

CHARACTERISTICS OF CROWDFUNDING PROJECTS AND THE SUCCESS OF CAMPAIGNS FOCUSED ON LITERARY FINANCING

MESSIAS ELMIRO GOMES LOIOLA DE OLIVEIRA¹

State University of Vale do Acaraú

● <https://orcid.org/0000-0003-1245-3624>

messias_elmiro@outlook.com

ALESSANDRA CARVALHO DE VASCONCELOS

Federal University of Ceará

● <https://orcid.org/0000-0002-6480-5620>

aivasconcelos.ufc@gmail.com

ANTONIO RODRIGUES ALBUQUERQUE FILHO

State University of Vale do Acaraú

● <https://orcid.org/0000-0003-2108-3979>

antoniofilhoufc@hotmail.com

EDITINETE ANDRÉ DA ROCHA GARCIA

Federal University of Ceará

● <https://orcid.org/0000-0002-5782-9579>

editinete@ufc.br

ABSTRACT

Crowdfunding has emerged as an alternative to traditional financing, enabling resource collection from supporters through digital platforms. This study analyzes the influence of crowdfunding project characteristics on the success of campaigns aimed at literary financing, contributing to the academic literature and offering practical guidelines for creators seeking to maximize their chances of success in this modality. The analyzed factors include financial goals, campaign duration, campaign type, budget detailing, use of audiovisual resources, creator's experience and gender, and regional influence. These factors were examined using a sample of 2,286 completed campaigns on the Cartase platform. The relationships were modeled through econometric analyses tested using logistic regression. The results reveal that higher financial goals and longer campaign durations decrease the likelihood of success. Conversely, campaigns that release funds to recipients regardless of whether the goal is achieved (flexible campaign type) and those with greater promotion through audiovisual resources exhibit a higher probability of success. The study highlights sociodemographic differences as a key determinant of campaign success, particularly in the South and Southeast regions. These findings not only enhance the understanding of literary crowdfunding but also provide valuable insights for creators looking to optimize their campaigns and improve their chances of success.

Keywords: Crowdfunding. Fundraising. Collective financing. Literary financing.

Edited in Portuguese and English. Original version in Portuguese.

Version of the article presented at the 22nd USP International Conference on Accounting, from July 27 to 29, 2022.

¹ **Correspondence address:** Av. da Universidade, 2853 | Benfica | 60020-181 | Fortaleza/CE | Brasil.

Received on 04/10/2024. Revised on 09/18/2024. Accepted on 11/19/2024 by Prof. Dr. Rogério João Lunkes (Editor-in-Chief). **Published on 12/03/2024.**

Copyright © 2024 RCCC. All rights reserved. Partial citation of articles is allowed without prior authorization, provided the source is properly cited.

1 INTRODUCTION

Crowdfunding involves raising financial resources from a diverse group of backers to support projects, whether for-profit or non-profit (Belleflame et al., 2014). By leveraging the internet as a medium for dissemination and fundraising, this tool provides access to resources for individuals and organizations that may face difficulties obtaining financing through traditional financial systems. Digital platforms mediate these campaigns by connecting creators with supporters, enabling them to contribute varying amounts to bring a wide range of projects to life (Dinh et al., 2024; Soreson et al., 2016). This approach has proven particularly valuable for fostering innovative ideas and supporting social initiatives (Yang et al., 2016).

Crowdfunding has democratized resource mobilization for startups, social, and cultural projects, underscoring its socioeconomic importance (Mollick, 2014). This democratization has spurred academic and business interest in analyzing crowdfunding campaign dynamics (Mourão et al., 2018; Wismashanti, 2024). Studies have explored topics such as the impact on businesses, the behavior of financial backers and recipients (Bi et al., 2017; Bo et al., 2016), typologies (Paschen, 2016), fundraising policies (Secchi et al., 2021), and factors determining campaign success (Barbi & Bigelli, 2017; Dinh et al., 2024; Mollick, 2014; Petitjean, 2017; Troise et al., 2020; Ullah & Zhou, 2020; Yang et al., 2016).

Campaigns are deemed successful when they meet their fundraising goals within the designated timeframe on a crowdfunding platform. Success is assessed based on achieving this goal (Barbi & Bigelli, 2017; Mollick, 2014; Petitjean, 2017; Troise et al., 2020; Ullah & Zhou, 2020; Yang et al., 2016). Access to funds can be restricted if the goal is not achieved, depending on the campaign modality (Barbi & Bigelli, 2017).

Research on crowdfunding in Brazil highlights the importance of networks, minimum investment amounts, and promoter profiles as factors contributing to campaign success (Mourão et al., 2018). The influence of project location and regional characteristics, such as GDP per capita or the presence of specific economic activities, has been studied in other countries (Berdnaz et al., 2017; Yu et al., 2017), but there remains a gap in the Brazilian context.

Given crowdfunding's role as a financing tool, this study aims to analyze the influence of project characteristics on the success of literary crowdfunding campaigns in Brazil. The research utilizes data provided by the Brazilian platform Catarse (<https://crowdfunding.catarse.me/explorar>), which has been employed in previous empirical studies.

At the time of data collection, the platform's categories with the most completed projects were music (3,079), literature (2,925), and personal achievements (2,534). The literary sector was chosen as the focus for being the second largest in terms of project volume, with music already analyzed by Mendes-da-Silva et al. (2016).

The study offers theoretical and practical contributions. Theoretically, it examines the potential influence of project location on campaign success across different geographic regions. Previous studies have identified a variety of variables affecting success, such as funding size (Barbi & Bigelli, 2017), the narrative employed (Barbi & Bigelli, 2017; Yang et al., 2016), and the type of crowdfunding used (Petitjean, 2017). Additionally, contact networks (Troise et al., 2020) and the proposer's experience (Ullah & Zhou, 2020) have been analyzed, revealing a gap in understanding the geographic influence.

Practically, this study investigates the Brazilian crowdfunding landscape, emphasizing its economic significance. The recent regulation of crowdfunding and the possibility of detailing the Brazilian context by regions (Hilderbrand et al., 2018) underscore the relevance of this research.

2 LITERATURE REVIEW

2.1 Crowdfunding

Crowdfunding is a tool that enables entrepreneurs to raise external financing from a large audience (“crowd”), where each individual contributes a small amount. This approach contrasts with traditional fundraising, which typically involves soliciting a select group of sophisticated investors in established financial markets (Belleflame et al., 2014). Beyond providing financial resources, crowdfunding serves as a “thermometer” for gauging product acceptance by the crowd, offering valuable insights and fostering organizational learning (Paschen, 2016; Wismashanti, 2024).

The emergence of crowdfunding is linked to the concept of crowdsourcing, a method that leverages the “wisdom of the crowd” to solve problems (Wilson et al., 2017). Crowdsourcing involves gathering suggestions for corporate practices from an undefined group of people, characterized as a collaborative activity facilitated by online tools. Over time, it became evident that the “crowd” could also provide financial resources, leading to the development of crowdfunding (Wilson et al., 2017).

Crowdfunding campaigns are typically facilitated by specific online platforms that connect recipients with investors. It has become a source of financing for business and philanthropic initiatives, democratizing access to resources while being less risk-averse than traditional methods (Yu et al., 2017).

Crowdfunding enables entrepreneurs to secure external financing from a large audience (“crowd”), where each individual contributes a small amount, contrasting with traditional fundraising methods that target a select group of sophisticated investors (Belleflame et al., 2014). Beyond funding, crowdfunding serves as a “thermometer” to gauge product acceptance by the crowd, fostering organizational learning (Paschen, 2016; Wismashanti, 2024).

The emergence of crowdfunding is linked to the concept of crowdsourcing, a method that leverages the “wisdom of the crowd” to solve problems (Wilson et al., 2017). Crowdsourcing involves gathering suggestions for corporate practices from an undefined group of people, characterized as a collaborative activity facilitated by online tools. Over time, it became evident that the “crowd” could also provide financial resources, leading to the development of crowdfunding (Wilson et al., 2017).

Crowdfunding campaigns are typically facilitated by specific online platforms that connect recipients with investors. It has become a source of financing for business and philanthropic initiatives, democratizing access to resources while being less risk-averse than traditional methods (Yu et al., 2017).

Four types of crowdfunding have been identified: a) Donation-based crowdfunding, where the recipient receives funds without offering anything in return to the backer. b) Reward-based crowdfunding, where the backer receives tokens or small benefits in exchange for their contribution. c) Lending crowdfunding, where funds are “loaned” to the recipient in exchange for interest. d) Equity crowdfunding, where the backer becomes a part-owner of the enterprise by providing funds, akin to the stock market (Paschen, 2016).

Regardless of the type, crowdfunding relies on successful interaction among various actors and operates within multiple organizational frameworks, encompassing networks, markets, communities, and organizations. This relationship is fluid, interdependent, and polymorphic by nature (Nielsen, 2018). Furthermore, platforms must engage in discussions about the campaigns, assuming responsibilities to ensure their effectiveness and ethical conduct (Nielsen, 2018).

2.2 Characteristics of Crowdfunding Projects and Campaign Success

Certain attributes of crowdfunding projects are critical for successfully attracting investors, including project implementation factors (delivery timeline, perceived quality), project novelty, sponsor participation, and entrepreneurial activity (Bo et al., 2016). In the context of a collaborative economy, such as crowdfunding or crowdsourcing, the perceived value of the project by resource providers enhances their level of engagement. Additionally, the availability of more detailed project information, such as budgets, the professionals involved, or the recipient's track record, can improve this perception and encourage greater participation (Piyathasanan et al., 2018).

he factors that influence the success of a crowdfunding campaign evolve over time, adapting to changing contexts and the experience gained (Petitjean, 2017). Equity crowdfunding campaigns may be influenced by factors similar to those of reward-based crowdfunding campaigns; however, the latter tend to exhibit higher success rates among the various types of crowdfunding (Petitjean, 2017). Moreover, crowdfunding success is closely tied to personal networks and project quality signals (Mollick, 2014). The use of social media, multimedia materials (visual resources), and communication efforts with clients can positively impact success rates (Fontana & Ordonez, 2020). This highlights the importance of personal networks, particularly interactions with backers, which are more related to the resource recipients' characteristics than to the campaigns themselves (Ullah & Zhou, 2020).

The connections between crowdfunding actors (recipients and backers) and the community are crucial for campaign success. Specifically, the ties established by recipients prior to launching their campaigns underscore the significance of personal networks, which can be further enhanced when backers have a personal identification with the recipient (Troise et al., 2020).

The inclusion of explanatory videos and clear project descriptions strengthens the perception of quality in the proposed ideas, increasing the likelihood of success (Barbi & Bigelli, 2017). Additionally, campaign duration and funding goals also play a role in success rates, with shorter campaigns and lower goals having a higher probability of success (Barbi & Bigelli, 2017). Projects with smaller funding goals are easier to finance compared to those requiring relatively larger amounts of capital (Yang et al., 2016). Furthermore, campaigns hosted on platforms that provide control mechanisms and ensure the quality of information presented to investors tend to achieve higher success rates (Yang et al., 2016).

The likelihood of success in crowdfunding campaigns can vary depending on the mechanisms employed, which are typically classified as “all-or-nothing” or flexible. In the “all-or-nothing” model, funds are only released to the recipient if the funding goal is met, while in the flexible model, funds are disbursed regardless of whether the goal is achieved. Campaigns using the “all-or-nothing” model tend to have higher success rates compared to those employing the flexible model (Bi et al., 2019).

Regarding the influence of the entrepreneur's network, a negative association has been identified between geographical distance and the amount of capital committed to projects. This finding supports the notion that the entrepreneur's network plays a central role in securing funding (Mendes-da-Silva et al., 2016). In this context, it is crucial to consider factors related to the geographical location of the project's headquarters and the development of crowdfunding campaigns (Mamov & Málaga, 2020).

The literature identifies several characteristics that influence the success of crowdfunding campaigns. As summarized in Table 1, these characteristics encompass elements related to the campaign itself, the efforts made during fundraising, the recipient, and geographic factors.

Table 1
Characteristics Influencing Crowdfunding Success

Characteristic	Reference	Context Employed
Goal size (stipulated amount)	Barbi e Bigelli (2017)	Platform Kickstarter (only campaigns launched outside the United States)
Campaign duration	Barbi e Bigelli (2017)	Platform Kickstarter (only campaigns launched outside the United States)
Campaign type	Bi et al. (2019)	Theoretical article
Budget detailing	Piyathasanan et al. (2018)	Participants of a crowdsourcing campaign in Thailand
Use of visual resources (multimedia)	Barbi e Bigelli (2017)	Platform Kickstarter (only campaigns launched outside the United States)
Recipient's experience	Ullah e Zhou (2020)	Platform Kickstarter
Recipient's gender	Ullah e Zhou (2020)	Platform Kickstarter
Identification of the recipient as an individual (personality)	Troise et al. (2020)	Italian equity crowdfunding platforms
Regional characteristics (geographic location of the project headquarters)	Berdnaz et al. (2017)	Crowdfunding platforms in Central and Eastern Europe

Source: Prepared by the authors (2022).

As presented, geographic variables can affect funding success (Mamov & Málaga, 2020; Mendes-da-Silva et al., 2016; Yu et al., 2017). Previous studies that consider geographic location and regional characteristics indicate that GDP per capita does not impact crowdfunding success in Eastern European countries. However, other variables, such as age composition, can encourage the adoption of this type of financing (Berdnaz et al., 2017). Based on the study by Yu et al. (2017), the outcomes of these relationships may vary in other countries and regions and could also be linked to an increase in angel investor activity (Lars et al., 2016; Yu et al., 2017). Angel investors can contribute financially, provide guidance, attract other investors, and more (Yu et al., 2017).

Overall, it is evident that characteristics such as goal size, project duration, recipient's experience, recipient's gender, personal identification (individual or legal entity), campaign type, quality of disclosed information, and headquarters location are the most prominent factors in the predominantly international scientific literature regarding the success of crowdfunding campaigns (Barbi & Bigelli, 2017; Berdnaz et al., 2017; Bi et al., 2019; Piyathasanan et al., 2018; Ullah & Zhou, 2020; Troise et al., 2020; Yang et al., 2016; Yu et al., 2017).

Based on the above, it can be inferred that:

H₁: The inherent characteristics of the campaign influence the success of crowdfunding for literary projects.

H₂: The inherent characteristics of how information is made available to investors influence the success of crowdfunding for literary projects.

H₃: The inherent characteristics of the recipient influence the success of crowdfunding for literary projects.

H₄: The characteristics of the crowdfunding project, when analyzed collectively, influence the success of crowdfunding for literary projects.

3 METHODOLOGY

To analyze the influence of project characteristics on the success of crowdfunding campaigns focused on literary projects, a descriptive study with a quantitative approach based on secondary data was conducted.

The data used in this study were collected from the Catarse platform. This platform mediates crowdfunding campaigns in Brazil, focusing on donation- or reward-based

crowdfunding. Launched in January 2011, the platform had raised over BRL 155 million by January 2021, supporting around 27,000 projects with more than 820,000 backers, making it the largest Brazilian platform as of January 2021 (<https://crowdfunding.catarse.me/publicacoes>).

Catarse provides the "explore" tool, allowing the subdivision of projects into 19 categories based on their funding goals. Additionally, it enables users to view the project's location by state or municipality, as well as other variables such as the funding goal, total amount raised, the number of days the project was available on the site, among others.

As the data collection was performed on January 8, 2021, the research population included 2,980 crowdfunding projects listed in the "literature" category on the Catarse platform, representing the second-largest category of completed campaigns (<https://crowdfunding.catarse.me/publicacoes>). According to platform data, these projects raised a total of BRL 40.6 million.

The projects were analyzed, excluding duplicates, projects with missing data, and outliers, as detailed in Table 2.

Table 2
Sample Composition

Operation	Description	Number of Projects
	Population (completed literary projects available on the Catarse platform)	2.980
(-)	Duplicated projects	(220)
(-)	Projects with missing data	(471)
(-)	<i>Detected outliers</i>	(3)
=	Sample	2.286

Source: Prepared by the authors.

To test the research hypotheses, the variables described in Table 3 were used.

Table 3
Variables Considered in the Research

Variable	Proxy	Reference Source	Operational Measure
Campaign Success	Achievement of the goal	Barbi e Bigelli (2017) Mollick (2014) Mendes-Da-Silva et al. (2016) Yang et al. (2016) Ullah and Zhou (2020) Yu et al. (2017)	0 = campaign reached the goal; 1 = did not reach the goal
Campaign Characteristic (H₁)			
Goal Size	Proposed goal in BRL	Barbi e Bigelli (2017) Yang et al. (2016)	Value in BRL of the proposed fundraising goal
Campaign Duration	Number of days	Barbi e Bigelli (2017)	Number of days the campaign was available on the platform
Campaign Type	Campaign flexibility	Bi et al. (2019)	0 = flexible campaign; 1 = fixed campaign
Information Availability to Investors (H₂)			
Budget	Disclosure of budget details	Piyathananan et al. (2018)	0 = flexible campaign; 1 = fixed campaign
Use of Multimedia	Audiovisual resources	Barbi e Bigelli (2017)	0 = first-time recipient; 1 = experienced recipient
Recipient Characteristics (H₃)			
Recipient Experience	Previously launched project	Ullah e Zhou (2020)	0 = first-time recipient; 1 = experienced recipient

Recipient Gender	Gender	Ullah e Zhou (2020)	0 = female; 1 = male
Personal Identification	Individual or legal entity	Troise et al. (2020)	0 = legal entity; 1 = individual
Regional Characteristics (Control Variables)			
Project Headquarters	Municipality of the project headquarters	-	0 = project based in a non-capital city; 1 = project based in a capital city
Brazilian Region	Geographic location of the headquarters	Mendes-Da-Silva et al. (2016) Mollick (2014) Yu et al. (2017)	0 = project outside the analyzed region; 1 = project within the analyzed region

Source: Prepared by the authors (2022).

The dependent variable is the dummy **Success**, classifying campaigns as successful (1) or unsuccessful (0), with success defined as achieving the proposed funding goal within the stipulated timeframe. To test the hypotheses, four major factors were categorized as potential influencers on the success of crowdfunding campaigns: campaign characteristics (H1), availability of information to investors (H2), recipient characteristics (H3), and the combined analysis of these characteristics (H4).

Regarding regional characteristics (control variables), two parameters were employed, both as dummy variables. The first parameter, **Headquarters**, assigned a value of 1 for projects based in capital cities and 0 otherwise. The second parameter categorized Brazilian regions, assigning a dummy variable for each regional division, where a value of 1 indicated projects located in that region compared to the rest of the country.

Data processing and analysis were conducted based on the objectives and hypotheses outlined in the study. Initially, a descriptive analysis of the variables of interest was performed, extracting measures of central tendency and variability to provide an initial understanding of data behavior.

Next, the Kruskal-Wallis test was used to determine differences or similarities in the success of literary crowdfunding campaigns across Brazilian regions, as the Kolmogorov-Smirnov normality test revealed that the variables did not meet the normality assumption at a 5% significance level. Additionally, based on the normality test results, Spearman's correlation coefficient was applied to assess correlations between variables and to preliminarily detect multicollinearity.

Although the tests identified deviations from normality, the significant sample size of 2,286 campaigns allowed for the application of the Central Limit Theorem. This theorem suggests that as sample size increases, the distribution of means tends to approximate a normal distribution, adding robustness to the study's conclusions (Gujarati & Porter, 2011).

Finally, to achieve the primary objective analyzing the influence of crowdfunding project characteristics on the success of literary campaigns in the Brazilian context logistic regression was employed. Before its application, assumptions of multicollinearity (Variance Inflation Factor - VIF), heteroskedasticity, and autocorrelation (Wooldridge's F-test) were verified.

Thus, the econometric models used in the study are as follow:

$$SUC_{ij} = \beta_0 + \beta_1 TAM_{ij} + \beta_2 DUR + \beta_3 TIP_CAMP + \beta_4 SEDE_{ij} + \beta_5 REG_BRA_{ij} + u_{ij} \quad (\text{Model 1})$$

$$SUC_{ij} = \beta_0 + \beta_1 ORÇ_{ij} + \beta_2 VIDEO + \beta_3 SEDE_{ij} + \beta_4 REG_BRA_{ij} + u_i \quad (\text{Model 2})$$

$$SUC_j = \beta_0 + \beta_1 EXP_{ij} + \beta_2 GEN + \beta_3 PESS + \beta_4 SEDE_{ij} + \beta_5 REG_BRA_{ij} + u_{ij} \quad (\text{Model 3})$$

$$SUC_j = \beta_1 TAM_{ij} + \beta_2 DUR + \beta_3 TIP_CAMP + \beta_4 ORÇ_{ij} + \beta_5 VIDEO + \beta_6 EXP_{ij} + \beta_7 GEN + \beta_8 PESS + \beta_9 SEDE_{ij} + \beta_{10} REG_BRA_{ij} + u_{ij} \quad (\text{Model 4})$$

Where:

TAM = Goal size; *DUR* = Campaign duration; *TIP_CAMP* = Campaign type; *ORÇ* = Budget; *VIDEO* = Use of multimedia; *EXP* = Recipient's experience; *GEN* = Recipient's gender; *PESS* = Personal identification; *SEDE* = Project headquarters; *REG_BRA* = Brazilian region; β_0 Intercept; and *uij* is the Stochastic error term of the logistic regression.

All analyses were conducted using the statistical software package **Stata®**, version 13.

4 RESULTS

4.1 Description of the Characteristics of Crowdfunding Projects in the Literary Sector

To understand the data distribution of the research, Tables 4 and 5 present the descriptive statistics of the sample projects.

Table 4

Descriptive Statistics of Variables Related to Campaign Characteristics

Variables	No. of Observations	Minimum	Maximum	Mean	Standard Deviation
Goal size (value of the goal)	2.286	10	15.6400	11.411,47	13.712,92
Campaign duration	2.286	0	592	67,92	61,96

Source: Research data.

In Table 4, the inherent characteristics of the campaigns indicated a high dispersion among the investigated variables (Goal size = 13,712.92; Duration = 61.96). Despite this, the average goal for the set of projects was 11,411.47, while the average duration of literary campaigns was approximately 68 days.

Table 5

Descriptive Statistics (Frequency) of Dummy Variables

Variables	No. of Observations	Frequency	Percentage (%)
Campaign success	0	1.494	65,4
	1	792	34,6
	Total	2.286	
Recipient experience	0	1.450	63,4
	1	836	36,6
	Total	2.286	
Recipient gender	0	1.139	49,8
	1	1.147	50,2
	Total	2.286	
Recipient personality	0	571	25,0
	1	1.715	75,0
	Total	2.286	
Campaign type	0	1.308	57,2
	1	978	42,8
	Total	2.286	
Budget detailing	0	642	28,1
	1	1.644	71,9
	Total	2.286	
Use of audiovisual resources	0	1.170	51,2
	1	1.116	48,8
	Total	2.286	
Project headquarters	0	1.450	63,4
	1	836	36,6
	Total	2.286	

Source: Research data.

In Table 5, regarding success (dependent variable), it is noted that approximately 35% of literary projects achieved the proposed goal. Concerning the independent variables, it is observed that, among the characteristics inherent to the recipient, the majority are first-time recipients (63.4%), and 75% of the sample consists of individuals. These variables indicate that most recipients are beginners and individuals, which may impact supporters' perception and trust.

Regarding characteristics related to the availability of information to investors, 71% of the projects provided a detailed budget, while 51.2% did not use audiovisual (multimedia) resources. The descriptive statistical analysis also revealed that the gender distribution among campaign recipients is quite balanced, with 49.8% of recipients classified as gender 0 and 50.2% as gender 1, suggesting similar participation between both groups in literary crowdfunding campaigns.

In terms of regional characteristics, it is inferred that 63.4% of crowdfunding projects in the literary sector are based in non-capital cities. Additionally, there is a high concentration of projects in the Southeast region, with 1,295 projects (56.6%), followed by the South region with 442 projects (19.3%), the Northeast with 364 projects (15.9%), the Midwest with 128 projects (5.6%), and finally, the North region with 57 projects (2.5%).

4.2 Relationships Between Crowdfunding Project Characteristics and the Success of Literary Financing Campaigns

Table 6 highlights the influence of variables related to the characteristics of Brazilian crowdfunding projects on the success of literary financing campaigns.

Table 6
Regression Analysis

Variables	Success			
	Model I	Model II	Model III	Model IV
Goal size (TAM)	- 0,3281(*)	-	-	-0,6137(*)
Campaign duration (DUR)	- 0,0137(*)	-	-	-0,0106(*)
Campaign type (TIP_CAMP)	1,7661(*)	-	-	1,8416(*)
Recipient gender (GEN)	-	-	-0,1774	-0,2311(***)
Personal identification (PESS)	-	-	-0,6860(*)	-0,2623(***)
Experience (EXP)	-	-	10,6508(*)	0,7724(*)
Budget detailing (ORÇ)	-	0,0452	-	0,2526(***)
Use of multimedia (VIDEO)	-	1,0826(*)	-	1,3734(*)
Project headquarters (SEDE)	0,7259(*)	0,6450(*)	0,9103(*)	0,9228(*)
North	1,2540(**)	-2,6087(*)	-1,9933(*)	2,4691(*)
Northeast	1,5817(*)	-2,3414(*)	-2,2997(*)	2,1704(*)
Midwest	1,2598(**)	-2,7343(*)	-3,1487(*)	1,8037(*)
Southeast	2,6983(*)	-1,3163(*)	-1,0750(*)	3,3179(*)
South	2,1846(*)	-1,8922(*)	-1,7059(*)	2,7249(*)
2Loglikelihood	-1256,89	-1323,44	-1224,51	-1032,72
LR Chi ²	410,62(*)	391,23(*)	474,49(*)	546,80(*)

Legend: **TIP_CAMP** - Campaign type: 0 = flexible or variable campaign; 1 = fixed or "all-or-nothing" campaign. **GEN** - Gender: 0 = female; 1 = male. **PESS** - Personal identification: 0 = legal entity; 1 = individual. **EXP** - Recipient experience: 0 = first-time recipient; 1 = experienced recipient. **ORÇ** - Budget detailing: 0 = not detailed; 1 = detailed. **VIDEO** - Use of audiovisual resources: 0 = does not use audiovisual resources; 1 = uses audiovisual resources. **SEDE** - Project headquarters: 0 = project based in a non-capital city; 1 = project based in a capital city.

(*) = $p < 0.01$ (1% significance level); (**) = $p < 0.05$ (5% significance level); () = $p < 0.10$ (10% significance level).

Source: Research data.

In Table 6, the LR Chi² test indicates that the models are globally significant at the 1% level.

In **Model I**, it is observed that campaign characteristics, such as goal size and duration, negatively affect the probability of success (goal achievement), while the campaign type positively affects success. The negative coefficients suggest that larger goals and longer campaigns reduce the likelihood of success, whereas fixed campaign types increase the probability of success compared to flexible campaigns, where recipients access funds regardless of goal achievement. Thus, the first hypothesis (H1) is not rejected based on these findings.

This result aligns with Barbi and Bigelli (2017), who demonstrated that campaigns with smaller goals and shorter durations are more likely to succeed. Additionally, as highlighted by Yang et al. (2016), projects with smaller goals are easier to fund.

Regarding the campaign type, the findings are consistent with Bi et al. (2019), who found a positive impact of campaign type on "all-or-nothing" or fixed campaigns in the European context. In Europe, recipients use this campaign type to attract backers with the risk that the project might not receive any funds (Bi et al., 2019).

In **Model II**, regarding the characteristics related to the availability of information to investors (budget detailing and the use of audiovisual resources), only the use (or non-use) of audiovisual resources (multimedia) showed a positive and statistically significant coefficient. Thus, greater use of audiovisual resources increases the probability of success in literary crowdfunding campaigns. Based on these findings, the second hypothesis (H2) is rejected.

The results for the audiovisual resources variable align with Barbi and Bigelli (2017), who found in British and Canadian contexts that using audio and/or video in campaigns increases their chances of success. However, the budget detailing variable showed a different result from that of Piyathasanan et al. (2018) in the American context. This study indicates that Brazilian investors do not value budget detailing as much as American investors do, reflecting a lower demand for mechanisms to reduce informational asymmetry in Brazilian projects.

In **Model III**, among the characteristics related to the recipient (Gender, Personal Identification, and Experience), only Gender did not show statistical significance in explaining the probability of campaign success, albeit with a negative indication. This result differs from Ullah & Zhou (2020), who found gender to be a significant determinant of crowdfunding success in the American context. Meanwhile, Personal Identification and Experience variables showed negative and positive coefficients, respectively. Based on these findings, the third hypothesis (H3) is rejected.

When the recipient is identified as an individual, the chances of success are lower, differing from the findings of Troise et al. (2020), who reported a positive coefficient. This result may reflect the Brazilian context, where literary projects are generally initiated by publishers or non-profit organizations. This indicates a low level of interest among Brazilian investors in identifying the individual behind the project, suggesting less demand for information control mechanisms (Yang et al., 2016).

The positive coefficient for the recipient's experience aligns with findings in the American context (Ullah & Zhou, 2020). Recipients who have previously launched campaigns are more likely to achieve their funding goals. This preference among Brazilian backers suggests some degree of risk aversion, relying on the recipient's past experiences (Yang et al., 2016).

Additionally, **Model IV** was tested to verify the combined effect of the variables on campaign success. The results indicate that the coefficients for Campaign Type, Recipient Experience, Budget Detailing, Use of Audiovisual Resources, Project Headquarters, and geographic regions were positive and statistically significant. These attributes are considered project characteristics by the research. The positive coefficient suggests that as these values increase, so does the probability of success for literary crowdfunding projects.

Observa-se que essas Variáveis, quando adotadas em conjunto, apresentam sinais Positive results indicate significant characteristics for the success of project fundraising. The positive relationship with the variable **Experience (EXP)** highlights that backers believe more experienced

recipients possess greater expertise and prestige in the crowdfunding market, which enhances positive outcomes in their campaigns (Ullah & Zhou, 2020). In "all-or-nothing" campaigns, this occurs because investors feel "pressured" when a project of interest might not receive funding unless the goal is met, motivating both investors and recipients to make greater efforts (Bi et al., 2019).

Additionally, the inclusion of audiovisual resources in campaigns demonstrates that the quality of information provided by the recipient positively impacts campaign success. Explanatory videos and/or audio make the project's message more accessible to backers (Barbi & Bigelli, 2017).

The positive relationship with the variable **Project Headquarters** suggests that, in Brazil, campaigns based in state capitals are more likely to succeed. This indicates that project location influences success (Mendes-Da-Silva et al., 2016; Mollick, 2014; Yu et al., 2017). Campaigns in the Southeast and South regions tend to have higher success probabilities, likely due to regional diversity involving demographic, economic, and social factors. Alternatively, this may reflect greater regional interest in crowdfunding for literary projects (Mendes-Da-Silva et al., 2016; Mollick, 2014; Yu et al., 2017).

Conversely, when analyzed alongside other variables, **Goal Size (TAM)**, **Duration (DUR)**, **Gender (GEN)**, and **Personal Identification (PESS)** showed a negative and statistically significant influence on the success of literary projects. The relationship with **Goal Size (LN_TAM)** may indicate the limited amount of resources provided by each backer (Mollick, 2014; Soreson et al., 2016), which would disadvantage campaigns with larger goals.

The negative relationship with **Duration (DUR)** suggests that shorter campaigns encourage backers to contribute sooner, given the urgency of deadlines. Mendes-Da-Silva et al. (2016) demonstrated that most contributions occur either at the beginning or near the end of fundraising campaigns.

Moreover, the negative relationship with the **Gender (GEN)** variable for campaigns initiated by men suggests that backers support gender diversity in the literary works they fund. In this perspective, the hypothesis is accepted (**H₄**).

5 FINAL CONSIDERATIONS

In this study, elements related to the characteristics of crowdfunding projects influencing the success of financing literary projects in Brazil were examined. Unlike previous national studies, this research identified the impact of characteristics associated with campaigns, the availability of information to backers, recipients, and, additionally, the project's region of origin, providing a more detailed perspective by considering regional differences.

Crowdfunding has democratized fundraising, making this resource more accessible across various sectors of society as a financing tool. This article specifically investigated factors that may serve as indicators of success for literary crowdfunding campaigns. Literary campaigns seeking to raise larger amounts of funding face greater challenges, emphasizing the need for more robust strategies to engage donors.

A comparison of the research models shows that the combined set of characteristics enhances fundraising performance. Regionally, the South and Southeast regions exhibit higher probabilities of success in crowdfunding projects. This may be attributed to higher household access to the internet and computers in these regions, as indicated in the 2022 report by the Regional Center for Studies on the Development of the Information Society (available at <https://cetic.br/pt/tics/domicilios/2022/domicilios/A4B/>).

The study's findings were heterogeneous compared to previous international studies on the influence of these characteristics. This divergence likely arises from the Brazilian context differing from the environments where these variables were tested in earlier research, predominantly conducted in developed countries, primarily in Europe and the USA. Moreover, focusing solely

on literary projects contributed to uncovering divergences from prior studies, highlighting unique aspects of this sector.

Given this, the study provided new insights into the dynamics of crowdfunding, particularly regarding Brazil's regionalization and the literary subdivision. The database included only non-financial return campaigns (donation or reward-based), which are the most common in Brazil, especially for cultural projects. The article introduced a variable not previously addressed: the relationship between projects based in state capitals versus non-capital cities in Brazil.

From a managerial perspective, understanding the relationships between the characteristics investigated in the article and the success of crowdfunding campaigns can help those seeking to raise funds through this tool to develop assertive strategies to attract financial support for their campaigns.

Finally, for future studies, it is suggested to explore other project categories or conduct regional analyses of other types of crowdfunding, such as equity-based crowdfunding. Additionally, further quantitative analyses could consider social, economic, and/or demographic variables by region or Brazilian state.

REFERENCES

- Barbi, M., & Bigelli, M. (2017). Crowdfunding practices in and outside the US. *Research in International Business and Finance*, 41(1), 134-148. <https://doi.org/10.1016/j.ribaf.2017.05.013>
- Belleflame, P., Lambert, T., & Schwiendbacher, A. (2014). Crowdfunding: Tapping the right crowd. *Journal of Business Venture*, 29(5), 610-611. <https://doi.org/10.2139/ssrn.1578175>
- Berdnaz, J., Markiewicz, M., & Ploska, A. (2017). The determinants and development of crowdfunding in the Central and Eastern Europe countries. *Ekonomia I Prawo*, 16(3), 22-34, 275. <https://doi.org/10.12775/EiP.2017.019>
- Bi, G., Geng, B., & Liu, L. (2019). On the fixed and flexible funding mechanisms in reward-based crowdfunding. *European Journal of Operational Research*, 279(1), 120-131. <https://doi.org/10.1016/j.jer.2019.05.019>
- Bi, S., Zhiyng, L., & Usman, K. (2017). The influence of online information on investing decisions of reward-based crowdfunding. *Journal of Business Research*, 71(1), 10-18. <https://doi.org/10.1016/j.jbusres.2016.10.001>
- Bo, X., Haichao, M., Zheng, Y., Xu, T., & Wang, T. (2016). Configurational paths to sponsor satisfaction in crowdfunding. *Journal of Business Research*, 69(2), 915-927. <https://doi.org/10.1016/j.jbusres.2015.06.040>
- Dinh, J. M., Isaak, A. J., & Wehner, M. C. (2024). Sustainability-oriented crowdfunding: An integrative literature review. *Journal of Cleaner Production*, 448, 141579. <https://doi.org/10.1016/j.jclepro.2024.141579>
- Fontana, M. & Ordonez, L. (2020). Señalización y el éxito de las campañas de crowdfunding latino-americano. *Retos*, 10(19), 99-116. <https://doi.org/10.17163/ret.n19.2020.06>
- Gujarati, D. N., & Porter, D. C. (2011). *Econometria Básica* (5a Ed.). AMGH Editora.

- Hilderbrand, T., Puri, M., & Rocholl, J. (2018). Adverses incentives in crowdfunding. *Management Science*, 14(6), 1-47. <https://doi.org/10.1287/mnsc.2015.2339>
- Lars, H., & Matthias, S. (2016). 8. Does a Local Bias Exist in Equity Crowdfunding? The Impact of Investor Types and Portal Design. *Social Science Research Network*. <https://doi.org/10.2139/SSRN.2801170>
- Mamov, S., & Málaga, R. (2020). A 2020 perspective on sucess factores in title III equity crowdfunding in the United States. *Eletronic Commerce Research and Applications*, 40(1), 22-31. <https://doi.org/10.1016/j.elerap.2020.100933>
- Mendes-Da-Silva, W., Rossoni, L., Conte, B. Francisco, E., & Gattaz, C. (2016). The Impacts of Fundraising Periods and Geographic Distance on Financing Music Production via Crowdfunding in Brazil. *Journal of Cultural Economics*, 9(1), 189-214.
- Mourão, P., Silveira, M., & Melo, R. (2018). Many are never too many: an analysis of crowdfunding projects in Brazil. *International Journal of Finances Studies*, 6(4), 13-23. <https://doi.org/10.3390/ijfs6040095>
- Mollick, E. (2014). The dynamics of crowdfunding: An exploratory study. *Journal of Business Venturing*, 29(1), 1-16. <https://doi.org/10.1016/j.jbusvent.2013.06.005>
- Nielsen, K. (2018). Crowdfunding through a partial organization lens – the co-dependent organizational. *European Management Journal*, 36(6), 695-707. <https://doi.org/10.3390/ijfs6040095>
- Paschen, J. (2016). Choose wisely: crowdfunding through the stages of the startup life circle. *Business Horizons*, 60(2), 178-188. <https://doi.org/10.1016/j.bushor.2016.11.003>
- Petitjean, M. (2017). What explains the success of reward-based crowdfunding campaigns as they unfold? Evidence from the french crowdfunding platform Kisskissbankbank. *Finance Research Letters*, 26(1), 22-39. <https://doi.org/10.1016/j.frl.2017.11.005>
- Piyathasanan, B., Mathies, C., Patterson, P. G., & Ruyter, K. (2018). Continued value creation in crowdsourcing from creative process engagement. *Journal of Services Marketing*, 32(1), 19-33. <https://doi.org/10.1108/JSM-02-2017-0044>
- Secchi, L., Wink Junior, M. V., & Moraes, C. J. de. (2021). Crowdfunding e desempenho eleitoral no Brasil: Análise estatística das eleições para deputado federal em 2018. *Revista de Administração Pública*, 55(5), 1191-1214. <https://doi.org/10.1590/0034-761220200876>
- Soreson, O., Assenova, V., Guan-Cheng, L., Boada, J., & Fleeming, L. (2016). Expandinnovation finance via crowdfunding. *Science*, 354(6319), 1526-1538. <https://doi.org/10.1126/science.aaf6989>
- Troise, C., Tani, M., & Papaluca, O. (2020). Equity and reward crowdfunding: a multiple signal analysis. *International Journal of Economics and Finance*, 12(3), 1-30. <https://doi.org/10.5539/ijef.v12n3p30>

Ullah, S., & Zhou, Y. (2020). Gender, Anonymity and Team: What Determines Crowdfunding Success on Kickstarter. *Journal of Risk and Financial Management*, 13(4), 80. <https://doi.org/10.3390/jrfm13040080>

Yang, Y., Wang, H., & Wang, G. (2016). Understanding Crowdfunding Processes: A Dynamic Evaluation and Simulation Approach. *Journal of Electronic Commerce Research*, 17(1), 47-64. <https://doi.org/10.1016/j.jbusvent.2016.06.005>

Yu, S., Johnson, S., Chiayu, L., & Cricelli, A. (2017). Crowdfunding and regional entrepreneurial investment: an application of the CrowdBerkeley database. *Research Policy*, 46(10), 1-24. <https://doi.org/10.1016/j.respol.2017.07.008>

Wilson, M., Robson, K., & Botha, E. (2017) Crowdsourcing in a time of empowered stakeholders: Lessons from crowdsourcing campaigns. *Business Horizon*, 60(2), 42-51. <https://doi.org/10.1016/j.bushor.2016.11.009>

Wismashanti, R. A. (2024). Komunikasi dalam Platform Online Crowdfunding: Tinjauan Literatur Sistematis. *Technomedia Journal*, 8(3), 50-63. <https://doi.org/10.33050/tmj.v8i3.2157>

CONFLICT OF INTERESTS

The authors declare no conflicts of interest regarding this submitted work.

AUTHOR CONTRIBUTIONS

Roles	1 ^a author	2 ^o author	3 ^o author	4 ^o author
Conceptualization	◆	◆		
Data curation	◆	◆		
Formal analysis	◆		◆	◆
Funding acquisition				
Investigation	◆	◆		
Methodology	◆	◆		
Project administration			◆	◆
Resources				
Software		◆		
Supervision			◆	◆
Validation				
Visualization	◆	◆	◆	◆
Writing – original draft	◆	◆	◆	◆
Writing – review & editing	◆	◆	◆	◆