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**Crowdfunding Market in the UAE:
Triangulation Study for the Success Factors in the Market**

التمويل الجماعي في الإمارات: دراسة عوامل النجاح في السوق دراسة باستخدام
طريقة التثليث

by
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of the requirements of the degree of
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ABSTRACT

Crowdfunding is considered a new funding type in the UAE financial industry. It started to gain the attention as an emerging market that holds capitalization opportunities for SMEs and start-ups. Research has shown that crowdfunding is expected to grow in size in the developing countries. However, the related studies to the crowdfunding market in the UAE were almost not found, therefore, this study aims to investigate the crowdfunding market by examining the extent of certain success factors, namely awareness, knowledge, trust, and regulations in United Arab Emirates. The study methodology was based on the triangulation mixed method in which quantitative data was obtained through an online survey, professional opinions are extended by conducting interviews, and finally a comparative analysis was significant to evaluate the market position compared to a well-developed model from the UK crowdfunding market. The associated quantitative and qualitative data analysis revealed that crowdfunding market in the UAE has founded a good level of regulations for such market. However, the level of awareness, knowledge, and trust remains subject of enhancement and improvement. Those results may infer that there is a possible promising future for crowdfunding in the UAE if the rest of success factors were attained. In addition, the paper advises all market participants, including the government, platforms, project owners, and educational institutions, to take particular steps to contribute to the market's growth. Nevertheless, the study still holds certain limitations related to the methodology that need to be likely improved by further future studies.

نبذة مختصرة

يعتبر التمويل الجماعي نوعاً جديداً من التمويل في الصناعة المالية الإماراتية. حيث بدأ في جذب الانتباه كسوق ناشئ يوفر فرص رأس المال للشركات الصغيرة والمتوسطة والشركات الناشئة. أظهرت الأبحاث أنه من المتوقع أن يزداد حجم التمويل الجماعي في البلدان النامية. ومع ذلك، لم يتم العثور على الدراسات ذات الصلة بسوق التمويل الجماعي في الإمارات العربية المتحدة تقريباً، لذلك تهدف هذه الدراسة إلى التحقيق في سوق التمويل الجماعي من خلال فحص مدى بعض عوامل النجاح، وهي الوعي والمعرفة والثقة واللوائح في دولة الإمارات العربية المتحدة.

استندت منهجية الدراسة إلى طريقة التثليث المختلطة التي تم من خلالها الحصول على البيانات الكمية من خلال استطلاع عبر الإنترنت، وتم توسيع الآراء المهنية من خلال إجراء المقابلات، وأخيراً كان التحليل المقارن مهماً لتقييم وضع السوق مقارنة بنموذج سوق تمويل جماعي مطور جيداً من المملكة المتحدة.

كشف تحليل البيانات الكمية والنوعية المصاحبة أن سوق التمويل الجماعي في الإمارات العربية المتحدة قد أسس مستوى جيداً من اللوائح التنظيمية لمثل هذا السوق. ومع ذلك، فإن مستوى الوعي والمعرفة والثقة يظل موضوعاً للتعزيز والتحسين. يمكن الإستنتاج من خلال هذه النتائج أن هناك مستقبلاً واعداً محتملاً للتمويل الجماعي في الإمارات العربية المتحدة إذا تم تحقيق بقية عوامل النجاح.

. بالإضافة إلى ذلك، تتصح الدراسة جميع المشاركين في السوق، بما في ذلك الحكومة والمنصات وأصحاب المشاريع والمؤسسات التعليمية، باتخاذ خطوات معينة للمساهمة في نمو السوق. ومع ذلك، لا تزال الدراسة تحتوي على بعض القيود المتعلقة بالمنهجية التي من المحتمل أن يتم تحسينها من خلال مزيد من الدراسات المستقبلية.

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LIST OF ACRONYMS

CF- Crowdfunding
SMEs- Small & Medium Enterprises
VC- Venture Capital
FCA- Financial Conduct Authority
SCA- Securities and Commodities Authority
FSRA- Financial Service Regulatory Authority
DFSA- Dubai Financial Service Authority

CHAPTER 1

INTRODUCTION

1.1 Background of The Study

No one can deny that the current service industry has changed in ways that will never be the same again. This is true also in the financial world where new instruments, digital currencies, and virtual banks joined and might one day replace the traditional methods of doing a business.

Consequently, there was a new formation of a funding market that already exists, however, it's now computerized. Crowdfunding is a relatively new funding model that is gaining traction in developing countries while also expanding in developed ones. For example, crowdfunding has emerged in the United States, numerous European countries, Indonesia, and other Asian countries. Justifying its emergence, Teigland et al. (2018) explained the beginning of this market as a result of the international financial crisis in 2008, when it's not unexpected that financial system participants have come to be under suspicion by consumers, businesses, and governments.

This lack of faith in existing financial players, combined with developments in new technology and everyday digital tools such as cellphones, paved the road for new financial innovations, firms, and practices. More, Teigland et al (2018). continued to argue that the magnitude of this transition around the world, has been so significant that one could argue that what was once "taken for granted" in finance has shifted. Consumers, bankers, and governments no longer consider stability in the same way they did in the past.

In order to stand on the factors that helped to enhance crowdfunding, Bruton, G. *et al.* (2015) discussed that one of the main restrictions that has pushed the desire for alternate forms of funding for early-stage companies is a shortage of obtaining capital in both developed and developing

countries. Although high-risk entrepreneurial companies in industrialized nations have more funding choices than those in developing ones, they nonetheless face an ongoing struggle in their quest for money. As a result, entrepreneurs may believe that innovative alternative methods of funding provide them with more access than traditional sources of capital.

Similarly, later, a study by Gromek, M. and Dubois, A. (2018) clarified that the crowdfunding model benefited from a number of variables, including the increasing accessibility of the Internet, the digitalization of trust, the adoption of new legislation, which created risk aversion among traditional financial providers, and the reduction in bank funding for businesses. As a result, using crowdfunding sounds tempting and convenience for startups and SMEs, and it could be claimed that crowdsourcing may enable these small businesses to eliminate, or at least reduce, their financial needs.

However, having a closer look at crowdfunding market, its operating mechanism, players, and other specific details, will lead to encounter more than what appears on the surface. Therefore, in this study we will try to shed a light on some critical factors that might lead to the growth of such market, especially in the developing countries.

The United Arab Emirates is considered one of the leading countries in the financial arena in the region. Hence, in order to follow its quest to pursue the best advancements in different economic aspects, the UAE financial authorities paved the way to receive the new market of crowdfunding by adopting the needed regulations, creating flexible atmosphere, and enabling SMEs and startups to take the advantage of such market. In the attempt to demystify the current crowdfunding position as an emerging finance source in the UAE, we determined in this study four factors those which would contribute to the success and growth of the crowdfunding. The success factors of crowdfunding are trust, awareness, knowledge, and regulations.

1.2 Research Problem:

Studying the success factors of crowdfunding market is highly important to learn how to improve it and to overcome any obstacles that may be impeding its progress. The existing literature showed a numerous study that have explored CF success factors, either in wider scale as an alternative market, or into narrower scale to dissect its elements and procedures.

Hence, there are two reasons led to conduct this study: firstly, the CF market in the UAE is regarded immature due to the few number of platforms operating, small market size, and low public knowledge of such finance. Therefore, this market needs to understand the success factors in order to expand and become more efficient. Secondly, the majority of available literature hasn't looked into the UAE CF industry, which is likely due to the fact that it is still a developing local market, which leaves a gap in the research domain. Therefore, considering the aforementioned two reasons -the empirical and theoretical-, we would highlight a gap in the literature that the current study will try to address.

1.3 Research Aim, Objective, Questions, and Hypothesis:

Given the lack of research about CF market in the UAE, and the urge to influence the market by decision makers and authorities, this study will aim to identify and evaluate the current CF market position in the UAE, in order to detect practical implications to improve it. Consequently, the research main objective is to investigate the extent of success factors of crowdfunding as an emerging market in the United Arab Emirates.

Accordingly, the study should provide a clear answer for following research questions:

RQ.1: Is crowdfunding in the UAE equipped with all of the the necessary factors, namely trust, awareness, Knowledge and regulations; to succeed?

And sub-question:

RQ.1.1: What are the current success factors of crowdfunding in the UAE market? And what are missing?

The research hypothesis and null hypothesis were developed to test the reliability of the research, as follows:

H₀: There is no effect of the success elements like trust, awareness, knowledge, and regulatory level on the use of crowdfunding as alternative finance in the UAE.

H₁: If crowdfunding in the UAE has all of the success elements like trust, awareness, knowledge, and regulatory level; then, the use of crowdfunding as alternative finance will increase.

1.4 Significance of the Study

The European crowdfunding framework by de Buysere et al. (2012) suggested that working with data from the crowdfunding industry has a lot of possibilities for scholars and third-party analysts. de Buysere et al. referred to the scarcity of startup data to analyze, and how universities are starting to produce scholarly papers on crowdfunding. This is significantly crucial because the results and conclusions will be critical in assisting entrepreneurs in developing top-tier crowdfunding platforms and launching successful campaigns. Based on that, the current study offers a theoretical contribution to fill a gap in the literature related to CF in the UAE context, at the same time, we hope that the study will provide useful recommendations that will help the current market to understand what success factors are in place and what factors need to be obtained.

1.5 Structure of the Dissertation:

The current paper is designed as following: Chapter 1 is dedicated for the introduction in which the study background, study problem statement, purpose and research questions, and the significance of the study are addressed. Chapter 2 includes an extended literature review that is

conducted to understand crowdfunding market fundamentals and a more in depth comparative analysis for the current market. Chapter 3 is the methodology part in which the study has followed to achieve its purpose. It consists of research design, the quantitative and qualitative approaches, in addition to the tests and analysis techniques used. Chapter 4 is where the results and discussion took place followed by detailed findings. Chapter 5 is the conclusion chapter that reveals the implications of the research, limitations, recommendations, and the potential for future studies.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In the era of AI technology, digital currency, Internet of Things and other innovations, it seems apparently that digitally accessible finance will find a way to thrive. Crowdfunding (CF) as an alternative financing has established a contemporary convenient aid for start-ups, social projects, money lending, and donating for creative work.

The World Bank's (2013) report as well as Teigland et al. (2018) referred that this new kind of capital generation arose in a concise way in the aftermath of the 2008 financial crisis, mainly to the problems skilled workers, entrepreneurs, and start-up businesses had in raising money. As traditional banks became less ready to lend, entrepreneurs began to explore for funding elsewhere. Crowdfunding is a method of project or business fundraising that takes advantage of crowd-sourced, decision-making, and innovation. Individuals and corporations have generated billions of dollars in debt, equity, and donations for projects during the past years in the developed nations by utilizing social media platforms, social profiles, and the nature of digital communication.

In addition, it is notably that crowdfunding has grown in popularity in a number of industrialized economies, including Australia, the United Kingdom, the Netherlands, Italy, and the United States, in less than a decade. This fascinating phenomena is sweeping the developed world and generating significant attention in the developing world. (World Bank 2013)

In this chapter we will stand on several relevant aspects that are significant to understand the basis, mechanism, and the expectations of CF. Furthermore, we will examine the literature for success factors that researchers regard to be pillars in the development of a successful crowdfunding industry.

2.2 Organizational Background of Crowdfunding

2.2.1 CF Definition

It was obvious that the majority of the scholars agreed on the elements that should be included in a crowdfunding definition. Ahlers et al. (2015, p.1) saw it as an umbrella phrase for a more and more popular method of online fundraising in which a group of people pool money, usually in the form of (very) small individual payments, to promote a specified goal. Similarly, the World Bank (2013) defined crowdfunding as an Internet-based method for businesses or other groups to generate money – generally between \$1,000 and \$1 million – from different individuals through donations or investments.

However, Mollick, (2014, p. 2) has narrowed the concept as he argued that a tighter definition of the phrase is appropriate for academics studying, new initiatives, and entrepreneurial financing, where crowdfunding is extremely significant. Mollick explained crowdfunding as the “efforts by entrepreneurial individuals and groups – cultural, social, and for-profit – to fund their ventures by drawing on relatively small contributions from a relatively large number of individuals using the internet, without standard financial intermediaries.”

Most of the definitions in the literature contain three main features that shape crowdfunding, which are the use of internet, individual’s contributions, and the money-collecting process.

However, in this study, it is believed that there is one essential element is needed to enhance the current definition, this element is the *website platforms*. Hence, we believe that crowdfunding definition may be characterized as the following:

It is the process that allows projects to obtain the desired funds either for donation, equity, or credit from society through the use of website platforms.

The reason of including the website platforms lies in the role these platforms are playing; this role is critical for the fund process to be completed. Crowdfunding platforms are the connectors between projects and funders, the project image will be performed through them, and therefore, these platforms contribute to the investor's trust.

2.2.2 Types of CF

Crowdfunding platforms provide a number of fundraising options, each of which serves a specific aim for the investor and project owner while also increasing the ease of collecting funds.

Particularly World Bank (2013), Zhang et al. (2018), Gromek, M., and Dubois, A. (2018) have discussed these models on crowdfunding platforms and identified the following:

1) Donation crowdfunding

Generally, instead of selling securities, it obtains nonequity funds for creative enterprises or charitable reasons. Donations may be used to help an earlier start company or product innovation (World Bank 2013), however, the capital suppliers support a donation-based project with no expectation of remuneration (Gromek, M., and Dubois, A. 2018).

I. Donation-Based Crowdfunding:

The donors expect nothing in return of the money provided. The finance is provided as a family, friend, social support in which the latter is directed to charity purposes or serves environmental sustainable goals.

II. Reward-Based Crowdfunding:

A gift or certificate of appreciation or a pre-purchase of a service or product is given to investors. This approach is growing into its own marketplace, with companies obtaining significant amounts of money through pre-sales as a market fit assessment. (World Bank 2013)

2) Investment crowdfunding

The World Bank (2013) determines this model as the process of generating funds by selling financial instruments that are connected to a company's assets and/or financial status. Crowdfunding requires obtaining debt financing in the form of loans, selling patent work claims, and selling investor ownership shares (equity-based crowdfunding). Unlike the more traditional model, in which angel investors or venture capitalists purchase the whole round of financing, many CF investors make modest sums in each case. Under the investment model, crowdfunding includes the following types:

I. Equity-based Crowdfunding:

The aim that motivates the crowd to be part of this type is when the project convinces them -as investors- that the return on investment is worthy and when they believe in the growth of this project. In particular, equity crowdfunding is identified by Ahlers, et al. (2015) as the mode of financing, in which an entrepreneur sells a defined quantity of equity or bond-like shares in a firm to a group of (small) investors through an open request for funds on Internet-based platforms.

II. Royalty Crowdfunding:

In this type contributors are given a share of a unit trust that owns a royalty interest in the fundraising company's intellectual property. Over time, a percentage of revenue is distributed. The payout is determined by the amount of revenue generated on a regular basis.

(World Bank 2013) (Messeni Petruzzelli et al., 2019)

III. Lending Crowdfunding:

In debt-based CF or *crowdlending* form, secured, unsecured, or convertible debt are purchased by investors. Unlike other types of crowdfunding that fund new ventures and start-ups, the debt CF is established between investors and existing businesses, mainly SMEs in which a fixed rate of interest is paid on specific schedule (Gromek, M., and Dubois, A. 2018), (World Bank 2013).

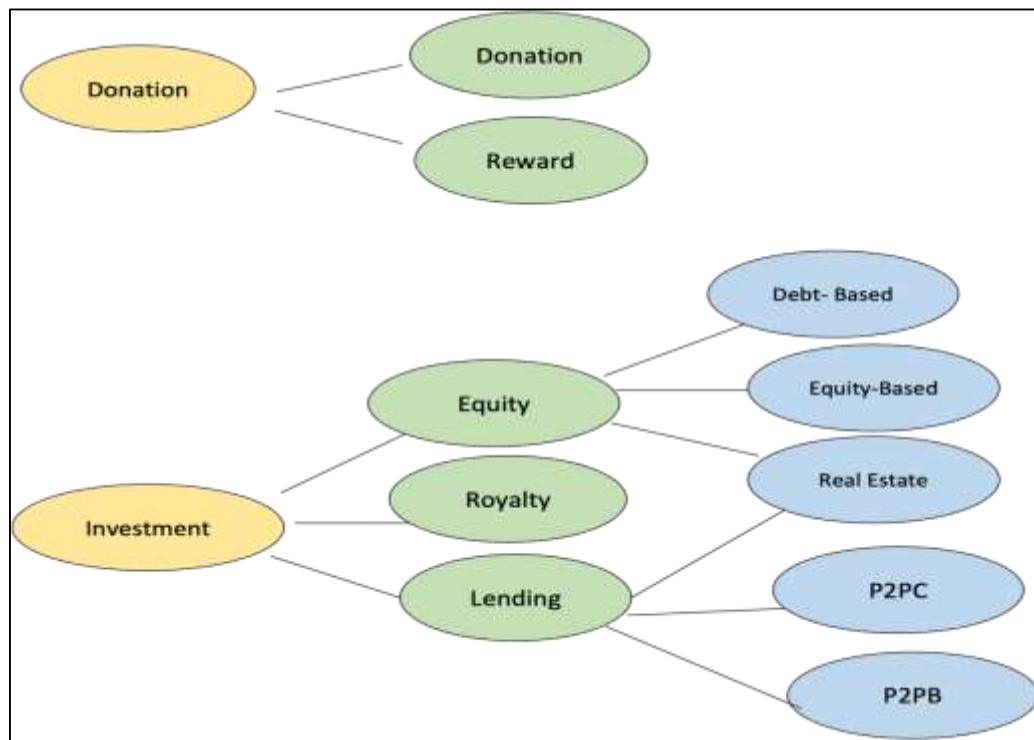


Figure 2.1 Types of CF

2.2.3 CF Mechanism

The financial system consists of three components (investors, borrowers, and intermediaries) that work together to produce a cycle of transmitting money, investing it, producing returns, and then sharing these returns. This investment model flow has proven to be efficient and trustworthy in traditional financing, as well as in the age of modern technology. Similarly, crowdfunding employs this process including the three participants in fundraising. However, the different tools used by crowdfunding to connect project owners to investors are notable. Following are the stages that probably a project on CF website might go through:

Proposal: Basically, entrepreneurs, start-ups, SMEs, or any project creators might apply by providing a proposal to a crowdfunding platform that solicit the community to contribute by a minimum amount of money.

The entrepreneur's proposal should include detailed plan of the targeted amount, how the project will be implemented, a descriptive plan naming different media combinations to be used during the campaign such as videos, images, charts, and any relevant statistics or/and business plan in order to attract the audience and to enhance their trust. The mentioned details are expected to have a strong impact on investors' decisions and widen the project chances to be funded according to Mollick (2014), the size of a social network should influence project' success.

Contributions: Typically, the early contributions come from family and friends, and subsequently the entrepreneurs' social network increases the circle of investment. The minimum pledge amount varies, for example, for charity projects, 100 or 1,000 euros for start-up funding (Gierczak et al., 2016). Same is noticed in United Arab Emirates where the minimum amount to donate on Dubai Next platform for example is as low as AED 50 only. Indeed, the amount of contributions fluctuate depending on the type of crowdfunding; Belleflamme et al. (2014) suggests that the equity model holds large contributions compared to reward or donation.

The campaign duration: After reviewing all aforementioned, the CF team would take a decision to release a campaign or reject the proposal. The campaign is limited by a specific duration that varies depending on several factors, for instance, the CF type, and whether the financial status of a country is well developed or yet developing. Hence, the duration may last one month for equity CF in UK platforms compared to 90 to 365 days in United Arab Emirates for equity-based projects or donation respectively.

Payout policy: Finally, the campaign will be closed successfully when the targeted amount has been collected on the platform, then the proceeds will be transferred out to the entrepreneurs.

Typically, before the money are paid to the entrepreneurs, the platform will deduct a specific percentage from the collected funds. This percentage represents the platform earning. There are

three payout policies employed by the platforms, according to Gromek, M. and Dubois, A. (2018), these policies are: all or nothing policy, keep all policy, and overfunding policy. See figure 2.2 below.

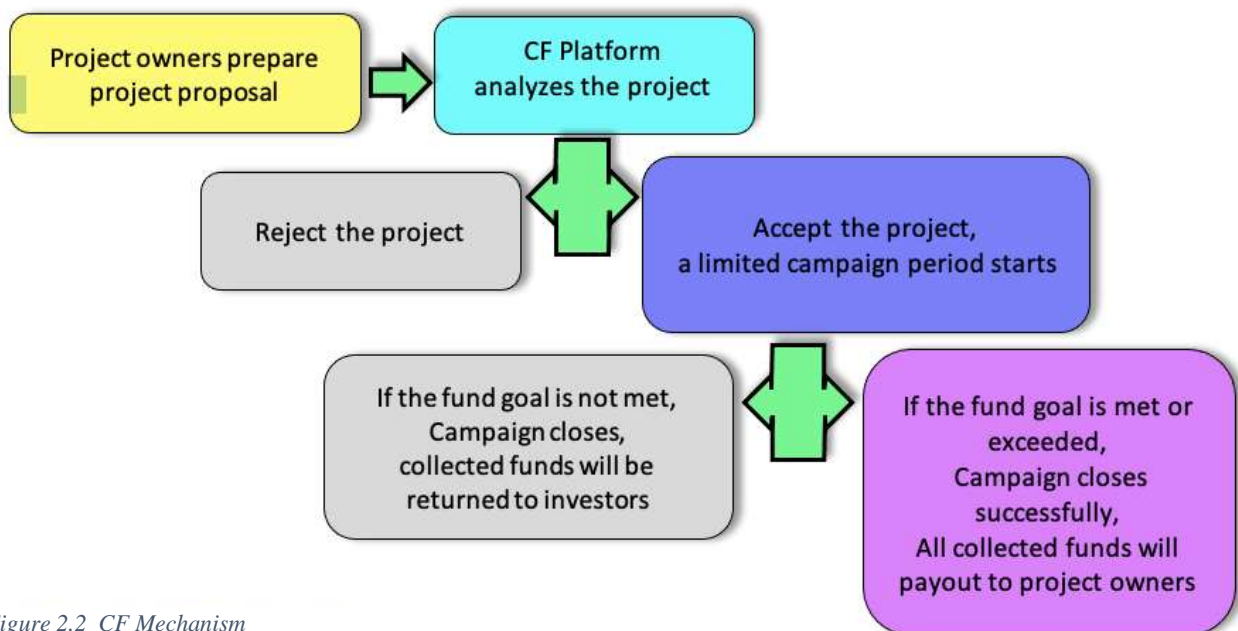


Figure 2.2 CF Mechanism

2.2.4 CF, Another Financial Instrument

To demonstrate the reliability of CF in funding, several studies have detailed the financial and non - financial benefits of CF, suggesting that it has a positive impact on economic activities in general and startups in particular. In its report, the World Bank (2013) highlighted CF as a financial innovation, that has grown widely throughout emerging nations after the early establishment in many developed economies, and therefore, it holds extensive benefits as follows:

- For the entrepreneurs, CF, rather than being a complement to existing institutions and actors in a country's capital market, serves as a replacement for them when they do not exist or are not active enough.

- For funder, it enables users to research a large number of potential investments at once and swiftly assess whether the firm meets their portfolio strategy, risk appetite, or other criteria. on the other hand, the role of business angles and VC is still active and is not replaced completely.
- Crowdfunding has the potential to broaden the geographic scope of angel investment.
- CF campaigns are used as a market testing tool. If the campaign achieved its goals, it gives an indicator that the crowd has validated the project.
- Companies that run a crowdfunding campaign can reach out to a highly engaged set of customers who can serve as both product advocates and rich thorough source of feedback.
- The open sharing of information about product ideas, firm strategy, and targeted markets considerably improves market efficiencies.

Similarly, de Buysere et al. (2012) claimed that not only can crowdfunding provide start-up capital to SMEs and entrepreneurs, but it also offers a number of non-financial advantages, such as product validation, market segmentation, price and demand, pre-sales and customer feedback, word-of-mouth marketing, and a stable, committed shareholding structure. In addition, Grey, E. (2015) sees that despite the CF small size in terms of the market, they are beginning to diminish the giant banks' dominance and moving away from a one-size-fits-all strategy. However, this suggestion by Grey, E. came to clarify the British situation that a lack of awareness of alternative capital-raising strategies may cost British enterprises dearly.

The need for new capital sources as Bruton, G. *et al.* (2015) argued is linked to the difficulties found in traditional financing. One of the main restrictions that has pushed the desire for alternate forms of funding for early-stage companies is the scarcity of capital in both developed and

developing economies. Although high-risk entrepreneurial companies in industrialized nations have more funding choices than those in developing ones, they nonetheless face an ongoing struggle in their quest for money. As a result, entrepreneurs may believe that innovative alternative methods of funding provide them with more access than traditional sources of capital (Bruton, G. *et al.*, 2015)

2.3 Comparative Analysis between UK and UAE CF Markets

2.3.1 Current CF

Because the current study focuses on the CF emerging model in the UAE, it is beneficial to examine and explore another model that is more developed as the British CF. Through this comparative, many common practices, different strategies, and growth levels can be investigated to gain a better understanding of the current market in the UAE. In order to follow a logical sequence, we will begin by studying the two market positions in general, their inception to the existing markets, then later in this section we will have a more profound comparison between the two platforms in the UK and the UAE.

Firstly, to set an outline of the roots of CF generally, the framework for European Crowdfunding stated in its report (de Buysere et al., 2012) that worldwide economy was ravaged by the financial crisis of 2008. On the other hand, the recovery in Europe has been fragile, with a lack of confidence in individual countries and diminishing faith in financial services and banks. While the recovery strategy has emphasized fiscal policy and the banking sector, small firms and entrepreneurs bear the brunt of the financial strain.

These organizations have been left without business finance, the level of security offered by loans from banks, and the ability to reach credit lines from the financial services industry (de Buysere et

al., 2012). Therefore, it was a must to find a future and innovate instrument to close the funding gap for SMEs.

The FCA in the United Kingdom enacted in 2014 many of the rules governing crowdfunding, namely both loan-based and investment-based CF, when the CF industry was still in its early stages (TaylorWessing, 2021).

However, in the UAE context, the need to allow crowdfunding platforms to create a new funding substitute was not as severe as the British model. According to the United Arab Emirates' Government portal (2021) the data provided by Khalifa Fund revealed that the traditional banks reject around 50-70 percent of SMEs' loan applications.

“Conventional lenders are sometimes unwilling or unable to support SMEs given their limited assets or lack of a proven record of company operations. This makes it difficult for SMEs to do business and finance provisions can be expensive or inflexible.” (Government portal 2021)

Moreover, the size of SMEs participation in the UAE is estimated by approximately 60% of the GDP, and it is anticipated that this portion would grow by the coming years. As a result, and for all of these conditions crowdfunding was allowed to play a role in backing-up SMEs (UAE Gov. portal, 2021)

In the UAE, the financial services are regulated by the following bodies:

Central Bank of the UAE, the Securities and Commodities Authority (SCA), Financial Service Regulatory Authority (FSRA) in Abu Dhabi, and Dubai Financial Service Authority (DFSA) in Dubai.

Following that, it's worth noting that tens of CF platforms are operational in the UK, with a market volume of £230.4 million in 2019 (Kleverlaan R. et al. 2021). Numbers also show that the British

crowdfunding market served several industries, the raised funds contributed by 20% to Internet platforms, 17% to the industry of food and drinks, where 16%, 12%, and 5% supported mobile apps, fintech, and equally clothing and artificial intelligence.

These crowdfunding platforms are diverse, covering all CF types, with more specialization in specific types of CF. Crowdcube, Kickstarter, Syndicate Room, Indiegogo, GoFundMe, JustGiving, and Seedrs are from the top ten sites available in the UK (easyship, 2021) offering equity-based, lending, reward-based, and donation along with other minor purposes. Accordingly, it is believed that the competition among platforms will increase due to the advent of more crowdfunding platforms, making fraud detection and vetting services even more vital in order to stay competitive as accurately pointed by the UK-based independent organization NESTA (de Buysere et al., 2012). Consequently, we could claim that the increased numbers of CF sites coupled with the market size in the UK is just a reflection of the higher level of awareness, knowledge and trust the British and global funders have toward the UK CF market.

On the other hand, the current UAE crowdfunding market includes four registered platforms, namely Eureeca, Beehive, Dubai Next, and SmartCrowd. The market volume is still not well determined as the available data in literature is sparse due to the infancy formation of CF in the UAE. Despite the small investment size provided compared to the British market; these CF websites are indeed contributing to back-up many sectors in the economy. Since there are no official reports declaring the precise investment level for CF market in the UAE, we depend in this study on the information presented by each platform to give an approximate vision on the transactions' size. First, Eureeca is specialized in equity-based projects by offering opportunities for “growth-oriented” firms to access capital (Eureeca, 2022). Eureeca operates internationally, covering a lot of investment categories, for instance, groceries, energy, agriculture, and technology.

The finance volume that comes through Eureeca in the UAE is not quite clear, however, they have announced through their website that 64% of the funds for one campaign came from UAE investors supporting the most successful campaigns. To give a better idea regarding the fund size on Eureeca, there were two campaigns successfully funded, one is a grocery platform that achieved \$600,000 (190% of the target) and another is solar sustainable energy firm in which they were able to raise around \$2 million. Second, Beehive is a platform concerned in peer to peer (P2P) lending, it classifies itself as the first lending-based CF platform in the MENA. Beehive claims a market volume of more than AED 1 billion that was borrowed through their platform since their commencement. Adding to that, DubaiNext the first governmental website is involved in donation/reward CF for startups (further information will be explored on DubaiNext in this study later). Lastly, SmartCrowd defines itself as the first real estate CF platform in the MENA operating and authorized by DFSA, offers the opportunity to invest in highly defined real estate properties. Obviously, the limited number of CF platforms accessible in the UAE suggests that they are still in the early stages of development, and the CF market is not yet competitive.

As a result, it is expected that there would be a significant opportunity for gradual expansion in this industry, which might be realized if financial literacy is improved significantly by leveraging awareness, understanding, and trust.

In this study, two CF platforms were chosen for comparison and contrast: one in the United Kingdom, Kickstarter, and the other in the United Arab Emirates, DubaiNext. The purpose of this is to obtain detailed insights of the current CF platforms, then to take an advantage of the good practices found.

Kickstarter is a platform that operates internationally, but its foundation initially was in the U.S., and currently it is regulated in two countries, the United States and the United Kingdom. On their

website, Kickstarter's mission is clearly announced "is to help bring creative projects to life" in which the platform gives a space for individuals who have skills and creativity to be noticed, supported, and getting funds. Not limited to enabling artists and new ideas to reach out, Kickstarter also is identifying itself as a Public Benefit Corporation (PBC) instead of just Incorporation (Inc), in which it claims that they belong to 0.01% of American businesses in this category, in other words, Benefit Corporations are for-profit businesses that are required to consider the social impact of their decisions, therefore they do not only seek the shareholders' financial impact. Typically, Kickstarter profit comes through 5% fee of the collected amount in addition to some payment fees that would be charged from the successful campaigns. (Kickstarter.com).

By contrast, DubaiNext as mentioned earlier, is a digital governmental founded platform by Dubai Government that is regulated mainly by many financial entities, and according to the UAE Government portal (2021) it intends to inspire young people and entrepreneurs to raise funds from the public through crowdfunding. It aspires to empower a generation capable of creating, in order to prosper in a competitive commercial environment, while reinforcing SMEs' critical role in economic development. DubaiNext is considered a non-profit platform in which it facilitates capital seekers by not charging registration fees, yet, if the campaign went successful, a 5% service charge will be paid. Furthermore, while both platforms employ the All-or-nothing model, Kickstarter is a reward-based CF whereas DubaiNext offers two options: either contribution for a reward of same-kind product, or to get shares in that project. It is important to notify that DubaiNext stated evidently that any equity rights are not guaranteed by DubaiNext as it is a sole responsibility of the project owners to ensure they fulfill what promised.

Certainly the increased variety of projects offered by any CF platform, would lure more contributions as it would match wider range of people's tastes, goals, and interests. Since that the

general style of Kickstarter is around creativity, it is seen that the categories of projects shown are ranging from arts in the first place, comic & illustration, design & tech, film, food & craft, games, music, and publishing. Same way, DubaiNext platform reveals diverse choices in which some are similar to the pervious platform, with additional selections for the crowd who looks for equity options. For instance, an investor could contribute to one of the following categories: art, business, design, education, fashion, film & video, food, gaming, health, journalism, music, photography, publishing, sports, technology, and tourism & travel services. The Emirati Dirham (AED) is the sole currency authorized for transactions on DubaiNext, whereas the Kickstarter platform allows for up to fifteen other currencies, attracting additional investment opportunities.

USD, GBP, HKD, and SGD, for example, are some of the currency options available to American, European, and Asian backers.

The campaign period is one of the critical elements to gather the targeted fund goal, therefore, it is important to set a time limit in which it strikes a balance between allowing investors to learn about the campaign goals and details while also allowing project owners to collect funds as quickly as possible and to proceed on to the next operational stage. Kickstarter has an advantage in this aspect over DubaiNext as they provide a well-defined handbook for project creators which is available on their website, detailing the whole process. As for the duration on Kickstarter it is allowed to launch the campaign up to 60 days in maximum. A project creator, however, is advised to reduce the period to 30 days or less due to a statical fact offered by Kickstarter proving that the less the period the better chances to hit the targeted goal compared to longer periods. In fact, Kickstarter themselves has adopted this time-reduction policy as it used to be 90 days. In spite of the advantages gained from shorter campaign periods that is stated by DubaiNext platform as an advice for campaigners; the platform allows for an extended period up to 365 days for a campaign. Hence,

as a result, most of the projects observed were assigned a single-limit timing of 90 days, whereas other campaigns took the maximum limit of one full year.

In order to explore another dimension in crowdfunding, it is beneficial to study the trust factor between the investor in one hand and the CF platforms and the project owners in the other hand. In fact, the level of trust is claimed by the current study to be one of the success factors for CF markets, and we believe it might be obtained through several issues like having attractive project ideas, obvious project goals, the ability to contact the project creator for more inquiries, and more. For these reasons it was a necessity to examine the two platforms to see if they provide the investors with the required information and consequently boost the trust and push them to contribute. In this regard, Kickstarter again has a better position over DubaiNext as they equip both investor and project owner by many means such as detailed handbook, videos and images for the new projects along with project creator statement, a huge support division with extensive information and data, terms of use, videos for project creators to learn how to create a good quality campaign video, suggested ideas for rewards on contributions, tips for media tools that would increase the investment chances per project category, and a lot of excellent marketing strategies useful for unexperienced project owners. On the other hand, DubaiNext also has presented two types of tools, one is general and the other is directed to campaigners. Under “how it works” section, the observer would notice an outline of CF concept, basics to identify the role of each party in the CF process, risk toleration, other general rules that tend to encourage users to explore the new financing experience.

As for projects who wants to get funded, DubaiNext request to have an official identification pass in order to create a campaign compared to Kickstarter that just requested a login details. Moreover, the only aid the project owner on DubaiNext will get is some descriptions for each attached detail

while creating the campaign on the website. For example, description for the size of the campaign video attached, image resolution limits, etc. However, at the same level, on Kickstarter, a project owner would get description for the required campaign image along with a tip to emphasize the significance of this image and how it will be seen by all social media audience, in addition to a reminder to avoid certain technical issues in the image that might decrease the campaign chances to collect targeted fund.

We can claim that these modest variations in campaign setup have a significant impact on the campaign's quality and will lead to increased confidence between funders and fundraisers.

Comparative Analysis Summary		
	Kickstarter	DubaiNext
General		
Founder	Private / PBC	Governmental Platform
CF Type	Reward- based	Reward- based and Equity-based
Allowed Currency	15 different currencies	AED only
Awareness Available Aids	Plenty of diverse tools and information for funders and fundraisers	General information are provided for funders and fundraisers
Campaigners / Project Owners		
Ease to access	Login to start a campaign	Login through official identification pass to start a campaign
Payout policy	All-or-nothing	
Platform Charges	5% of the collected amount + Extra payment fees	5% of the collected amount
Campaign Duration	30 – 60 days	30 – 365 days
Campaign Support	Campaigners are informed and guided through many instruments to complete the campaign sections	Campaigners are informed through descriptions of required campaign sections

Post Successful Campaign	Funds will be paid to the campaigners	Funds will be paid to the campaigners + Project is supported by Dubai SMEs with training & licenses
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Table 2.1 Comparative Analysis Summary

2.4 Expectations and Challenges

As previously stated in the section of CF as a new alternative finance strategy, the advantages of employing this approach are numerous and might be extended much further than they are now. Jegelevičiūtė and Valančienė (2015, p. 269) suggested that governments are looking for ways to support crowdfunding in order to reap these benefits. These methods differ since crowdsourcing is a new concept, and there is no one-size-fits-all approach. Therefore, it's essential in this section from a scientific point of view to examine the expectations and the techniques used by different countries to promote crowdfunding.

Global Scale

The World Bank report (2013) shed a light on developing countries mainly, it stated that although the crowdfunding sector is still in its youth, particularly in developing world, the potential market is large. Up to 344 million households in the developing world are anticipated to be able to make minor crowdfund contributions in community enterprises. These families earn at least US\$10,000 per year and have at least three months' worth of savings or three months' worth of stock assets. By 2025, they will be able to deploy up to US\$96 billion in crowdsourcing investments annually. China has the most potential, accounting for up to US\$50 billion of that total, followed by the rest of East Asia, Central Europe, Latin America/the Caribbean, and the Middle East and North Africa region.

However, the World Bank (2013) forewarn that as the market grows, attempts to avoid rules and deceive investors will certainly occur, suggesting that the most significant risks include business failure and execution or fulfillment issues caused by poor management decisions, a lack of cash, or market demand miscalculations. Yet, some detailed solutions were suggested by the World Bank like regulation, social, cultural, and technological reforms. Lastly, the expectations remained optimistic, as the World Bank (2013) revealed: The rapid expansion of crowdfunding, as well as its rise in both developing and developed countries, implies that this phenomenon has the potential to become a tool in most countries' innovation ecosystems.

Globally, specifically at Europe context, a review of the capital markets union, the European Commission's fintech action plan established the European Crowdfunding Service Providers (ECSP). The ECSP regulation is the entity that creates regular rules for the thrift of investment- and lending-based crowdfunding services for business finance across the EU.

It allows platforms to apply for an EU passport based on a common set of criteria, allowing them to sell their services across the EU with a single license. (European Commission, 2021). This step has a positive impact on CF markets in EU, and on Spain market as it is expected by Spanish financial expert, Oriol Sans: crowdfunding will become larger, stronger, more professional, and more flexible as a result of new measures such as access to information, investor rights protection, and conflict of interest legislation, among others (Kleverlaan R. et al. 2021). Kleverlaan R. et al. (2021) addressed another opinion from Europe, Matthew Caruana from Malta, in which he stressed on two types of challenges that might stand in the way of CF's growth which are: regulations, and awareness, claiming that this is changing, however, thanks to a new generation of investors and improved access to fintech technologies.

In order to examine the British situation clearly, in their report, Zhang, B. et al. (2016) showed that as the market grows along with the capital seekers and funders' figures. Platform data suggests that around 1.09 million people in the UK invested, contributed, or lent using digital alternative finance platforms. Also Zhang, B. et al. (2016) continued to report that in the United Kingdom, online alternative business finance has become an increasingly important source of funding for entrepreneurs, start-ups, and SMEs, boosting economic growth, employment, and innovation. By the same way, Zhang, B. et al. (2018) represented a more matured CF market in the UK, as they reported that the British Business Bank and the British Business Angel Association estimate that roughly a third of all UK business angels have co-invested with the crowd through platforms, including around 43% in London which indicates a progress in the trust for this market.

In spite of the increased CF market size, de Buysere et al. (2012) pointed at several drawbacks to the existing crowdfunding system that must be addressed in the coming years, namely, accurate data, the ability to analyze it, and risk mitigation. The first problem occurs with data, since there is no uniform data format for presenting investment projects throughout platforms.

Secondly, individuals participating in crowdfunding platforms are frequently not expert investors, and as a result, they need risk measurements when investing in any project. By providing credible and widely recognized risk assessments, CF platforms have the ability to close the information gap for investors. Thirdly, Platforms should be required to provide sound and widely recognized risk controls, and the industry should work to build a title of "qualified investor in crowdfunding."

To sum up and based on the pervious evidences extended from the World Bank's vision, EU's action plan, and the stats in UK, the researcher could suggest that the future of CF in the international scale is expected to develop remarkably.

UAE Scale

In his latest announcements, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, he declared the following:

"We approved the Crowdfunding Platform Operators strategy in public and private sectors. It is one of the best means to support the financing of new innovative commercial ideas and support entrepreneurs by financing their ideas." (WAM, 2022)

This above message by the highest level of the leadership in Dubai demonstrates obviously the commitment as well as the willingness of the government of UAE to reinforce the CF market so that it may take root on the ground and to enable more stable regulations and structure.

In UAE, the Securities and Commodities Authority (SCA) will be in charge of regulating the activities of crowdfunding platform operators. It is remarkable to report that this approach addresses all technological aspects of the regulations related to crowdfunding sites operators. Specifically, this would include definitions, scope of application, operator licensing requirements, operator obligations to SCA and investors, financing applicant obligations, and investor, operator, and financing applicant rights are all covered. In addition, monitoring, inspections, and sanctions are also addressed in the strategy.

When he was interviewed as part of the methodology for the current study, the COO in DFSA, Mr. Waleed Al Awadhi expressed a very different perspective for the future of CF market, saying: "it's undoubtedly that crowdfunding will have a future in the UAE, even if we are not able to determine whether this future has a massive, steady, or small growth, because it depends on the financial literacy, market knowledge, and regulations and policies". Correspondingly, he viewed the CF market as an instrument to bring more investments into innovative ideas or start-ups per industry.

Hence, he proposed that the success of crowdfunding would be judged as sectoral success rather than generic success.

To conclude, we can suggest that the UAE authorities have promising expectations for the CF market upcoming, and this vision is supported by practical procedures and rigorous trials to enhance the regulations and to add developed funding methods to the financial ecosystem in the UAE.

2.5 Success Factors Affecting CF Markets

In the literature, the success of CF as a market has been expressed and discussed at several levels. The majority of studies went through the microeconomic level exploring the platforms, campaigns, investors, and entrepreneurs. On the other hand, other researches, looked at market success determinants and whether or not CF as a financial instrument has proven to be a part of the financial system in specific communities and nations.

Awareness & Knowledge:

Bouncken, R., Komorek, M., and Kraus, S. (2015) claimed that the fundraising is the primary goal of fundraisers, while raising awareness and receiving feedback on a project, product, or business idea is inferior. This shows a minor tendency to increase the knowledge of investors, especially when the crowd's knowledge is made available, while investor duties are kept to a minimum. In contrast, Xie, et al. (2019) embraced a greater role on investors, saying that funders should play an active role in project discussion and oversight.

As a result, the degree of information asymmetry will be reduced, allowing for a more reasonable selection of crowdfunding initiatives. Regardless of the existing degree of investor awareness, The World Bank (2013) exhorted that the following activities could be taken to increase CF investor awareness. Firstly, to raise awareness and understanding, media and educational events should be

held. Secondly, CF requires widespread support from the high-tech and start-up communities. Thirdly, it recommended to use events and competitions to raise awareness of the new type of investing among youth and entrepreneurial communities, in collaboration with accelerators and universities, suggesting that academic institutions or local chambers of commerce may host such gatherings. Finally, and in order to teach successful practices, regular crowdfunding events involving trusted third parties must be conducted. Similarly, Zhang, B. et al. (2016) discussed more solutions to increase the awareness. They suggested as the industry becomes more competitive, platforms should employ new tactics to attract donors and fundraisers in addition to developing creative models. Also referring to the more developed CF context in Britain, the peer-to-peer lenders, rewards systems, and equity-based crowdfunding platforms have all used billboards, buses, taxis, and trains to seek new clients, particularly in London. Lastly, an interview by Grey, E. (2015) uncovered an expert opinion saying that platforms must be more proactive in their marketing, reaching out to potential customers across the entire spectrum of digital media and getting press attention.

Regulations:

The regulatory dimension is the master piece and one of the essential pillars of having a successful CF markets. Therefore, it is quite vital to adopt and develop solid clear and flexible laws and regulations. Further, (Xie, et al., 2019) governments are intrigued by the promise of crowdfunding, but is concerned of the risks it poses, such as knowledge asymmetry between crowdfunders and investors and a lack of a well-developed credit system which creates the need for good regulations. Looking into the developed countries practices, The World Bank (2013) sees that there are some key elements to build CF ecosystem, and one of these is a legislative framework that takes advantage of the transparency, speed, and scalability that technological advancements and the

Internet may provide to early-stage investment markets. Similarly, de Buysere et al. (2012) stressed on platforms' regulations as they rather than imposing restrictive laws that are potentially misleading, they should focus on crowdfunding intermediaries that meet qualification criteria in the areas of operational, openness and transparency, data and payment security, platform functioning, client safety, and operating processes. Additionally, de Buysere et al. (2012) connected the good regulation with better trust as this may create an opportunity for open collaborative self-regulation and accreditation, which would indicate to funders, entrepreneurs, and other stakeholders a level of trustworthiness.

Under different CF contexts the literature reveals slight variations in regulation phase among countries but it remains consistent to certain extent. For instance, in Finland, although most forms of CF are covered by present legislation and they pose no obstacles, however, all parties concerned are calling for international regulation "harmonization" to make it easier to facilitate cross-border investments (Härkönen, J., 2014).

Financial Literacy:

Fujii, M. Hosomi, C. and Nose, Y. (2021) discussed the importance of financial literacy and claimed that in all countries, improving individual investors' financial literacy may be necessary. Also, in nations where individual investors are highly literate, they are more likely to have success by diversifying their portfolios and decreasing information asymmetry through communication capacities. As a result, platforms can thrive for a long time.

Another aspect related to financial literacy is that in order to establish a proper operation of crowdfunding marketplaces, Xie, et al. (2019) stated it is critical to build a comprehensive credit system, in which those unsuccessful funding projects data, for example, should be made available

to investors. This information is critical for rational investors to analyze the moral risk of crowdfund raisers and to assess project risk.

On the other hand, academia field is expected to play a more profound role. This is true specifically when knowing that certain developed-world research universities are looking into crowdfunding to help with technology commercialization, particularly in the areas of medical gadgets, life sciences, and green energy. Innovative researchers and students can use CF to show a wider interest in their study issues (The world Bank, 2013). de Buysere et al. (2012) expressed the feeling that delivering start-up businesses with information on how to maintain an effective campaign, recognizing which sort of crowdfunding is ideal for their firm, and teaching investors on how to select a campaign are some measures that will assure the industry's best behavior and practices.

As a result, to aforementioned, we believe that financial literacy is an important impetus to get the desired growth in CF if the above is implemented.

Trust:

According to a study by Ahlers et al. (2015) they found CF investors appear to pay close attention to the role of uncertainty and the management information provided by companies. Thus, they suggested that maintaining equity and providing more specific risk information would be useful signals that can boost the likelihood of funding success. Moreover, Alharbey & Hemmen (2021) determined the effect of investors' trust that it's critical not only for the fundraiser but also for the platform, which verifies honest and capable entrepreneurs only.

They suggested two key aspects that must be considered by entrepreneurs in order to boost investment intent. To begin, ensuring that the platform carefully adheres to government standards and demonstrates credibility. Second, fundraisers should pay as much attention to the project content as possible, offering both soft and hard information to increase investor confidence in

entrepreneurs and positively influence their intentions. Hence, Alharbey & Hemmen (2021) stated the importance of trust element showing that trust influences a potential investor's ability to overcome uncertainty and information asymmetry, institutional and interpersonal trust will have an impact on investors' decisions.

Other Factors:

Ahlers et al. (2015) referred to many elements contributing to a successful campaign such as the amount collected, number of investors, and if the project achieves its funding goal. Yet, according the speed of the fundraising, it is regarded to be the most important element. Consequently, the speed factor is especially crucial for "high-growth" businesses, because they frequently rely on timely execution to capitalize on first-mover advantages; delayed execution can affect their success passively.

On the other hand, it is significant to determine the funding goal wisely because unreasonably high funding goals may hinder donors from participating in equity and rewards-based crowdfunding platforms (Yasar, B. 2021). It is beneficial also to note that the longer the campaign period and the higher the fund goal, the lower the possibility of the crowdfunding incentive to achieve its goal (Bouncken, R., Komorek, M., and Kraus, S., 2015).

One of the interesting factors in equity CF that Yasar, B. (2021) mentioned is that if a startup has already obtained funds on the platform, it can utilize this as an additional quality indication to improve investor trust in the company's prospects. Same suggested by Angerer, M. et al. (2017) emphasizing that large amount of funding support at the start of a campaign is an indication of a successful campaign. Moreover, Angerer, M. et al. (2017) suggested that in order to seek the need

of pre-financing before the actual campaign begins, entrepreneurs are encouraged to activate their network, which includes family and friends.

Another perspective is discussed that is the geographical element. It is discussed by Yasar, B. (2021) that the local investment in CF projects have an advantage over the international CF because of the convenience and expense of gathering valuable information about, monitoring the growth of, and providing support to initiatives is usually sensitive to distance, hence, local investors in startups are more likely to be local.

In other study this continues to show that the geographical distance between investors and companies is still a significant influence in investment decisions. Long distances might create barriers to obtaining information and increase monitoring expenses, making early-stage initiatives particularly vulnerable (Ahlers et al, 2015).

Campaigns' videos on platforms play a significant motivation and would impact the investing decision. This was already discussed in the comparative analysis section when we revealed the effective support Kickstarter is providing for entrepreneurs to teach them how to create the campaign videos. According to The World Bank (2013) and under "minimum infrastructure" requirements for successful CF, entrepreneurs were advised to require access to video production and editing facilities due to the highly social, video-based nature of product introductions and crowdfunding. So it is clear that a campaign video is an important component to motivate investors to contribute to a campaign (Angerer, M. et al., 2017).

Few other factors relevant to a successful CF market are team quality, the current growth stage of a business, and the social motivation to invest. Ahlers et al (2015) gave a credit to the quality of team claiming that entrepreneurs with a higher educational background have a better chance of success, while Angerer, M. et al. (2017) adopted the project's growth as a success factor, explaining

that entrepreneurs can increase their collected capital if they have a compelling business model with a high potential for growth. Further, the social incentive point of view as Bouncken, R., Komorek, M., and Kraus, S. (2015) see relies on social reputation and intrinsic motivations.



Figure 2.3 CF Success Factors

2.6 Summary

A review of the literature revealed that crowdfunding has attracted the interest of many researchers, resulting in substantial literature that discuss the emergence, mechanism, and impact of such alternative financing, noting that these studies have used either quantitative, qualitative, or a

combination of both methods. In the current study, we tried to stand on the main features that shape this new market, the need to acquire such market, expectations and challenges, an extensive comparative analysis for current two markets, and finally profound look at most of the success factors studied by scholars. Indeed, exploring the literature was extremely beneficial because it attempts to provide clear answers for the research questions.

RQ.1: Is crowdfunding in the UAE equipped with all of the the necessary factors, namely trust, awareness, risk and regulation; to succeed?

And sub-question:

RQ.1.1: What are the current success factors of crowdfunding in the UAE market? And what are missing?

The above literature is necessary under the triangulation method of the current study as we wanted to conduct a comparative analysis between two CF markets of the UAE and the British to outline both the existing success factors and the missing ones namely for the UAE crowdfunding market.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter will shed light on the research methodology that is going to be followed in the current study. Firstly, the research design including research philosophy, objectives, questions, and hypothesis will be all addressed. Secondly, the quantitative part of this study encompasses dependent and independent variable which will be discussed. The sampling procedures, data collection and data analysis methods will be reiterated in the third step. Then the research instrument's reliability will be measured by using Cronbach's alpha test and other normality tests. Adding to that it was necessary to include specific methodology limitations that will be thoroughly outlined. And finally, a short brief of the used methodology will sum up the research equipment all in all.

3.2 Research Design

3.2.1 Research Philosophy:

Saunders, M., Lewis, P., & Thornhill, A. (2012) discussed the idea of having several ways to view the world and to conduct a research. They see that there is no particular point of view can ever provide the complete picture, hence, different perspectives maybe noticed. Therefore, the research philosophy that is followed in this study is the pragmatism philosophy because within a single research, many methods are usually available and perhaps very suitable.

3.2.2 Research Objectives and Research Hypothesis:

The research objective of this study is to investigate the extent of success factors of crowdfunding as an emerging market in the United Arab Emirates. So, this paper is a deductive explanatory study that utilized the mixed method of (concurrent triangulation design) in which both quantitative

(survey) and qualitative (semi-structured interviews) methodologies are employed, along with comparative analysis of one of the developed models in crowdfunding in the world represented by a CF website in the UK on one hand, and a CF website that is operating in the UAE in the other hand. It is believed that using this particular research design will permit both sets of findings to be analyzed in combination to offer a more complete and better view of the research topic (Saunders, M., Lewis, P., & Thornhill, A. 2012).

The research hypothesis implies that the suggested impact does occur and has an effect on the variables, while according to the null hypothesis, this impact does not exist. Consequently, based on the research question, the following null and research hypotheses were developed:

H₀: There is no effect of the success elements like trust, awareness, knowledge, and regulatory level on the use of crowdfunding as alternative finance in the UAE.

H₁: If crowdfunding in the UAE has all of the success elements like trust, awareness, knowledge, and regulatory level; then, the use of crowdfunding as alternative finance will increase.

3.2.3 Research Questions

In the attempt to demystify the current crowdfunding position as an emerging alternative finance source in the UAE, we determined in this study four factors; there are those which would contribute to the success and growth of the crowdfunding. The success factors of crowdfunding are awareness, knowledge, trust, and regulation. In other words, the research is trying to answer the following questions:

RQ.1: Is crowdfunding in the UAE equipped with all of the the necessary factors, namely trust, awareness, risk and regulation; to succeed?

And sub-question:

RQ.1.1: What are the current success factors of crowdfunding in the UAE market? And what are missing?

3.3 Research Variables

Quantitatively, there are two set of variables in the current study, dependent variables which are the future recommendations and the future tendency to use CF, however, the independent variables are represented by the knowledge, awareness, trust, and regulations. In other words, the dependent variables depend on and are influenced by the independent variables mentioned earlier. Also, and in order to get a more profound view, the qualitative approach was employed. The success CF factors like awareness and regulations have been investigated again through interviews. Finally, the wide comparative analysis between CF websites has empowered the pervious methods by providing a real reflection on the existence of independent variables in the current UAE market.

3.4 Research Sample

Probability and non-probability sampling are the two basic types of sampling (Taherdoost, 2016). Non-probability sampling was adopted in the current study. It differs from the questionnaire to the interview. The questionnaire respondents were chosen by voluntary sampling. The interviewees were chosen through self-selection sampling, which would enable the researcher to meet those who are either decision-makers, representatives of CF platforms, or professionals in the financial market. Finally, the researcher chose two CF platforms for the comparative analysis. The first is British, which is Kickstarter; while the second is an Emirati newly established platform, namely Dubai Next.

3.4.1 Data Collection Method

The essential required data for the current study includes both quantitative and qualitative information. According to Glasaw (2005) pointing the importance of surveys, he referred that a survey is used to determine whether or not a predicted effect occurs in the sample. Therefore, and to examine the effectiveness of the independent variables, quantitative data are gathered through a survey which was created and conducted using an online website. In details, questions were grouped in a certain way to measure each success factor precisely, for example questions from 5 - 22 were designed to demonstrate the independent variables for regression and correlation. Adding to that, the sociodemographic factors of gender, age and education level are also covered. The last two questions in the questionnaire however, both are considered the dependent variables.

The survey consists of 20 questions that were divided into four Likert scales: knowledge, awareness, trust, and risk. Furthermore, demographic questions were required to establish a link between age, education, employment, and success variables.

The researcher distributed the survey by sharing an online link that would direct the participant to the questionnaire, the ease of this digital option lies under the fact that it is convenient, as participants are able to answer using smart phones or laptops. The distribution of the questionnaire targeted university students, business owners, households, and employees. The questionnaire was shared online with approximately four hundred respondents; however, two hundred and eighteen respondents have responded, giving a response rate at almost 54%.

However, qualitative data, on the other hand, is gathered through semi-structured interviews.

The interviews were conducted online, then transcribed in written form. All the experts' opinions, expectations, and recommendations in this regard were essential to answer the research questions.

Additionally, two CF websites were examined (Kickstarter and Dubai Next) to stand on their primary differences and similarities.

3.5 Analysis Methods and Techniques

The current study makes use of descriptive analysis and inferential tests. Descriptive statistics include the measures of location or central tendency and measures of dispersion or spread. Measures of central tendency, in turn, include, but is not limited to, the mean, median and mode. The measures of dispersion include the standard deviation and variance in addition to frequencies and percentages. The mean scores of the five-point Likert scales were computed. Moreover, tests of normality, the symmetry test of skewness and the tailed test of kurtosis are used to check some assumptions of the inferential statistical tests.

Inferential statistical tests are used to draw generalizations and infer the findings from the sample to the population in addition to comparing and contrasting groups. Therefore, the parametric and non-parametric statistical tests are used in the framework of sensitivity analysis. The parametric independent samples T-Test and the non-parametric Mann-Whitney U Test are used to compare categorical or nominal variables with two groups like gender as independent variables and continuous variables as a dependent variable like the computed mean score of a Likert scale. Besides, the parametric one-way Analysis of Variance (ANOVA) and the non-parametric Kruskal Wallis H test are used to test the difference between two or more groups in categorical data like age, education and occupation, on the one hand, and a continuous variable, on the other hand. Regression tests can be used to see how a predictor variable predicts an outcome variable. Similarly, the parametric Pearson correlation and the non-parametric Spearman correlation tests can be used to test whether or not there is any statistically significant correlation between two continuous variables which can be the mean scores of the Likert scales.

Briefly, the Statistical Package for Social Sciences (SPSS) was used to compute descriptive and inferential statistical tests. The pervious gives trends and general tendencies of the sample, whereas the latter concludes the results from the sample to the whole population. The interviews were analyzed after being transcribed.

3.6 Validity and Reliability

The term "validity" refers to whether or not an instrument "measures what it claims to measure." (Field, 2013, p. 12). The sample frame contained all the respondents needed. Also, a sample bias can also occur when there is a significant percentage of nonresponse to survey questions or when respondents do not complete the survey (Field, 2013). Bias, improper data calculations, and wrong data interpretations during the analysis phase are further sources of inaccuracy.

During the research design and study implementation, however, the researcher made steps to limit mistakes caused by coverage, sampling, nonresponse, measurement, and analysis. "Whether an instrument can be consistently read across multiple scenarios" is the definition of reliability (Field, 2013, p. 12). In other words, determining if the research instrument's consistency in producing the same results is known as reliability.

The information was gathered using an online survey (See Appendix II)

Reliability Test

Scale	Number of items	Cronbach's alpha
Awareness	03	>.700
Knowledge	03	>.700
Trust	09	>.700

Future recommendations and 02 >.700

the future tendency to use

Crowdfunding

Total	17	>.700
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Table 3.1 Reliability Test

Internal consistency was higher than the required minimum of .70 for acceptable reliability using Cronbach's alpha., (Cronbach & Shapiro, 1982).

Normality Tests

If the data is normally distributed, parametric tests like the one-way ANOVA, independent samples-t-test and Pearson correlation will be used. However, if the data is not normally distributed, non-parametric tests like Kruskal-Wallis H tests, Mann-Whitney U tests and Spearman correlation will be used instead. Sensitivity analysis makes use of both parametric and non-parametric tests for the sake of increasing accuracy.

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Awareness	.106	216	.000	.980	216	.003
Knowledge	.076	216	.004	.986	216	.029
Trust	.076	216	.004	.986	216	.029

Future	.175	216	.000	.938	216	.000
recommendations and						
the future tendency to						
use Crowdfunding						

Table 3.2 Test of Normality

The results of the Shapiro-Wilk test show that the data is not normally distributed for all variables since the p-value is below .001/.05, $W(212) = .938-.986, p < .05$. This means that there is a statistically major violation of normality. Therefore, parametric and non-parametric tests will be run on the four variables.

Skewness and Kurtosis of the Likert Scales

		Statistic	Std. Error
Awareness	Mean	2.8935	.05744
	95% Confidence Lower Bound	2.7803	
	Interval for Mean Upper Bound	3.0067	
	5% Trimmed Mean	2.8951	
	Median	2.8333	
	Variance	.713	
	Std. Deviation	.84418	
	Minimum	1.00	
	Maximum	5.00	
	Range	4.00	
	Interquartile Range	1.00	
	Skewness	.067	.166
	Kurtosis	-.316	.330
Knowledge	Mean	2.3564	.03468
	95% Confidence Lower Bound	2.2880	
	Interval for Mean Upper Bound	2.4247	
	5% Trimmed Mean	2.3470	
	Median	2.3333	
	Variance	.260	

Trust	Std. Deviation		.50969	
	Minimum		1.00	
	Maximum		4.00	
	Range		3.00	
	Interquartile Range		.67	
	Skewness		.343	.166
	Kurtosis		.290	.330
	Mean		2.3564	.03468
	95% Confidence Lower Bound		2.2880	
	Interval for Mean Upper Bound		2.4247	
	5% Trimmed Mean		2.3470	
	Median		2.3333	
	Variance		.260	
	Std. Deviation		.50969	
	Minimum		1.00	
	Maximum		4.00	
	Range		3.00	
	Interquartile Range		.67	
	Skewness		.343	.166
	Kurtosis		.290	.330
Future recommendations and the future tendency to use Crowdfunding	Mean		2.5023	.05046
	95% Confidence Lower Bound		2.4029	
	Interval for Mean Upper Bound		2.6018	
	5% Trimmed Mean		2.4974	
	Median		2.5000	
	Variance		.550	
	Std. Deviation		.74162	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		.096	.166
	Kurtosis		-.015	.330

Table 3.3 Skewness and Kurtosis Test

Skewness and Kurtosis measures are used to check the assumptions of conducting parametric tests, like Pearson correlation. Skewness is a measure of how symmetrical a variable's distribution is. The distribution of answers for a variable is considered to as skewed if it spans toward the right or left tail of the distribution. Kurtosis is a metric for determining whether a distribution is overly skewed (a very narrow distribution with most of the responses in the center). (Hair et al., 2017, p. 61). Typically, an outlier is defined as a numerical value that is 3.29 standard deviations from the mean, or a standardized value of less than ± 3.29 . In this case, there are no outliers in the datasets. Scatterplots are a graphical way of testing linearity. For a good linearity, there should be a straight line between variables. If the line is curved, then the assumption of linearity is violated. Pairwise exclusion of cases has been used to deal with missing data, whereas listwise exclusion of missing instances has been used for simple descriptive statistics.

3.7 Methodology Limitations

Bryman, A. (2006) and Saunders, M., Lewis, P., & Thornhill, A. (2012) ascertain that using triangulation mixed method is justified when the results of one approach and the results of the other are mutually supported. In this study we believe that using this method will increase the reliability of the research results, and would enhance the richness of the results.

Nevertheless, the risk of repetitive data, the constraints of limited time and cost (Hussein, 2009), and the possibility that researchers don't describe their mixing strategies well enough; need to be considered. Hence, unless there is a compelling reason to conduct multi-strategy research, mixing methods might be challenging.

In the current paper, the researcher finds that it is pivotal to combine both methods as depending on the survey results alone, won't provide clarity of the position of crowdfunding in the country, especially that the level of awareness and knowledge were already low, which created the call for

experts' interviews to shed light on crowdfunding from regulation, recommendation, and expectation perspectives.

3.8 Summary

In conclusion, the current chapter has put forward the research methodology that is followed to answer the research questions and test the research hypotheses. First, the research design was reported as based on the pragmatic stance to knowledge. It is a mixed-method research design that combines quantitative (empiricists) and qualitative (interpretivists) data. Methodological triangulation uses the questionnaire and interviews. The former was used with more than two hundred respondents.

This chapter discussed how the research design is shaped, and showed the urge to answer the research questions with credible and comprehensive view as possible. In spite of some determinants, we believe that the study methodology still valid and fits the objectives of the research. To summarize, Table 3.4 below outlines the various methods utilized to produce the research for this dissertation.

<i>Triangulation Mixed Method</i>				
<i>Methodology</i>	<i>Success Factors</i>			
	Awareness (1)	Knowledge (2)	Trust (3)	Regulations (4)
<i>Qualitative Comparative Analysis (LR of the websites)</i>	Not Applicable	Not Applicable	Not Applicable	Allows to evaluate the current set regulations and laws that allow investors to operate safely

<i>Quantitative</i> Survey	Allows to measure to what extent the respondents are aware of crowdfunding	Allows to measure the respondents' current information about crowdfunding	Allows to measure the respondents' confidence toward crowdfunding	Not Applicable
<i>Qualitative</i> Interviews	Allows to evaluate the current level and to provide recommends	Allows to evaluate the current level and to provide recommends	Not Applicable	Allows to determine decision makers' confidence about laws & regulations of crowdfunding

Table 3.4 Triangulation Mixed Method

CHAPTER 4

RESULTS & DISCUSSION

4.1 Introduction:

This chapter aims to analyze, explore, and discuss the collected data. The results and findings are represented per factor, then followed by a discussion. The study distinguished two types of variables as mentioned in the methodology chapter, dependent and independent variables. The independent variables are discussed firstly, followed by the dependent variable analysis. In order to answer the research questions, we divided this chapter into two main key areas of concern: (a) success factors analysis, (b) inferential statistics. Mainly, of the four factors, two success factors (awareness and knowledge) were covered using two methodologies which are survey and interviews. The (trust) factor is explored through the survey only, whereas (regulations) was examined through the interviews as well as the comparative analysis from the literature review chapter. To recall, this dissertation attempt to answer the following research question:

RQ.1: Is crowdfunding in the UAE equipped with all of the the necessary factors, namely trust, awareness, risk and regulation; to succeed?

And sub-question:

RQ.1.1: What are the current success factors of crowdfunding in the UAE market? And what are missing?

A- Success Factors Analysis

4.2 The Awareness Scale (first success factor)

Awareness is one of the success factors that the current study is trying to measure. The aim of the awareness scale is to measure to what extent do respondents conscious of the existence of crowdfunding in the UAE.

4.2.1 Awareness and Demographic Figures

In the literature, there are abundant research papers that examine the relation between CF and some demographic variables, for instance, geographic location, gender, income, etc. Hence, the current study gathered four main social variables like age, gender, education level, and occupation in which it is believed that they would impact CF in the UAE.

The first demographic variable is the age of the respondents. The majority of respondents are between 29 and 44 years old showing 44% of the sample. On the other hand, 61 younger respondents whose ages ranged between 19 to 28 years are represented equally with the older respondents whose ages ranged from 44 years old and above (28% for each). Therefore, we can notify that more than two thirds of the sample population (more than 70%) are young people compared to 28% who are old.

Age

		Cumulative			
		Frequency	Percent	Valid Percent	Percent
Valid	19 – 28	61	28.0	28.0	28.0
	29 – 44	96	44.0	44.0	72.0
	above 44 years	61	28.0	28.0	100.0
	Total	218	100.0	100.0	

Table 4.1 Age

In terms of gender, females make up the majority of the responders by 149 making up 68.3 % of the total sample which is more than double male respondents, who make up 31.7 % of the sample.

Gender

		Frequency	Percent
Valid	Male	69	31.7
	Female	149	68.3
	Total	218	100.0

Table 4.2 Gender

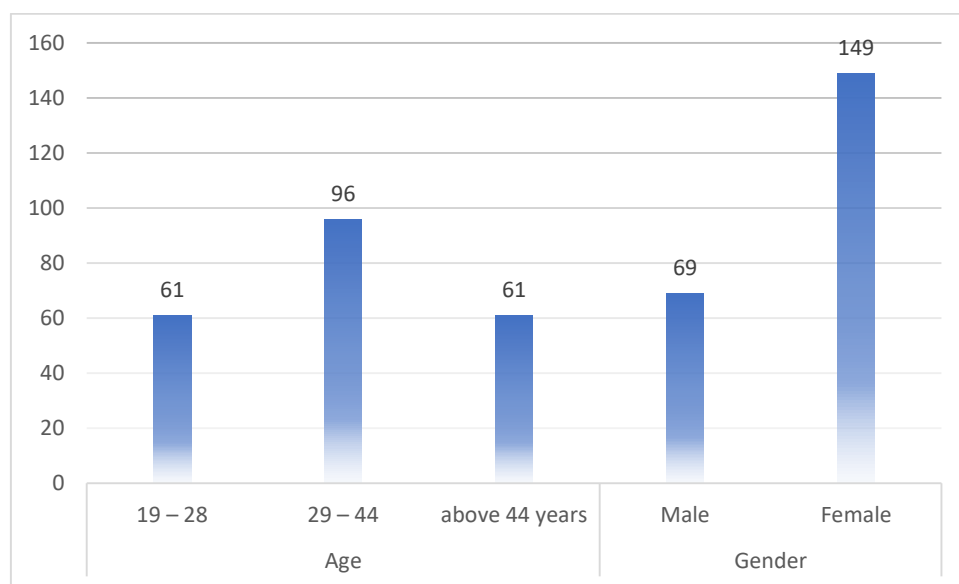


Figure 4.1 Age and Gender Respondents

The figure above represents graphically the frequencies of both age and gender demographic variables. It is noticed that although the main respondents are females, however, we believe that the gender has less impact on the crowdfunding's relevant awareness and knowledge; compared to

the age. In other words, age has a stronger effect on peoples' choices especially those choices related to the willingness to take a risk and to use digital services.

In terms of education level, among 218 respondents, 136 are college/university graduates by 62.4%, 56 are post-graduates or above by 25.7%, and 26 are school students by almost 12%. This shows that the majority of the respondents are well educated combining the highest two educational levels in which together they form 88% of the sample. This later present is believed to empower the crowdfunding's relevant awareness, knowledge, decisions, and expectations. Table 4.3 represent the education stats.

Education

		Frequency	Percent
Valid	High School	26	11.9
	College / University Graduate	136	62.4
	Postgraduate or above	56	25.7
	Total	218	100.0

Table 4.3 Education

Furthermore, Table 4.4 shows the majority of respondents (129 of 218) are working as employees, according to their occupation which forms nearly 60 %. Students come in second place by 21.6%, followed by households of 8.7 %. Freelancers and unemployed respondents make up a small percentage of the sample (5 % per each).

Occupation

		Frequency	Percent
Valid	Student	47	21.6
	Household	19	8.7
	Employee	129	59.2
	Freelancer	11	5.0
	Unemployed	11	5.0
	Total	217	99.5
Missing	System	1	.5
Total		218	100.0

Table 4.4 Occupation

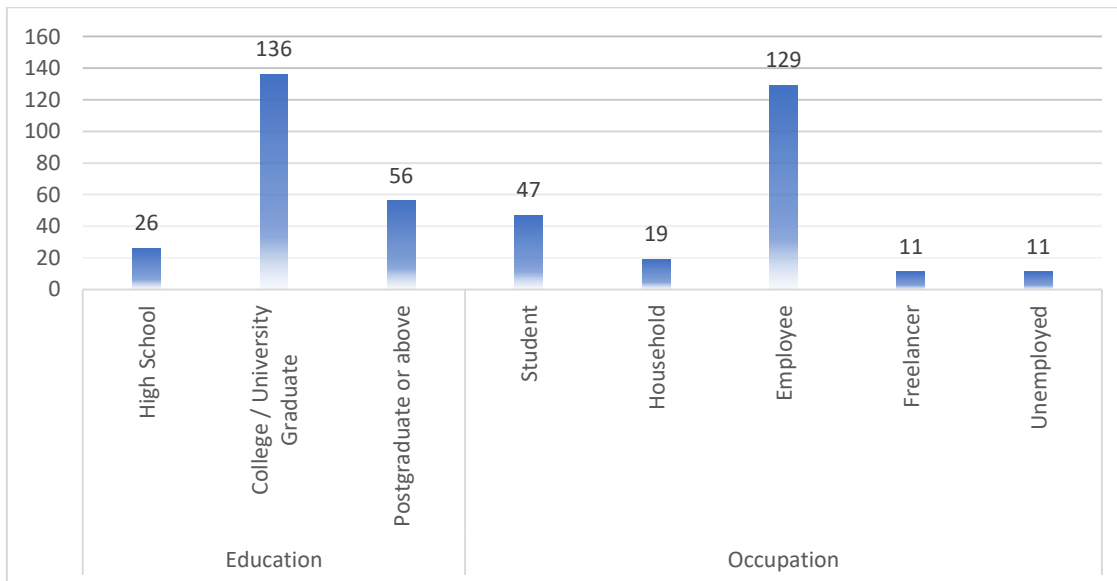


Figure 4.2 Educ. and Occup. Respondents

A graphical display of the data shows that graduates have higher frequencies than others in terms of education. Similarly, the employees form the majority of the respondents when it comes to occupation. Hence, it is concluded that most of the decisions and expectations in this study would be influenced by highly educated respondents and also from those who receive stable income (as employees), which would consequently lead to claim that the crowdfunding's relevant awareness, knowledge, and decisions are potentially driven by well-educated possible investors. This could grant the results and recommendations a more reliable sense.

4.2.2 Awareness Analysis

Survey Results

Before delving into the analysis, it's important mentioning that respondents were asked to score a series of statements on a Likert scale of 1 to 5. The coding, however, runs from one to five.

Disagreement is represented by one, whereas agreement is represented by four and five.

The five-point Likert scale is an interval scale in which the mean is highly important key for data analysis and linkage.

From 1 to 1.8, means strongly disagree. From 1.81 to 2.60, means disagree. From 2.61 to 3.40, means neutral; from 3.41 to 4.20, means agree; from 4.21 to 5, means strongly agree (Pimentel, 2010).

In the survey three statements are designed under the awareness scale as the Appendix represents.

The mean results for the statements show that respondents are equally neutral for the first statement by 2.96 when asked if they know about a funding method known (crowdfunding), and the second statement by a mean of 3.38 when they asked if they know that there are about four official crowdfunding websites in the UAE. However, respondents show an obvious disagreement by a

mean of 2.36 when they judged if social media like Facebook, Instagram, etc. have played an effective role on understanding what crowdfunding is and how it works. On the other hand, data are very scattered from the mean when examining the standard deviation. This shows clearly that there is a general low awareness about crowdfunding in the UAE, but not absolute.

Descriptive Statistics of the Awareness Scale

	N	Range	Sum	Mean	Std. Deviation
Awareness 1	218	4	645	2.96	1.062
Awareness 2	218	4	736	3.38	1.041
Awareness 3	218	4	514	2.36	1.016
Valid N (listwise)	218				

Table 4.5 Descrip. Stat. of Awareness

Interview Responses

Conduct interviews was significant with those who are in the field to assess the level of awareness, knowledge, and regulations. In this dissertation, and to avoid repeating the respondents' identification, we will refer to the comments by indicating the organization. Firstly, we interviewed Mr. Waleed Al Awadhi, the COO at DFSA. DFSA is the regulatory regime for crowdfunding, money services and investment tokens crowdfunding. When asked about the popularity of CF in the UAE; he outlined that unfortunately it is not yet well-known for the community excluding the English/American professional expats that they know this method of funding. Moreover, despite the actual steps taken by the Government of Dubai to create an official CF website, along with private companies who were the pioneer in CF in the UAE; no one has successfully named it yet, and crowdfunding as a concept is still immature.

Similarly, Mr. Saeed Al Marri, Deputy of CEO of Dubai SME an integrated division of the Department of Economic Development (DED); admitted that the awareness level of CF is not up to the expectations, referring to the need to be promoted in a better way. According to Dubai SME response, the responsibility to expand the awareness is not limited to the government efforts, instead, the community itself supposed to be engaged more into using the current platforms, such as Dubai Next. This reveals an agreement between the survey results and the responses of the interview which both pointed at the weak awareness level.

4.3 The Knowledge Scale (second success factor)

Survey Results

The second success factor that this study is considering is the knowledge about crowdfunding as an alternative finance method. The six statements under this scale aim to observe two main facts: (1) the frequency of utilizing digital money payment platforms or mobile applications, (2) to what extent the respondents are well-informed about the mechanism of crowdfunding.

The first knowledge statement suggested if the respondents have used the bank mobile application at least twice the last month, which is reflected on the results as disagreement (mean of almost 2). The result could be justified as respondents' usage of bank mobile app is less frequent than two times in a month. On the other hand, the second knowledge statement asked respondents if they have used a charity donation link, which resulted in uncertainty or neutral as the mean is 3.18, compared to 3.77 for the third knowledge statement about using services under crowdfunding website last month, in which respondents agree to it. This latest result is contradicting to the awareness scale above that showed little awareness level, so, this makes us believe that this statement was probably answered randomly.

Like first and second statements, the forth knowledge statement about using the service of online payment link, respondents disagreed by a mean of 1.94.

It is notable that even after explaining the mechanism of CF in the questionnaire before revealing the last two statements in this scale, respondents still don't agree to use CF neither as project owners nor as investors by 2.48, 2.44 respectively. However, the standard deviation for knowledge consistently high (more than one for each) which gives the possibility that some respondents might react differently from the majority.

Descriptive Statistics of the Knowledge Scale

	N	Range	Sum	Mean	Std. Deviation
Knowledge 1	216	4	437	2.02	1.274
Knowledge 2	218	4	694	3.18	1.268
Knowledge 3	217	4	818	3.77	1.085
Knowledge 4	216	4	420	1.94	1.064
Knowledge 5	218	4	541	2.48	1.008
Knowledge 6	218	4	533	2.44	1.002
Valid N (listwise)	213				

Table 4.6 Descr. Stat. of Knowledge

Interview Responses

Like the awareness level, the knowledge variable about why and how to use CF is very limited and it is associates strongly with the low awareness. DFSA responded to this by referring to the size of the funds raised in UAE compared to other developed countries, saying that “we here didn’t even reach the boundaries of AED 500 million compared to trillions of dollars in the USA context”,

explaining that CF market has started originally to regulate what is known “stupid money” that was poured significantly from public into investors’ projects, which lead then to create official platforms, regulations, and certain framework in order to monitor and track these funds.

However, DFSA urged that the current level of knowledge will soon change as the financial world is evolving toward digital instruments and alternatives. Mostly, by the same way, Dubai SME, assured that they are optimistic that the young generations are expected soon to increase the use of these platforms and would trust it, especially when they recognize that it is efficient and it would be a good motivation to make their dreams, projects, and ideas come into reality.

4.4 The Trust Scale (third success factor)

Survey Results

“Pushing boundaries is associated with positive change and innovation. Pushing some boundaries, however, puts trust at risk. The growth of the industry to date attests to the trust placed in platforms by many funders, fundraisers, policy makers and the general public. Many tests of this trust are to come, and the outcomes will shape the industry’s growth trajectory and institutional relevance within the financial system.” (Zhang and el. 2016, p. 2). Under this success element, we found that it is fundamental to look at the level of trust in the sample, despite the fact that CF still almost in its blossoming stages in the UAE.

The questionnaire suggested nine dimensions to determine the trust level of the respondent, mainly the statements are related to the possibility that the respondent might use CF as investor.

As Table 4.7 represents, the level of trust to use CF is quiet feeble. The means of respondents’ answers expose that they disagree (below 2.61) to invest even if the project’s owner is a family members or a friend, the project on the crowdfunding websites has a clear business plan, has a

video, project owner has a profile, the project has already collected funds, the respondent got contacted through a call or email, and if there is a governmental official approves CF.

However, the first and third statements showed some hope, as respondents were neutral by 3.09 if they would depend only on the information provided on the crowdfunding websites to invest, combined with high standard deviation 1.066, to indicate that some respondents might agree or disagree.

Same for the third statement when they responded by a mean of 2.60 (almost neutral) if financing through a bank would remain their first choice, especially that the standard deviation is somewhat less than one, which show a subtle tendency that might increase by time.

Descriptive Statistics of the Trust Scale

	N	Range	Sum	Mean	Std. Deviation
Trust 1	217	4	670	3.09	1.066
Trust 2	213	4	511	2.40	.924
Trust 3	218	4	567	2.60	.980
Trust 4	215	4	449	2.09	.801
Trust 5	214	4	452	2.11	.820
Trust 6	215	4	454	2.11	.801
Trust 7	215	4	471	2.19	.841
Trust 8	215	4	502	2.33	.912
Trust 9	216	4	491	2.27	.912
Valid N (listwise)	206				

Table 4.7 Descr. Stat of Trust

4.5 Recommendations & Tendency to Use CF Scale (dependent variable)

To see if there is an impact of the three previous independent factors (awareness, knowledge, and trust) on the dependent factor of future recommendations and future potential use of CF, this section manifest that respondents' likelihood to use CF is remained under ambiguity as respondents' answers have a mean of 2.53, 2.47 respectively, in other words respondents still not sure if they would agree to recommend nor to use the CF in the future.

In summary, the recommendation and future possible use is well justified and matched with the previous discussed factors. The reason for that is simply people won't invest in something that they don't know or they don't trust, which is the case in the UAE. Hence, the "crowded" or the potential investors were not refusing nor motivated to use CF platform in financing, which maybe gives opportunities to anticipate a growth in this market in the UAE.

Descriptive Statistics of the CF Future Recommends & Usage Tendency Scale

	N	Range	Sum	Mean	Std. Deviation
Future recommends	216	4	547	2.53	.857
Future CF tendency	215	4	531	2.47	.936
Valid N (listwise)	215				

Table 4.8 Descr. Stat. of Future Recomm.

The Agreement Frequency of Likert Scales						
Scales	Items	1	2	3	4	5
Awareness	Awareness 1	18	55	81	46	18
	Awareness 2	9	36	66	78	29
	Awareness 3	45	88	51	30	4
Knowledge	Knowledge 1	104	59	9	32	12
	Knowledge 2	26	51	27	85	29
	Knowledge 3	12	18	32	101	54
	Knowledge 4	90	84	8	32	2
	Knowledge 5	38	78	65	33	4
	Knowledge 6	36	89	59	28	6
Trust	Trust 1	16	51	63	72	15
	Trust 2	28	104	54	22	5
	Trust 3	28	78	68	41	3
	Trust 4	49	108	49	8	1
	Trust 5	47	108	49	8	2
	Trust 6	45	111	52	4	3
	Trust 7	40	111	49	13	2
	Trust 8	2	36	97	59	20
	Trust 9	3	43	92	64	13
Future CF Recommendations & Usage Tendency	Future Recommends	20	88	86	17	5
	Future CF Tendency	33	79	75	25	3
Note: 1= Strongly agree, 2=Agree, 3=Not sure , 4= Disagree, 5= Strongly disagree						

Table 4.9 Agreement Frequency of Likert

The majority of the respondent reported disagreement with most items in the scales.

4.6 Regulations Scale (fourth success factor)

The aim of this section is to evaluate the existence of clear laws and regulations related to crowdfunding mainly in the UAE context, compared to the set of regulations determined in the UK.

Interview Responses

According to DFSA response, “investors seem very confident and comfortable as well”, stating that the UAE regulates this market following the an Anglo-Saxonian law, a Commonwealth law. On the other hand, DFSA stressed on the fact that the financial authorities in UAE were one of the first in the region to develop such alternative instrument, but, UAE regulation is still not matured yet.

He also explained that any enhancement of laws and regulations in the country will allow businesses to thrive, grow, and to be able to raise money during difficult time at cheaper cost. Furthermore, Dubai SME claims that all of the CF regulations are in place to create a more dependable financial instrument and to make it easier for project owners to get up and run.

Comparative Analysis

In UK, primarily, the regulation of crowdfunding as an alternative finance instrument has started as early as 2014 in the UK by two entities FCA and UKCFA in which their regulations are limited to two types of CF (lending-based and investment-based CF), however, they provide some sort of regulation to payment services related to other types like donation and/or reward- based CF. (FCA, 2016), (Hill & Hirschfield, 2021).

In UAE, while the concept of CF is still emerging, the financial authorities in Dubai and Abu Dhabi, presented by DFSA and ADGM respectively have provided regulations and framework in 2017 (in Dubai) and 2018 (in Abu Dhabi), noting that DFSA has introduced more rules in 2019 to

regulate property investment crowdfunding. Moreover, the Dubai Government is continuing to maintain a sustainable growth for the market by creating solid foundations as mentioned earlier in the literature review chapter under the expectations and challenges. As a result, both countries have clearly developed regulations and laws that outline the process of money movement from investors to project owners using CF platforms in order to protect all parties. We did notice, however, that the UAE's regulations are susceptible to change in order to accommodate future changes.

B - Inferential Statistics

4.7 Correlation

Correlation does not imply causation as it is often said. Therefore, the correlation that exists between the different variables of the current study needs to be identified.

Correlations of awareness, knowledge, trust and future recommendations & the future tendency to use crowdfunding

		Awareness e	Knowledg	Trust	Future recommendations & the future tendency to use Crowdfunding
Spearman's Awareness rho	Correlation	1.000	.259**	.259**	.175*
	Coefficient				
	Sig. (2-tailed)		.000	.000	.010
	N	218	218	218	216

Knowledge	Correlation	.259**	1.000	1.000**	.564**
	Coefficient				
	Sig. (2-tailed)	.000	.	.	.000
	N	218	218	218	216
Trust	Correlation	.259**	1.000**	1.000	.564**
	Coefficient				
	Sig. (2-tailed)	.000	.	.	.000
	N	218	218	218	216
Future recommendations	Correlation	.175*	.564**	.564**	1.000
the future tendency to use Crowdfunding	Coefficient				
	Sig. (2-tailed)	.010	.000	.000	.
	N	216	216	216	216

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.10 Success Factor Correlation

Because there are few outliers and the data for the scales is not normally distributed, the nonparametric Spearman Correlation is used. The r coefficient is used to measure the linear relationship between two variables. Its coefficients range from -1 to 1, with -1 denoting a fully negative linear correlation between two variables, 0 denoting no linear correlation, and 1 denoting

a perfectly positive linear correlation between two variables. (Kothari, 2004). The correlation coefficient was computed to assess the linear relationship between the variables. There was a statistically significant positive correlation between all the four variables, namely awareness, knowledge, trust and future recommendations and the future tendency to use crowdfunding, $r(218) = .20 - 1.00, p = .000$.

As shown in Table 4.10 the significant positive association among the variables

4.8 ANOVA

The one-way analysis of variance (ANOVA) is used to compare more than two independent groups like age in terms of a continuous dependent variable and the Likert scales.

Descriptive of age and the four Likert scales

				95% Confidence			
				Interval		for	
				Mean			
		Std.	Std.	Lower	Upper		
	N	Mean	Deviation	Error	Bound	Bound	MinimumMaximum
Awareness	19 – 2861	2.8361	1.00669	.12889	2.5782	3.0939	1.00 5.00
	29 – 4496	2.9444	.78534	.08015	2.7853	3.1036	1.33 5.00
above 44 years	61	2.8852	.75003	.09603	2.6932	3.0773	1.00 4.67
Total	2182	2.8976	.84133	.05698	2.7852	3.0099	1.00 5.00

Knowledge	19 – 2861	2.2127.53734	.06880	2.0750	2.3503	1.00	4.00
	29 – 4496	2.3931.47624	.04861	2.2966	2.4896	1.33	3.56
	above 61	2.4633.51192	.06554	2.3322	2.5945	1.56	4.00
	44						
	years						
	Total	2182.3623.51105	.03461	2.2940	2.4305	1.00	4.00
Trust	19 – 2861	2.2127.53734	.06880	2.0750	2.3503	1.00	4.00
	29 – 4496	2.3931.47624	.04861	2.2966	2.4896	1.33	3.56
	above 61	2.4633.51192	.06554	2.3322	2.5945	1.56	4.00
	44						
	years						
	Total	2182.3623.51105	.03461	2.2940	2.4305	1.00	4.00
Future recommendations & the future tendency to use Crowdfunding	19 – 2861	2.3525.84333	.10798	2.1365	2.5684	1.00	5.00
	29 – 4496	2.5426.69429	.07161	2.4003	2.6848	1.00	4.00
	above 61	2.5902.69227	.08864	2.4129	2.7675	1.00	4.00
	44						
	years						
	Total	2162.5023.74162	.05046	2.4029	2.6018	1.00	5.00

Table 4.11 Age and Four Likert Scales

The descriptive of the ANOVA test reveals that the age group above 40 differs from the other age groups in a statistically significant way in terms of knowledge and trust. No statistically significant difference is reported with regard to the other variables. This could be interpreted that the more

matured and informed the respondents are, the better the trust level would grow. However, this might be less relevant to answer the research questions in a precise way.

4.9 Independent Samples t-test

For the separate samples, the t-test is used to determine whether two independent groups differ, like gender and other dependent variables like awareness, knowledge, trust and future recommends.

Group Statistics

				Std.	Error
	Gender	N	Mean	Std. Deviation	Mean
Awareness	Male	69	2.9517	.87312	.10511
	Female	149	2.8725	.82800	.06783
Knowledge	Male	69	2.3440	.45922	.05528
	Female	149	2.3707	.53461	.04380
Trust	Male	69	2.3440	.45922	.05528
	Female	149	2.3707	.53461	.04380
Future recommends & future use	Male	68	2.5368	.71402	.08659
	Female	148	2.4865	.75581	.06213

Table 4.12 Group Statistics

There is no statistically significant difference between male and female respondents in terms of awareness, knowledge, trust, and future recommends & future use.

4.10 Regression

Regression is used to see how an independent variable predicts a dependent variable. Regression requires checking many assumptions. The first assumption is that the two variables should be measured on a continuous scale. In terms of measurement, the variables should have ratio or

interval scales. The second assumption is that there should be a linear relationship among variables. In this case, the relationship is linear. Otherwise, polynomial regression or data transformation can be used. Outliers or excessive values need to be cleaned in that they affect fitness of the model. The third assumption is that the independence of observations can be checked using the Durbin-Watson test. Homoscedasticity is contrasted with heteroscedasticity, and this can be checked by looking at the variances in the line of the best fit. Last but not least, the residuals (errors) or the residual line reflect this approximate normal distribution that can be visually checked through histogram (with superimposed normal curve) or Normal P-P Plots. In brief, such assumptions are good for quality assurance and validity.

Model Summary^b

				Std. Error of the
Model	R	R Square	Adjusted R Square	Estimate
1	.581 ^a	.337	.331	.60665

a. Predictors: (Constant), Knowledge, Awareness

b. Dependent Variable: Future Recommends & Future Use

Table 4.13 Model Summary

The model summary table provides the R and R square. The former is a correlation index. Since the R value is .58, this indicates a high degree of a positive correlation. The R square value indicates how much of the variation occurs. The R Square indicates the degree of the total variation in the dependent variable that can be accounted for by the independent variable. In this regard, 33% of the total variation can be explained in the dependent variable.

The ANOVA table shows the way the regression equation fits the data.

ANOVA^a

		Sum	of			
Model		Squares	df	Mean Square	F	Sig.
1	Regression	39.860	2	19.930	54.155	.000 ^b
	Residual	78.388	213	.368		
	Total	118.249	215			

a. Dependent Variable: Future Recommends & Future Use

b. Predictors: (Constant), Knowledge, Awareness

Table 4.14 ANOVA

According to the ANOVA table, the regression model statistically significantly predicts the outcome or dependent variable as the p-value, which is represented by the sig. value in the regression row, is below .05.

Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.493	.219		2.252	.025
	Awareness	.010	.051	.011	.189	.850
	Knowledge	.841	.084	.578	10.053	.000

a. Dependent Variable: Future Recommends & Future Use

Table 4.15 Coefficients

As can be seen, the table of Coefficients provide the necessary information to predict future recommends & future use from awareness and knowledge. It sheds light on whether or not awareness and knowledge contribute to the regression model in a statistically significant way. The "B" values in the column under the "Unstandardized Coefficients" column can be used to draw inferences. Therefore, the regression equation can be formulated as follows:

Future Recommends & Future Use = .493 + 0.10 (Awareness);

Future Recommends & Future Use = .493 + 0.841 (knowledge).

Therefore, it can be concluded that knowledge has a higher impact on future recommends & future use.

Recalling the null and research hypotheses:

H₀: There is no effect of the success elements like trust, awareness, knowledge, and regulatory level on the use of crowdfunding as alternative finance in the UAE.

H₁: If crowdfunding in the UAE has all of the success elements like trust, awareness, knowledge, and regulatory level; then, the use of crowdfunding as alternative finance will increase.

It can be concluded based on the survey results, interview replies, and comparative analysis, the null hypothesis will be rejected, as all results point to a substantial relationship between the success variables and the growth in the use of CF.

CHAPTER 5

CONCLUSION

5.1 Introduction:

Crowdfunding financing has been established as one of the funding alternatives in the developed world and continued to spread to the rest of nations. Thus, this suggests the tendency of funders and fundraisers to depend more on modern financial sources and be detached to the conventional banks restrictions. The current dissertation has an objective to examine the extent of success factors of crowdfunding as an emerging market in the UAE. The study believes that there are several factors that might contribute the growth of the current market, those factors are awareness, knowledge, trust, and regulations. Moreover, although that this research is regarded to be an extension of the current studies in the literature, however, it could also be suggested that this research is a trial to bridge the gap in the current studies about CF emerging market in the UAE, since the relevant literature for the success factors in this market is almost not found.

In order to achieve this, the study has adopted a triangulation method in which both quantitative and qualitative data are collected through three different approaches: survey, interviews, and comparative analysis between two online platforms, one is British and the other from the UAE market.

This chapter will discuss how the current study was able to answer the research questions and to meet the research objective, implications of the study will be addressed, recommendations, constrains, and future potential researches.

5.2 Study Implications and Recommendations:

This research aimed to determine if CF market in the UAE acquires all or some of the thriving elements needed. Trying to answer the research questions, we came to learn from different data

sources and data types about this new market in a way that develops a better understanding of the current market in United Arab Emirates. The first research question was: “Is crowdfunding in the UAE equipped with all of the the necessary factors, namely trust, awareness, risk and regulation; to succeed?” this study claims that the answer is “No”, crowdfunding in the UAE didn’t develop or obtain all of the necessary factors to succussed yet. This was obvious from the results of comparative analysis in which the lack of developed, highly standardized, and well known crowdfunding platforms are seen in the UAE. Seeking accuracy, there was a need to point at specific success elements, and this will guide us to the second sub-question: “What are the current success factors of crowdfunding in the UAE market? And what are missing?” The answer could be underscored from the results issued by all of the used approaches that UAE crowdfunding has well established regulations and laws, but the other factors of awareness, knowledge, and trust need more improvements.

Regulations: The United Arab Emirates’ regulations for CF market was founded and still subject for more adjustments and elaboration. It is believed that better level of regulations is a fundamental pillar for these digital markets, as it would increase the trust level in the long run between the platforms and the project owners from one side, and platforms and the funders from the other side. The latter level of trust would positively boost the market to mature and thrive. Also, we believe that because of the successful regulation element, the UAE CF market is expected to take the lead not only locally but regionally, specifically in the GCC area.

Awareness, Knowledge, and Trust: Conversely, the results showed that the UAE CF market still absences other success factors those are the awareness, knowledge, and trust. This fact was derived by different data types such as survey results and the interviews’ responses.

The study suggests that these factors could be empowered by implementing different strategies. Therefore, it is suggested that these strategies would involve a role of four main parties in the market: government (regulatory), CF platforms, fundraisers, and educational institutions. The reason beyond this is justified as following:

- **Role of Government:** No one can argue that even in a market economy, government policies can lead the market to a desired position. Therefore, it is strongly believed that more efforts by the government to increase the financial literacy and awareness of CF market would pull it from the grey knowledge to clarity and credibility.
- **Role of Crowdfunding Platforms:** This study claims that the role of CF platforms is the most important among the other parties to create a well-known confident market. This claim is due to the fact that CF platform is essentially a moderator profitable firm that connects funders and fundraisers, therefore, more opportunities could be fulfilled. As a result, the researcher believes that marketing strategies are not fully obtained by them. It is suggesting that CF platforms can take an advantage of implementing extensive advertising campaigns on social media, using billboards, radio ads, sponsoring sport events, or/and reach youth and potential funders to establish a target market.
- **Role of Fundraisers:** It is quite straight concept that the fundraiser should do all what it requires to achieve the fund goal as soon as possible to start their project. However, this task has special prerequisites on CF platforms. The digital nature of this type of fundraising makes it challenging for project owners and startups to build the trust, therefore, they need to follow a good plan that attract the investors. The current study indicates that quality tech videos, clear business ideas, educated professional team, and above all a clear meaningful

project goal are the keys to achieve the required fund, stressing that the crowd usually is appealed by social sustainable goals. All of those instruments would increase the possibility of accomplishing the targeted fund on the CF platform.

- **Role of Universities and Research:** research efforts, accommodated educational tools and well-designed curricula would have a positive impact to extend knowledge range and to enhance the financial literacy. This is obviously witnessed in the developed countries like United States, United Kingdom, and other European countries where most of the crowdfunding researches are established. Therefore, the market competition and innovation would be flourished.

The study suggests that research bodies and educational institutions should embrace the financial literacy especially the one related to crowdfunding in the UAE. To conclude, the research role would improve the awareness, knowledge, and trust in the market.

5.3 Limitations

Despite that the current research is a step forward in evaluating the emergence of crowdfunding in the UAE, it has limitations. Since the research methodology is based on mixed triangulation, which takes in-depth analysis, advanced statistical abilities, and ample time to be completed; it is believed that more tests could be conducted to expand the results. Also, and due to the qualitative part of the study, it was a must to meet all who are involved in the market, such as entrepreneurs who raise funds using CF in UAE, CF platforms' representatives, and some officials in the UAE financial authorities. The first obstacle here was conducting enough interviews to collect relevant data about regulations, trust, and expectations. The interviews arrangements were laborious to be determined especially with CF platforms, those who could have significant contributions to measure the current size and the growth of the market. As a result, it is believed that the research did not reach the

satisfied saturation. Nevertheless, two quality interviews were conducted with top management leaders from DFSA and Dubai SMEs.

Data availability is another challenge that the current study faced. Compared to the CF markets in the developed countries, the accessibility to CF data is quite difficult in the UAE context. Therefore, the researcher depended on few statistical announced facts on the CF websites itself to determine the market size. We stress on the fact that data availability and transparency would boost the investors' confidence and would reflect an efficiency in the market that in result would mitigate information asymmetry.

Lastly, there was specific methodological limitations as mentioned in the methodology chapter earlier, those which might reduce the generalization aspect.

5.4 Future Research

According to Frederiksen, L. (2021), conducting systematic ongoing market-industry research has a significant impact on businesses, allowing them to grow more profitably and quickly. Consequently, and as previously stated, CF research in the UAE market is still in its infancy, and the opportunities to conduct more studies are plentiful to fuel the research area. Future research could focus on other factors that would influence the CF market such as the geographical component, the project goal, and the various media impacts on the speed of the funding campaign. Also, there is a good research approach to compare the benefits and challenges of crowdfunding versus the traditional financing institutions. Moreover, already funded projects through CF market are considered good source of case studies as they could be examined for their practices and to infer conclusions. Finally, more profound quantitative methods and tests could prove statistically the effect of success factors on the CF market growth.

5.5 Summary

On the whole, crowdfunding market in the UAE is an emerging market that needs to be supported from different team players in the financial system. The Emirati CF market enjoys good regulations, yet there are opportunities to develop knowledge and awareness.

It seems that crowdfunding after all is the new financial instrument to be added to the financial ecosystem. The starting phase for any emerging market could face ups and downs, however, we anticipate the CF market will grow if the success factors of CF are followed. This growth also might be on faster rates because the new generations are depending more and more on digital services. Additionally, the easy access to capital for SMEs would encourage the use of crowdfunding in the UAE.

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APPENDICES

Appendix I: Interview Questions

The Significance of CF in UAE

1. Does UAE financial markets need an alternative financing method as CF? Why or why not?
(answers should determine the importance of CF in UAE)

Knowledge

2. Although there are several platforms of CR are functioning in UAE, the popularity of this financing is still emerging. To what extent do you think the current crowdfunding is popular in the UAE? why?
(answers should determine how well-known or not crowdfunding is in UAE)

Regulations

3. (a) As any other funding channel, crowdfunding needs legislation and regulation floor. Is the process of CR in UAE starting from the beginning of the campaign till the submission of funds backed up fully by clear regulatory background?
(b) To what extent the investor, the entrepreneur, and the CF platform should feel confident and trust the whole process?
(answers should determine the financial regulatory and law level to monitor and support CR in UAE)

Success /Failure Factors

4. In your opinion, what are the factors that would enhance the popularity of CR in UAE? And what are other factors that would act as obstacles in this context?
(answers should determine some of the success/failure factors to develop CF in UAE)

Expectations

5. In its report 2013, the World Bank expected a leapfrog of crowdfunding size in the developing countries.
(a) Do you agree or disagree to that report in the context of UAE?
(b) In case of promising future for CF in UAE, which type of CF do you believe would outstrip: donations, equity, or lending?
(answers should determine the expectations for CF development in UAE)

Research Role

6. (a) Do you believe in the effective role of academia in improving the financial sector and supporting decision makers? How?
(b) Do you think there is a need to conduct studies in the field of FinTech and CF in UAE? Why?
(answers should determine the significance of research role on the CF development in UAE)

Recommendations

Based on the current situation of CF in UAE, what recommendations or admonitions do you suggest?

Appendix II: The Questionnaire

Demographics

Age العمر		
19 – 28 years	29 – 44 years	above 44 years

Gender الجنس	
Male ذكر	Female أنثى

Education مستوى التعليم		
High School تعليم ثانوي	College / University Graduate خريج جامعة / معهد	Postgraduate or above تعليم عالي

Occupation العمل				
Student(ة) طالب	Household ربة منزل	Employee موظف	Freelancer عمل خاص	Unemployed لا أعمل

Awareness					
What extent do you agree to each of the following?					
	Strongly Agree أوافق بشدة	Agree أوافق	Not Sure لست متأكد	Disagree لا أوافق	Strongly Disagree لا أوافق بشدة
1. I know what is the method of “Crowdfunding” for projects’ funding أعرف طريقة التمويل الجماعي بشكل جيداً					
2. I know that there are about 4 official crowdfunding websites in UAE. أعلم بوجود ما يُقارب أربعة مواقع إلكترونية للتمويل الجماعي في الإمارات					
3. Social media like Facebook, Instagram, Snapchat, and YouTube have an effective impact on understanding what and how crowdfunding works. لمواقع التواصل الاجتماعي مثل الفيسبوك، الانستغرام، سناب شات، و اليوتيوب تأثير فاعل على فهم آلية عمل التمويل الجماعي.					

Knowledge					
What extent do you agree to each of the following?					
	Strongly Agree أوافق بشدة	Agree أوافق	Not Sure لست متأكد	Disagree لا أوافق	Strongly Disagree لا أوافق بشدة
1. I have use the service of <u>Bank mobile application</u> at least twice that last month. قمت باستخدام تطبيق البنك على الهاتف المحمول مرتين على الأقل الشهر الماضي.					
2. I have use the service of <u>Charity donation link</u> at least twice that last month. قمت باستخدام رابط للتبرع الخيري مرتين على الأقل الشهر الماضي.					
3. I have use the service of <u>Crowdfunding website</u> at least twice that last month. قمت باستخدام موقع تمويل الجماعي مرتين على الأقل الشهر الماضي.					
4. I have use the service of <u>Online payment link</u> at least twice that last month. قمت باستخدام رابط دفع إلكتروني مرتين على الأقل الشهر الماضي.					
<p>If you know that Crowdfunding is a method that helps you to collect money from people's contributions for your project through a professional authorized website that would charge you a fee, and funds will be in form of either donations, investment, or loans ...</p> <p>إذا علمت بأن طريقة التمويل الجماعي هي طريقة لمساعدتك لجمع الأموال لمشروعك عن طريق مساهمات الجمهور من خلال مواقع الكترونية متخصصة و رسمية مقابل دفع رسم مالي، حيث أن هذه المبالغ ستكون بمقام التبرعات أو استثمارات أو دين ...</p>					
	Strongly Agree أوافق بشدة	Agree أوافق	Not Sure لست متأكد	Disagree لا أوافق	Strongly Disagree لا أوافق بشدة
5. If I am a <u>project owner</u> , I would use crowdfunding to raise the capital I need لو كنت مالك فكرة مشروع ما ، سأقومُ باستخدام طريقة التمويل الجماعي للحصول عل التمويل المناسب لمشروعي					
6. If I am <u>an investor</u> , I would provide funds for projects on crowdfunding websites and contribute by a small amount to support their goals or to lend them money					

لو كنتُ أنا الممول، سأقومُ بتقديم مساهمات مالية للمشاريع المعروضة عبر مواقع التمويل الجماعي لتمكينهم من الوصول لأهدافهم أو لتقديم المال كقرض لهم					
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Trust					
What extent do you agree to each of the following?					
	Strongly Agree أوافق بشدة	Agree أوافق	Not Sure لست متأكد	Disagree لا أوافق	Strongly Disagree لا أوافق بشدة
1. <u>As an investor</u> , I can depend only on the information provided on the crowdfunding websites about projects to decide whether I invest my money in the project or not <u>كممول</u> ، يمكنني الاعتماد فقط على المعلومات المتاحة عن المشروع على مواقع التمويل الجماعي لأقرر ما إذا كنت سأستثمر أم لا					
2. <u>As an investor</u> , most probably, I would contribute to the project on the crowdfunding websites if the project's owner is one of my family members or a friend <u>كممول</u> ، على الأغلب سأستثمر في المشروع على مواقع التمويل الجماعي في حال كان مالك المشروع من أفراد عائلتي أو كان أحد الأصدقاء					
3. Even after learning about crowdsourcing, I still prefer to obtain funds from banks. حتى بعد معرفتي بطريقة التمويل الجماعي، سيبقى خيار البنك هو الخيار الأول للحصول على تمويل					
4. My trust would increase as <u>an investor</u> . If the project on the crowdfunding websites <u>has a clear business plan</u> . يمكن رفع مستوى الثقة لدي <u>كممول</u> ، إذا كان للمشروع على مواقع التمويل الجماعي <u>خطة مالية واضحة</u>					
5. My trust would increase as <u>an investor</u> . If the project on the crowdfunding websites <u>provides a video that describes the project idea</u> . يمكن رفع مستوى الثقة لدي <u>كممول</u> ، إذا كان للمشروع على مواقع التمويل الجماعي <u>فيديو يعرض فكرة المشروع</u>					

<p>6. My trust would increase as <u>an investor</u>. If the project on the crowdfunding websites <u>shows Owner's profile and professional details</u></p> <p>يمكن رفع مستوى الثقة لدي كـممول، إذا كان للمشروع على مواقع التمويل الجماعي ملف شخصي لمالك المشروع</p>					
<p>7. My trust would increase as <u>an investor</u>. If the project on the crowdfunding websites <u>if the project has already collected funds</u></p> <p>يمكن رفع مستوى الثقة لدي كـممول، إذا كان للمشروع على مواقع التمويل الجماعي إذا كان هناك من قام بالفعل بتمويل المشروع قبلي</p>					
<p>7. My trust would increase as <u>an investor</u>. If the project on the crowdfunding websites <u>if the project's owner / team called or emailed me directly</u></p> <p>يمكن رفع مستوى الثقة لدي كـممول، إذا كان للمشروع على مواقع التمويل الجماعي إذا قام صاحب المشروع / أحد من فريق العمل بالتواصل معي مباشرة عبر الهاتف أو البريد الإلكتروني</p>					
<p>8. Crowdfunding is a safe way to invest or raise funds, if there is a <u>governmental official</u> endorse it.</p> <p>لو علمتُ بأنَّ مسؤول رسمي يتحدث عن طرق التمويل الجماعي، لأعتبرها طريقة آمنة للاستثمار أو لإنشاء رأس المال.</p>					
<p>9. I would recommend Crowdfunding -as investor or project owner- to a friend or associate</p> <p>سأوصي بالتعامل مع التمويل الجماعي لصديق أو قريب.</p>					
<p>10. It is very likely that I will use Crowdfunding - as investor or project owner- in the future.</p> <p>من المحتمل جداً إستخدامي للتمويل الجماعي مستقبلاً.</p>					

