our current world* is that lots of other similar projects should be launched to fix the situation. (F4)	Boundary condition: The participants' worldview
Feeling good to be part of something valuable	I feel like being part of something special … I *feel honoured for doing this* (M5). An amazing campaign, *feeling good to see it evolve* and was a thing that had to happen sooner. (M1) I *felt privileged* to assist this amazing project. (F13)	Prosocial advocates
Moral obligations or feelings of responsibility regarding needy people	This is what I personally *believe* in, is the human thing to do, is *my moral responsibility* to help others having a fair chance to live. (F14) It's what the Bible says, Jesus asks us to be generous and compassionate; so, *we all must show kindness* to the needy. (F2) It's not just about Spacehive *we have to support vulnerable* people facing life-challenging circumstances, anytime, anywhere, now and in the future. (M10)	Prosocial advocates
Community cohesion and social connectedness	I could see the benefits of bringing people together, you know … it really was a *focal point for the community*. (M3) I think the *community and networking aspect* of that project was awesome. (F11) As it was an awesome idea with a *wonderful grassroots community* history. (M2) It's wonderful to participate in a campaign that aims to *keep the spirit of a community* as a peculiar value. (M4)	Civic champions
Accessing time, money and resources for collaboration	The project was a fantastic alternative for pupils' first-hand education experience by proposing a fun and interactive learning space, and *I had free time to collaborate* as a *volunteer*. (F3) The money I donated, could make a difference but *it was not a massive portion of my income*. (M7) I'll again support other similar campaigns whenever *I have resources to help*, either by my time or money. (M5)	Boundary condition: Self-efficacy
Feeling of social responsibility	The idea behind the project was *to think of society*. (F1)	Normative supporters

(Continues)

TABLE 3 (Continued)

Main categories extracted from the in-depth qualitative analysis	Exemplary quotation	fsQCA configural profiles/ boundary conditions
	I believed that we could *make our society better* with such projects. (F4) We did that as we believed it'd *bring solace to society*. Thinking of a small change with such a big impact! (M2)	
Trust in platform Trust in fundraiser and community Trust in authorities	I trust Spacehive, look how many other projects they have already launched! (M6) The project owner was a *reputable professional* who knew what he was looking for and who *would deliver what he claimed*. (M2) I have *faith* that this community will achieve what has been planned. (F7) I was *confident and I trusted* when I saw the City Council had supported the project. (F11)	Boundary condition: Social trust
Discomforting-state avoidance or missing opportunities	Feeling thrilled I did that. It'd be a big *shame* if I could've supported our community and ignored it. (M1) ...such a valuable movement for minorities here and I felt it will change something ... we have to push that forward *otherwise it wouldn't happen*. (F8)	Regret-averse contributors
Social pressure	Honestly, *my close friend launched this project* on Spacehive and it was *such a reciprocal obligation* for me to support his idea. (M9). I first came across it [camping] on my *friends' Facebook page* and saw that they are supporting it. [M3] My sister asked me to support this project. The starting point was, in fact, *her insistence to support this project* in their neighbourhood. (F6)	Normative supporters
Social inclusion and supporting minorities / disadvantaged groups	I really feel good to be part of a movement that *supports MENA [Middle East/North Africa] migrant women* to rebuild their lives. It was about a group of fantastic strong women who are looking to *empower other women*. (F8) You feel good when you are part of *enabling minorities*; you give them an authentic voice! (F5) The whole idea of the club was about *disable[d] children* to gain *skills, confidence and independence*. (F13)	Civic champions
Self-benefit from the project	The fun and cheer this event had for our family were very exciting. It was a *unique and memorable experience* for *my* kids. They loved it. (M8) This was something *my family barely can experience later*. (M9) Getting rid of that *noise pollution* was a huge result for our neighbourhood. (F5)	Reward seekers

TABLE 3 (Continued)

Main categories extracted from the in-depth qualitative analysis	Exemplary quotation	fsQCA configural profiles/ boundary conditions
Kids and the young generation needs Protecting environment	I believe we should help our *young generation* to assess and to recognise their individual capabilities (F10) The goal of campaign was about *preserving the environment for future* (M2) We definitely need more green spaces that *kids can nurture*. (M8) I'll support other related campaigns that *offer the kids different cultural experiences* so they gain a broad and open understanding of the world they live in. (F12)	Boundary condition: Next-generation needs and sustainability approach

In my personal view, our society is very imbalanced, and to me, this project was a way to see this injustice! You know, as far as we can. The way our world is structured and managed in the favour of nobles is not something that should be continued. We must do something, even a small step, to make it correct.

(F7)

Boundary condition #2: Self-efficacy:

Our theoretical model covers the notion of collective efficacy under the instrumental motives cluster and how individuals make participation decisions according to the expectancy-value formula (Feather & Newton, 1982). However, our qualitative study revealed that citizens also take their personal efficacy into account when they decide to support a civic campaign. A recent study by Matthieu and Carbone (2020) examined the effects of collective and self-efficacy in two separate paths and found that individuals might perceive themselves as officious but collectively ineffectual, or vice versa. As one of the interviewees mentioned:

The project was a fantastic alternative for pupils' first-hand education experience by proposing a fun and interactive learning space, and I had free time to collaborate as a volunteer. At the first step, I paid small money to support but I loved their idea and I found it interesting, so I decided to help even more than money cuz I was able to play an effective role in this project.

(F3)

Boundary condition #3: Social trust:

In addition to the motivational processes of the VAM theoretical framework, our in-depth qualitative analysis found that trust is a salient interpersonal factor in the CCP context. The concept of trust in collective actions entails both the opportunity to fulfil the outcome of interest and the vulnerability to 'free rides' (Hajiheydari & Delgosha, 2023). Trust, as the 'heart of the social bond', is widely associated with the success of collective actions (Howe et al., 2021; Raymond, 2006), as one of our participants commented:

I trust Spacehive, look how many other projects they have already launched! You see also that the authorities and the Council support the projects, so you can make sure it will work. Let's say I accepted it as a team you can trust. My initial understanding of the website, the project owner and the whole idea was that I can rely [on] them. (M6)

Boundary condition #4: Next-generation needs and sustainability:

Although our research model highlights the role of collective motives in citizens' participation decisions, it is more about addressing social issues or developing the public good for the current community's benefit. However, our qualitative data analysis revealed that considering the well-being of the *next generation* and what the young will gain from a civic campaign plays a focal role in citizens' motivation. Developed countries are considering the importance of future infrastructure for remaining a competitive, sustainable and secure society. Similarly, responsible citizens pay attention to what they provide for the next generation, as one of the participants remarked:

> Actually, I supported their conceptual plan for unlocking and showcasing, encouraging the talent of our young people … The project was a fantastic alternative for pupils' first-hand education experience by proposing a fun and interactive learning space. I believe we should help our young generation to assess and to recognise their individual capabilities, they should be granted the choice of expressing themselves; if so, then, we can expect a better future.

(F10)

7 | DISCUSSION AND IMPLICATIONS

Recent reports suggest that people increasingly engage in civic crowdfunding. For example, 41% of UK citizens state that they engage in some form of civic participation at least once a year.[1] Yet, our understanding of motivational processes driving citizens' participation and their heterogeneous profiles remains limited. Taking a holistic approach, this research is one of the first studies to employ VAM to unpack, explain and theorise contribution behaviour in CCP.

Across two complementary studies, we sought to extend our understanding of civic crowdfunding by developing and testing a typology theory that explains different profiles of citizens who support civic crowdfunding campaigns for different reasons. Similarly, pertinent research in the crowdfunding stream recognises that backers are heterogeneous (e.g., Juutinen et al., 2017; Long et al., 2021), and various distinct reasons motivate them, such as self-interest benefits (Kuppuswamy & Baskar, 2018), social impacts (Rodriguez-Ricardo, 2018) or altruism (Agrawal et al., 2014). This study tackles the heterogeneity of backers by using a configural approach to explore different profiles of citizens with diverse contribution motives and behaviours. Configural modelling based on the person-centred approach addresses the constraining dilemma of calculating underlying causes of citizens' contribution behaviour in a single dominant net-effects explanation, uncovering a great deal of the variance within the citizen sample (and population). Drawing on VAM theoretical conditions and following the configural modelling approach, we discovered *five* distinctive types of citizens who participate in CCPs: *civic champions*, *prosocial advocates*, *normative supporters*, *reward seekers* and *regret-averse contributors*. Notably, our fsQCA results show that depending on the configural profile, different focused enhancement relationships appear in the form of complementary conditions between causal effects. According to Park and Mithas (2020), complementary conditions exist when a subset of two or more conditions must be present in configurations to generate the outcome of interest.

The *civic champion* profile represents the most common type of backers, who have a high-level collective motive and collective identity orientation, perceive their social responsibility and take action to promote society's well-being, balance and justice. In this profile, collective motive, collective and prosocial identity orientations are core complementary conditions, enhancing each other to produce the outcome. This citizen profile aligns with the well-established discourse in the previous literature on collective civic action (van Zomeren et al., 2012) and crowdfunding (Bagheri et al., 2019). Specifically, our findings indicate that civic campaigns with high levels of collective efficacy (Simpson et al., 2021) and promoting collective identity (Greenberg & Mollick, 2017) are more likely to motivate civic backers and, thus, reach their funding goals.

Regarding *prosocial advocates*, collective motive and prosocial identity are two salient complementary conditions. Civic backers of this ideal type participate in CCPs with a motive similar to supporters of donation-based crowdfunding—that is, moral incentives primarily motivate them (Liu, Mezei, et al., 2018). Several studies have investigated motivational mechanisms to explain why people behave prosocially while it hassles them (e.g., Cuadrado et al., 2016; Finkelstein et al., 2005; Steg & De Groot, 2010). For example, a study by Defazio et al. (2021) found that individuals with stronger prosocial orientations are more likely to pledge to crowdfund campaigns for social causes. Similarly, Grant et al. (2008) demonstrate that prosocial identity impacts employee participation in organisational collective actions.

Social ties or what their community expects them to do drives *normative supporters* with highlighted social motives. In this configural profile, social motives and prosocial identity are complementary conditions. This profile is consistent with the literature on civic crowdfunding that largely focused on the concepts of community engagement and developing well-established community groups (Charbit & Desmoulins, 2017; Stiver et al., 2015). In their study, Hajiheydar & Delgosha (2023) also found that people will more likely contribute to a crowdfunding campaign if they perceive that others in their social network have already done so. Similarly, Van Stekelenburg and Klandermans (2013) argue that norm-oriented motives can work as informal rules and regulate behaviours within a group and, thus, can encourage collective actions. Overall, crowdfunding research suggests social norms play a substantial role in the crowdfunding process, influencing not only individuals' willingness to contribute but also the presentation and perception of campaigns.

Interestingly, the configuration for the *reward-seeker* profile exhibits the opposite of the *civic champions* and *prosocial advocates* regarding individualistic identity and prosocial identity conditions. Within this profile, individualistic identity is a suppressive condition (i.e., the presence of one condition is commonly associated with the absence of another) for prosocial identity. Conversely, prosocial identity acts as a suppressive condition for individualistic identity in *civic champions* and *prosocial advocates* profiles. The *reward-seeker* ideal type with individualistic identity represents backers whom are motivated by self-interest benefits of civic campaigns. While the literature largely emphasises community or social benefits of crowdfunding campaigns, Sebag-Montefiore (2013) argues that engaging in CCPs is not purely altruistic, as the outcomes of participating in CCP campaigns suit local backers and their geographically proximate community.

Their emotional appraisal of the situation predominantly triggers *regret-averse contributors*. The literature on crowdfunding has not yet directly pointed to regret-aversion as an influential factor. Nonetheless, the collective action literature (e.g., Klandermans et al., 2008) has established it as an emotional appraisal mechanism. According to Kachelmeier and Shehata (1992), regret-averse individuals tend to be more likely to contribute to collective goods, as the potential regret of not contributing concerns them more than the cost of contributing itself.

Next, we analysed fsQCA extracted configurations to examine the main complementary relationships leading to the outcome of interest. Assessing fsQCA solutions, we sought to highlight the salient conditions and their primary relationships mobilised within civic backers' profiles. Figure 4 presents focused enhancement relationships corresponding to the configural profiles of civic backers.

The pathways demonstrated in Figure 4 highlight the four focused enhancement relationships between some causal conditions in shaping civic-backer participation, namely, high levels of (1) collective and social identities, coupled with collective motive, (2) prosocial identity and collective motive, (3) prosocial identity and social motive, and (4) individualistic identity and reward motive. Pathway (1) points to the *civic champion* profile in which there is a complementary relationship between collective instrumental motive and collective and prosocial identity orientations in forming the strong propensity to participate in CCPs. This pathway illustrates that citizens with *civic champion* profile are inclined to engage in civic campaigns when these campaigns align with their collective motives, and when citizens possess prosocial and collective identity orientations. Pathway (2) indicates that if citizens have only high-level prosocial identity orientation and not collective identity as a core condition, they follow a different path. This pathway pertains to *prosocial advocates* profile, demonstrating that this particular cohort of citizens actively engages in a civic campaign when their collective motives are triggered and they possess a prosocial identity. When
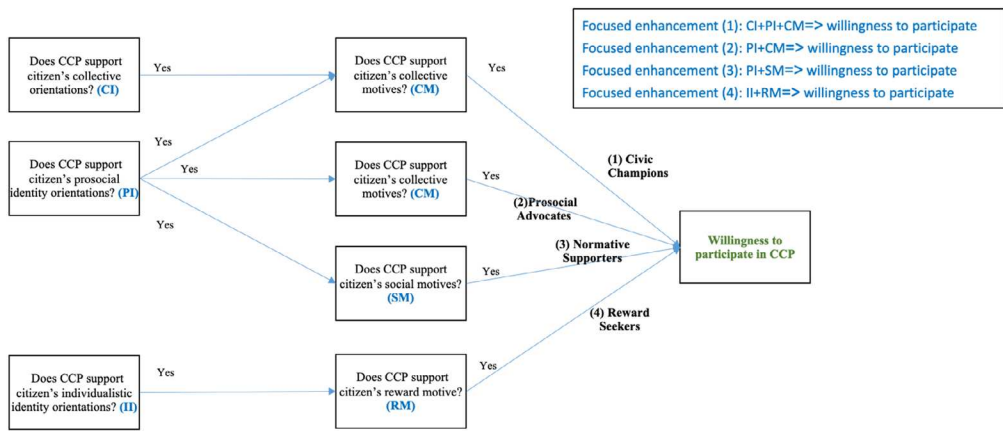
Note: CM: Collective Motive; SM: Social Motive; RM: Reward Motive; CI: Collative Identity; PI: Prosocial Identity; II: Individualistic Identity

FIGURE 4 Focused enhancement relationships in shaping willingness to participate in CCPs.

civic backers evaluate civic campaigns based on social motives, rather than collective motives, pathway (3) is shaped. This pathway portrays civic backers characterised by the *normative supporters*' profile. These citizens with a strong prosocial identity orientation willingly participate in CCPs when a civic campaign aligns with their social motives. *Reward seekers* profile is presented in pathway (4). This type of civic backers diverges from the path followed by other civic backers. They exhibit a strong individualistic identity orientation and willingly participate in CCPs when a civic campaign specifically satisfies their reward-driven motives.

Whereas the VAM and related prior work suggest mutual enhancement relationships among all variables—that is, all instrumental, identity and emotion conditions must collectively be present to yield high-level participation—our findings reveal heterogenous configural profiles characterised by differently focused enhancement relationships. Identifying such configurations calls into question the dominant intuition regarding the conventional symmetrical, linear models or mutual enhancement relationships where all conditions must be present. Interestingly, our findings suggest multiple focused enhancement configurations that could lead to citizen participation in CCPs. These configural profiles indicate which causal conditions could be simultaneously salient for which groups of citizens, thereby providing richer insights than examining conditions alone or considering a single set of 'averaged' parameters for all populations homogenously.

Finally, fsQCA identifying deviant cases reveals the VAM's insufficient ability to explain citizen participation in CCPs. We did not just discount this negative finding as an anomaly in an otherwise strong trend. By utilising post-QCA, we identified those cases support the VAM theoretical model and those do not (Oana et al., 2021). The existence of deviant cases underscores the need to explore potential omitted conditions in our theoretical model. Goertz and Mahoney (2012) stress that when the parameters of the model are not stable across all population subgroups, scholar should go beyond scoping conditions (which assume causal homogeneity) to address the model fit problem and causal heterogeneity. We therefore employed set-theoretic mixed-methods research to carve out the boundary conditions where the VAM model does not apply. To identify boundary conditions of the VAM theoretical model and address the causal heterogeneity among subpopulations, we conducted an in-depth qualitative analysis. Performing post-QCA and using qualitative analysis enabled integrating different types of data to strengthen the validity and reliability of our findings. Results of bridging and bracketing approaches not only corroborate the fsQCA inferences through triangulation but also identifying boundary conditions of citizens' participating in CCPs. In particular, complementing the findings of the fsQCA study uncovers four boundary conditions: *worldview*, *self-efficacy*, *social*

trust and *next-generation needs*. The recognised boundary conditions allow for a more accurate representation of the real-world problem of interest and acquiring a holistic understanding of the phenomenon.

7.1 | Contribution to research

One of the most compelling aspects of crowdfunding campaigns is their predominant basis in voluntary contributions from funders without traditional organisational support. Central questions include what are the different profiles of civic backers participating in civic crowdfunding projects, and in what ways motivational conditions vary across different civic backers. Together with other recent studies (Baccarne et al., 2020; Hajiheydari & Delgosha, 2023; Logue & Grimes, 2022), the present paper is one of the first to provide sound empirical theorising on motivational processes within the civic crowdfunding context. Our findings provide insights that help shape the CCP theoretical landscape.

First, our research strives to integrate the theoretical concepts from crowdfunding with a research model from social science. It utilises a rather innovative research approach to unpack the causal processes that the different configural profiles of civic backers in the CCP context involve. Notably, this study contributes to a more holistic model of participation in CCPs by deriving participation antecedents from the VAM. Bringing VAM, a theoretical model from social-psychological research, into the IS literature and integrating it with the crowdfunding literature, we provide a fresh perspective on motivational processes in CCP participation. Situating our arguments within this model, we theorise how the three key motivational forces of instrumentality, identity orientations and emotions mutually combine to stimulate citizen participation behaviour. Yet, while VAM posits participation antecedents in terms of these three clusters of motivational forces, it limits its attention to collective identity orientations. Through the multiple identity perspective (Ramarajan, 2014), and drawing on extant civic crowdfunding literature (e.g., Davies, 2015; Stiver et al., 2015), we identify two other identity orientations, that is, individualistic and prosocial identities that influence collective civic action participation. In this way, our study advances a theory to explain citizen participation in CCPs, important in today's social environment. Our findings show that willingness to participate in civic crowdfunding projects depends on a fuzzy set of citizens' relative preferences for the three selective instrumental motives (collective, social, reward), three identity orientations (collective, prosocial, individualistic) and two emotional appraisals (positive and negative).

The development of a holistic citizen participation model is an important contribution to the *collective civic action* and *crowdfunding* literature. It will encourage researchers and practitioners to examine and reflect on the complexity of motivations driving participation and contribution behaviours. From this increased understanding of the complexity of citizens' motivations, scholars, civic fundraisers and CCP firms can develop multifaceted and more meaningful solutions to promoting citizens' participation in civic campaigns to improve society. Such a holistic model also forms the foundation for untangling the causal heterogeneity of citizens' behaviours, particularly when the target population of the study is heterogeneous. This model explains citizens' heterogeneity by shedding light on various combinations of cognitive, emotional, sociodemographic and contextual attributes that shape their participation behaviour, rather than focusing on a 'one-size-fits-all' solution that may have little relevance to a particular group of individuals.

Second, using the fsQCA method, our paper explores the latent profiles of citizens and demonstrates that they can function as various configurations with associations to CCP participation, especially for uncovering citizen types in smaller subpopulations within a larger sample. In contrast to prior works that predominantly took variable-centred approaches and proposed one universal solution for all populations, we examined the within-person profiles of individuals to identify various pathways leading to the outcome. A powerful person-centric analytical method, fsQCA enabled new insights by adding the capability of dealing with heterogeneous data and discovering interdependent, asymmetric relationships across antecedents of the configurational model. Exploring multiple pathways to the outcome, fsQCA offered a more nuanced view of the heterogeneity among citizens and uncovered subgroups with different configural profiles that allowed a more extreme reconceptualisation of citizen contribution behaviour.

Specifically, our fsQCA analysis found five different configural profiles that categorise citizens participating in CCPs into five distinct types: *civic champions*, *prosocial advocates*, *normative supporters*, *reward seekers* and *regret-averse* backers. These five configural profiles reveal asymmetric relationships across the reasons citizens participate. We urge integrating the multiple-motivation model with a person-centred approach via fsQCA, which provides a symbiotic foundation for scholars' exploration and examination of unobserved heterogeneity in the data. Using a single overarching model will facilitate identifying similarities and differences among the instances of causes and outcomes, which, in turn, helps to explain the pattern of causal processes (Fiss, 2011).

Third, we contribute to the configurational literature (e.g., Misangyi et al., 2017) by proposing a sequential mixed-methods approach—a quantitative survey integrated with an in-depth qualitative study—to gain a more nuanced understanding of the phenomenon and the causal heterogeneity in the data. We argue that adopting this research design can advance the QCA boundaries by proposing how to validate and refine results from the initial QCA and provide insights for theory improvement, development and further research. The presence of deviant consistency cases in the fsQCA results indicated the underfitting of sufficient configurations, due to omitting some relevant causes. They challenge the generalisation from the analysis and suggest that the relationship between the conditions and the outcome may not be as straightforward as initially assumed. Subsequently, we employed an in-depth qualitative analysis to complement and corroborate fsQCA inferences. The combination of fsQCA with in-depth qualitative analysis enabled us to delve deeper into the causal conditions, contextual nuances and underlying mechanisms, ultimately refining the theoretical model to better capture the multifaceted nature of the phenomenon and different conditions shaping it. While fsQCA provides a systematic method for identifying sufficient configurations, qualitative analysis allowed us to improve fitting our theoretical model, by identifying omitted causal conditions and addressing the causal heterogeneity, especially among minority sub-populations. Specifically, through bridging, we corroborated and confirmed the fsQCA inferences by situating them within the findings from the qualitative analysis. This triangulation enhances the robustness and credibility of the analysis, mitigating the limitations associated with single-method approaches. Further, through bracketing, we complemented the findings from the quantitative data with contradictions from a deeper qualitative analysis that point to four boundary conditions, restricting the conclusions of quantitative data analysis. The twelve category subjects, including four boundary conditions that we found through our qualitative study, help in advancing a more holistic understanding of the phenomenon. That can help to build a substantive theory of citizen participation in CCPs. In addition, our use of in-depth qualitative analysis to reveal the boundary conditions for participating in CCPs opens fresh avenues for future research.

7.2 | Implications for practice

A person-centred approach better aligns with applied phenomena. Therefore, practitioners can use its results to make decisions and take effective actions. Table 4 presents various pragmatic solutions that fundraisers and project owners should consider to attract varied citizens' support, based on the emergent configural profiles. We contend that a better understanding of the heterogeneity of citizens' profiles could allow more focused prescriptions to develop bespoke solutions, rather than a 'one-size-fits-all' action plan for the whole population.

7.3 | Limitations & future research

This empirical research involves some limitations. We used a mixed-methods approach to develop a set of solutions to promote the participation of citizens in CCPs. However, future research can apply a participatory method (e.g., Lego Serious Play) to encourage the beneficiaries to translate this guideline (Table 4) to practice by improving the engagement with CCPs of citizens with different profiles. We also recommend future research that benefits from the advantage of experimental research capturing the actual behaviours of citizens in relation to participation in CCPs. Moreover, multicultural studies could ensure that practical implications work for citizens with different profiles

TABLE 4 Practical solutions for successful civic campaign development based on citizens' heterogeneous profile.

Citizens' profile	Strategies for effective campaign development
Civic champions	To motivate *civic champions*, crowdfunding campaigns should promote well-being, balancing and improving justice in society. As they believe citizens are responsible for addressing social problems, the content of the campaign should illustrate that society is unjust and needs attention. Campaign developers should emphasise that implementing the suggested project will contribute towards shaping a fair society, developing the public good and striving for and improving social inclusion and coherence. To inspire civic champions to take action, the campaign information (including text, photos and video) should demonstrate that there is a *discrepancy between what is and what should be*. We propose that projects with social and civic benefits introduce on their campaign page real-world stories from previous similar projects and their impact on society.
Prosocial advocates	To attract the attention of *prosocial advocates*, the core value that a campaign must emphasise is *altruism*. As morality mainly motivates this group of supporters, campaign developers should show how the results of their project will help people or improve their life. While the collective motive is the source of their motivation, their prosocial identity stimulates them to collaborate when they justified their moral values as sufficiently addressed. The campaign information thus should reflect on *morality, virtue and kindness*. We recommend that the campaign page show the happiness of disadvantaged children or minorities with the results of a project.
Normative supporters	To motivate *normative supporters*, fundraisers should focus on their network and influencers. Campaign developers should emphasise that others (especially the community to which they belong and influential figures) are supporting the project and its idea. Therefore, using *social media advertisements* for introducing the campaign and inspiring normative supporters can be beneficial. The meta-inferences of exploratory and explanatory studies suggest that their influential network (family, friends and neighbours) paying attention to a specific campaign inspires normative supporters to contribute.
Reward seekers	To inspire *reward seekers*, the campaign page should show how the results of this project would actually improve living conditions, bring joy and fun or increase their reputation in the community. Therefore, the project owners should emphasise how the *value of supporters' personal gains* goes ahead of their cost. As reward seekers would mind the reputation and awards, they receive from their contribution, nominating and celebrating *the best supporters' award* can be an effective strategy. We suggest that projects with tangible benefits for participants also introduce the best supporters' awards for encouraging this group of contributors.
Regret-averse contributors	To involve *regret-averse contributors*, campaign developers should highlight the missed opportunities, should the campaign fail. The idea of advertisement for this group of citizens should revolve around the *uniqueness of the project's outcome* that might not repeat in future. Presenting a project as a nonrepeatable chance or unique offer would motivate citizens whose regret-aversion emotions provoke their actions.

in diverse cultural backgrounds. We further recommend conducting longitudinal research to identify potential developments or changes in the citizen profiles and attitudes towards CCPs. Finally, we encourage researchers to consider our boundary conditions and investigate their impacts on citizens' CCP participation.

DATA AVAILABILITY STATEMENT

The data matrix used for analysis is publicly available:https://doi.org/10.6084/m9.figshare.24487714.v1 or alternatively you can use this link to access data matrix:https://figshare.com/articles/dataset/Data_Matrix/24487714/1.

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SUPPORTING INFORMATION

Additional supporting information can be found online in the Supporting Information section at the end of this article.