

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences



Guy Christian Basile ATANGANA¹, ZE BELINGA Albert Didier²

¹Ph.D in Management Science, Lecturer, Research Laboratory in Applied Management Techniques University of Douala

²PhD student in Management Sciences, Research Laboratory in Applied Management Techniques University of Douala

ABSTRACT: The objective of this study is to identify the explanatory determinants of success of a crowdfunding campaign in Cameroon. By adopting a qualitative approach, we carried out semi-structured interviews with 4 managers of SMEs that had carried out a crowdfunding campaign. The analysis were made using the Nvivo 10 software, it appears firstly that the inherence characteristics of the project constitute the major determinant of the success of a campaign. Secondly, after analyzing the speeches of the interviewees, it emerges that identity of proximity does not influence contributions during a campaign. Finally, it appears that the current institutional framework is not adequate for crowdfunding, it does not constitute a guarantee for potential investors.

KEYWORDS: Crowdfunding Campaign, Determinants, Cameroonian Experiences.

INTRODUCTION

Everyone seem to agree to the fact that entrepreneurship and innovation constitute an essential crowbar for economic development. However, the search for financing appears to be particularly long and complicated for young innovative companies and start-ups. In Cameroon, as in most African countries, access to financing is a real boulder in the shoe of SMEs. SMEs are characterized by a strong informational asymmetry, and this can be a source of tension between project promoters and potential investors (Cimon & al., 2008). According to an official report by the Bank of Central African States (BEAC)¹, it is not uncommon for credit institutions to trust individuals more than SMEs, when it comes to granting loans. For example, CEMAC individuals received 18% (8.4% in the second half of 2018) of bank loans, against barely 14.6% for SMEs established in this community area. The State having noted the situation of under-financing of SMEs from banks, and concerned about the development of this sector of activity in order to fight against unemployment among young Cameroonians, has set up a set of programs and structures such as: The Pajer-U², the FONDECAM-SME³ ... etc. Most recently, the creation of the CBSME⁴, which aims to breathe new life in to the financing of the creation and development of SMEs, as well as the creation of the CARFIC⁵ for the support of agricultural SMEs.

However, it is necessary and even essential to find adequate financing for projects with high potentials but too risky. Faced with this reality, which is slow to eradicate the many public and private initiatives aimed at facilitating access to financing for SMEs, Cameroonian start-ups have rushed in to the crowdfunding breach. Crowdfunding, translated in French as "Financement participatif" or "socio financement", is defined as the collective effort of individuals (an anonymous crowd), who organize and put their money, usually via the internet, in order to invest and support the efforts of other individuals or organizations. For (Mollick, 2014, p.2) "crowdfunding consist of the efforts of individual entrepreneurs and cultural, social, commercial groups, to finance their activities by appealing to relatively small contributions from a large number of individuals via the internet and without any classic financial intermediary. The existence of crowdfunding is explained by the information asymmetry and high transaction costs, linked to the exchange on the market (Dardour, 2015). In his study (Saliha, 2015), whose purpose was to know how start-

¹ <https://www.int> statistical bulletin on costs and credit conditions

² Rural and Urban Youth Support Program

³ Cameroonian Development Fund For Small And Medium Enterprises

⁴ Cameroonian Bank of Small And Medium Enterprises

⁵ Cameroon Rural Financial Corporation

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

ups can take advantage of crowdfunding, it appears that crowdfunding, when it is well conducted, ensures that project leaders can quickly raise the amount requested, with the support of all those interested in the project.

This financing systems offers important possibilities in the face of the recurrent problem of under-financing of SMEs and projects in Africa and in Cameroon in particular. Nowadays, we are witnessing the emergence of crowdfunding operations in the Cameroonian economic sphere. We can cite a few examples according to the official BEAC report of 2021: the crowdfunding launched by Kiro'o Games⁶ which was able to raise a sum of 190 million from 258 shareholders in 2019; Alain Nteff, promoter of the start-up Healthlane⁷ announced on September 7, 2020 that he had successfully closed a fundraising operation aimed at mobilizing a package of 1.3 billion francs; FAM⁸ Cameroon in 2021 raises 19 million to finance these activities; Tagus Drone⁹ of the young Cameroonian engineer Taguia Borel, who until now holds record for fundraising via crowdfunding in Cameroon, has raised more than 200 million thanks to his crowdfunding operation launched between 2019 and 2021. While all fundraising operations via this financing mechanism still accumulated 1 billion francs in 2017 according to figures from the central bank, we note an increase in fundraising operations via crowdfunding. We thus note a particular evolution of this financing mechanism, despite the fact that the project leaders often do not reach the objective set in terms of fundraising.

Apart from the inhering characteristics linked to the project, the identify and institutional exactitude specific of the Cameroonian context can explain the success of crowdfunding campaign in Cameroon. Thus, the objective of this article is to identify the explanatory determinants of the success of a crowdfunding campaign in Cameroon.

First, we will present a review of the empirical work on the determinants of the success of a crowdfunding campaign, then, the methodology that we have adopted in the context of this paper, in order to arrive at the results that are presented and discussed, and finally by the conclusion and future prospective.

1. LITERATURE REVIEW

The theoretical framework of this paper is based on three points: the inherent characteristics linked to the project, the proximity of identity and the institutional framework governing crowdfunding.

1.1. The Inherent Characteristics of The Project: A Major Determinant of the Success of Any Crowdfunding Campaign

A crowdfunding campaign must be prepared. In order to succeed in campaigns, it is essential to emphasize on the characteristics specific to the projects (the quality of presentation, communication around the project, duration of the campaign, etc.). The quality of a project is difficult to perceive on crowdfunding platforms because of the information asymmetries that persist between the promoters and the donors (Mollick, op.cit.). the creator of information sends quality signals. The presence of visuals (videos, photos) (Mollick, op.cit.), the language quality (wrong spellings, terms and expressions), and frequent updates (social networks, publications and interactions with the community) (Kuppuswamy & Bayus., 2018) influence the success of the project. In order to overcome this problem of asymmetry information, the project leader must enhance is campaign. These quality signals used, correspond to the presence of a video within the presentation, the absence of spelling errors in the description and the presence of updates from the creator to inform of the progress of his project (Mollick, op.cit.). Although the choice of these indicators is debatable in terms of representing the quality of a project, they are positively correlated with the success of a campaign.

Kuppuswamy & Bayus (op.cit.) examined the dynamics of donor behavior during a crowdfunding campaign. Two years of data collection on the American Kickstarter platform enabled them to analyze that the behavior of donors followed a flattened "U" curve (bathtub). During the first and last weeks, project leaders will be more sustained compared to the average period of a fundraising campaign. A relatively short duration gives a sense of urgency to the crowdfunding campaign, favoring a quick mobilization of the crowd. Along these lines, (Mollick & Kuppuswamy, 2014) surprisingly indicate that, a long campaign decreases the chances of success. Boeuf et al. (2014) show that the duration of a campaign has a non-linear effect: the amounts increase in the first 68 days and then decrease. Thus, the shorter the project funding period, the sooner donors will want to participate. The commitment of the project leader in leading the campaign is also a guarantee of success right from the start. In order to boost the pace of collection, it is important that the project leader communicates regularly through news and updates (Mitra & Gilbert, 2014; Kuppuswamy & Bayus, 2018). Maalaoui & Conreaux (2014) made a classification of the most widespread media, but especially the most effective in terms of audience reached and costs. Nevertheless, he specifies that it is important for the carrier

⁶ KIRO'O GAMES SARL is the first professional studio for the création of video games in Central Africa

⁷ HEALTHANE is a start-up specializing in preventive health, in particular through a computer application of the same name

⁸ FAM Cameroon is a compagny specializing in men's lingerie that offers cameroonians in particular and Africans in general Afritude boxers, underpants

⁹ TAGUS DRONE SARL is a start-up specializing in the production of drones made in Cameroon

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

to use a multitude of media rather than focusing on only one of them. Thus, it is by strategically combining the use of different media at the appropriate times that the communication campaign will be the most effective.

It is wise for a project owner to promote his or her project on the networks at a very sustained pace at the beginning of the campaign and even before it has begun, in order to succeed in reaching as many individuals as possible in his community. Naturally, the larger the network, the greater the chances of success. To give his project the best chance, the creator must mobilize a sufficient community of donors with whom he must dialogue. Mitra & Gilbert (2014) have shown that the size of the creator's social network (e.g. friends on Facebook) has a significant impact on the outcome of the collection. Finally, having a community that can encourage projects is undoubtedly a key success factor. Taking the example of a project corresponding to an average financing objective in the "Film" category, it is highlighted that a project leader with 10 friends on the Facebook social network has a 9% chance of succeeding in his collection. The success rate climbs to 20% with 100 friends and to 40% for the ones with thousand friends (Mollick, 2018). Online communities influence the crowdfunding process.

1.2. Identity Proximity And Fundraising

The pioneering authors of "the law of proximity", taken up by (Feller, 1973), defined it as "a natural tendency of all human beings to give more importance to what is closer to them than to what is further away". In a study, (Berglin & Strandberg, 2013) reveal that a third of donors provide 80% of a project's funds (10% of them provide more than half), and they point out that those who give the most are those who have a personal connection with the project or the sponsor (the latter give \$148 on average compared to \$99 for those who have no personal relationship with the project). This proximity thus appears to be a major factor in understanding the mechanisms of contribution.

But attachment to a project can also be explained by spatial and territorial proximity. Indeed, (Agrawal & al., 2011) demonstrate that despite the intermediation of platforms with a global audience, the first support for a project is given by individuals from the territory where the project owner or project originates. This also demonstrates the strong link between the geographical proximity of donors and project support. Moreover, donors express the importance for them being able to support a cause, a project for a designer, thus, affirming their own values. The proximity of identity with the content of the project and its bearer appears to be a crucial reason for support (Ordanini & al., 2011; Gerber & Hui, 2013), even the one most often mentioned by donors (Berglin & Strandberg, 2013). The feeling of belonging, the existence of a special relationship between the bearer and the set of contributors, the emotional and affective link specific to the community, as such, all motivations oriented towards others, can prevail over other considerations (Berglin & Strandberg, Op.cit.). From this point of view, the gift is part of a participatory logic, a co-construction of the offer motivated essentially by a social desire to belong and identify with a community. As (Boeuf & al., 2014) remind us, the calls for donations made by non-market cultural organizations rely particularly on a local community.

In Africa in general and in Cameroon in particular, the SME is characterized by its community aspect and very much linked to the family unit. As a result, the entrepreneur must combine the pursuit of economic interests with respect for community and family values, beliefs and norms in order to ensure the sustainability of his or her business.

1.3. Investor Protection Based On A Well-Defined Institutional Framework

The countries that have been the most daring in their reforms have allowed their companies to expand internationally and gain market shares, compared to companies in other countries. Examples are such as the USA, through the JOBS Act in 2012 which is a way to promote the development of SMEs and their sources of financing, France with the ordinance of May 30, 2014 which came into force on October 1, 2014 creates two statutes: that of crowdfunding advisor and that of crowdfunding intermediaries. legislation Favorable for appropriate regulation thanks to a clearly defined institutional framework, limit the risks of crowdfunding investors. An existing and well-developed institutional framework could be a factor in the success of a crowdfunding campaign. In the Cameroonian context, to our knowledge, there is not yet an institutional framework for crowdfunding. A study on the influence of the absence of this institutional framework on the success of a campaign is therefore appropriate.

2. QUALITATIVE METHODOLOGY

The problems of use of crowdfunding by Cameroonian SMEs remain a concern in our context. The scarcity of studies on this question leads us to examine the points of view of the promoters of innovative SMEs who have already carried out a crowdfunding operation in order to avoid giving erroneous opinions on the question. To this effect we will examine their points of view on the explanatory factors on the success of a crowdfunding campaign in order to make concrete proposals.

The objective of our study is to identify the success determining factors of a crowdfunding campaign. Given the scarcity of studies on this issue, we retain that the qualitative approach by case study in the context of our work. According to (Wacheux, 1996) this makes it possible to understand little-studied phenomena and to draw interpretations from them. From a

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

methodological point of view, such an approach must be associated with a qualitative method favoring interviews. Thus, we carried out 4 semi-structured interviews. The 4 interviews were conducted with managers of SMEs who have already carried out a crowdfunding campaign in Cameroon. The latter belonged to companies involved in industrial technology, real estate, agribusiness and video games having raised sums ranging from 30 million to 200 million through crowdfunding. Thanks to his interviews, we were able to gather their opinions on the determinants that could explain the success of a crowdfunding campaign. The data collected after transcription and coding were analyzed using a software allowing to carry out a text analysis of the content analysis type, the aim of which is to search for the lexical compositions of one or more data sources. As part of this work, version 10 of the software (NVIVO 10) was used. While respecting the main stages of content analysis according to (Martin, 2005) namely: transcription of speeches, construction of categories, coding and interpretation of results. The non-probability sample is more suitable for qualitative studies (Beaud, 1984). In these type of work, the sample is chosen for theoretical reasons and not for statistical reasons (Glaser& Strauss, 1967). Following this logic, our sample could not have a previously established size. However, some authors advocate an interval that they consider acceptable for qualitative research. This is the case of (Eisenhardt, 1989) who recommends a size between 4 and 10 cases. A sample of between 4 and 8 cases is recommended, however, a number of cases greater than 8 brings more precision to the results (Rispal, 2002).

On the other hand, a number of interlocutors greater than 15 will result to difficulties in the processing of data by the researcher (Mitra & Huberman, 2003). Faced with the reluctance of SME managers to talk to us on the subject, we used the method of reasoned choice to constitute our sample. This sample includes 4 SMEs in the city of Yaoundé that we have identified thanks to the TAGUS INVESTMENT and IMOBIS ACADEMIE platforms, 2 of which have.

3. RESULTS

The question of crowdfunding has been approached here according to various apprehensions which vary from one individual to another. According to these apprehensions, many characteristics could be presented through the different concepts discussed by the respective interview shareholders. A word frequency query, combined with word cloud analysis for example, shows the recurrence of the use of certain concepts, recurrence which could bring information to better understand how financing participatory work, that can be deduced from it.

The query made in Table 2 (see appendix) to determine the 100 most frequent words during interviews brings out several concepts that underline elements related to crowdfunding. These elements stem from the various factors highlighted, in particular the inherent values of the company, the proximity of identity and the regulatory framework. As for the inherent values of the companies, the most used words are: "community" with a high weighting of (1.47%), which implies that the "campaign" (0.62 % weighting) of a "crowdfunding" (0.69% weighting) would be based mainly on the mobilization of a strong community, to which is added a good "communication" (0.93% weighting), this which is likely to induce third parties to "invest" (0.54% weighting) and increase the level of "contributions" (0.69%weighting). This can be illustrated by the word cloud (see Figure 1)



Figure 1 : Word clouds highlighting the different elements related to the company's inference value

Source: Our own, based on interview excerpts processed with the NVIVO 10 software

It seems clear, with regard to the cloud of words that the "campaign" of "crowdfunding" is partly based on "communication" which makes it possible to unearth within a "community" people likely to "invest or to increase "contributions" "funding". Regarding the inquiry of the 100 most frequent words related to the regulatory framework. It emerges that, "campaigns" (with a weighting of 1.52%) of "crowdfunding" (with a weighting of 0.51%) should be supervised. Hence, the need to set up a certain "regulation" (a weighting of 1.02%), i.e. "institutions" (weighting of 0.51%) or even an "institutional" framework (with a weighting of 0.51%) which is "favorable" (weighting of 0.51%) for "investors" (a weighting of 1.03%). A word cloud analysis like the one shown in Figure 2 illustrates this.

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

graphs 1: contribution of inheritance value crowdfunding: schematic approach of the company

Source: Our own research based on interview excerpts processed with the NVIVO 10 software and Excel 19

This graph illustrates the occurrence of answers provided by each actor questioned within the nodes constructed to assess the role of the company's inheritance values in crowdfunding as apprehended by the different actors interviewed. For IMOBIS, emphasis is placed on all of the community's contributions to the crowdfunding campaign (5 references), followed by the other three, in particular the contribution of communication to the crowdfunding campaign, that of the quality of the project on the support of the investors, and finally that of the contributions (2 references on both sides). The same goes for the three other structures, in particular King Krush Nutrition, Kiro'o Games SARL and TAGUS DRONE, which also emphasize the contribution of the community to the crowdfunding campaign with respectively 2, 3 and 6 references. In addition, King Krush Nutrition has given the same importance to the last two parts of this question with 1 reference. Kiro'o Games SARL has given the same importance to the contribution of communication in the crowdfunding campaign as to the quality of the project on the support of investors (i.e. 2 references), and finally to that of contributions (1 reference). Beyond the first two headings of the question where TAGUS DRONE gives some importance, it places the same emphasis on the last headings (1 reference each). confirms the results provided in Table 2, given the emphasis placed on certain concepts above. "identity" (a weighting of 0.59%), are those to whom the "projects" (a weighting of 0.59%) are most often presented, with regard to their willingness to "invest" (a weighting of 0.59%) and to participate in the "profitability" (a weighting of 0.59%) of said project... illustration made by the point cloud of Figure 2 Ultimately, these results do not provide exact answers to the concern of this article, even if they already lay the groundwork. The purpose of this section is therefore to provide results likely to provide clarifications as well as answers to the various proposals formulated within the framework of this work. This begins with a presentation of the results which highlights the role of the inheritance value of the company in the crowdfunding campaign, then the place of identity of proximity and finally that of the institutional framework in the latter.

3.2. Role of Identity Proximity: Schematic Approach

This paragraph aims to provide results likely to bring precisions as well as answers in order to formulate a second proposal within the framework of this work. This goes through a presentation of the contribution of identity of proximity in the crowdfunding campaign through a graphic representation of the different nodes built in relation to the variables under study. The schematic approach here aims to graphically represent the different responses obtained at the end of the interviews which made it possible to identify a series of information and to highlight the occurrence of the responses provided by each company questioned in the context of crowdfunding. (See Chart 2)



graph 2: contribution of inheritance values crowdfunding: schematic approach of the company

Source: Our own research based on interview excerpts processed with the NVIVO 10 software and Excel 19

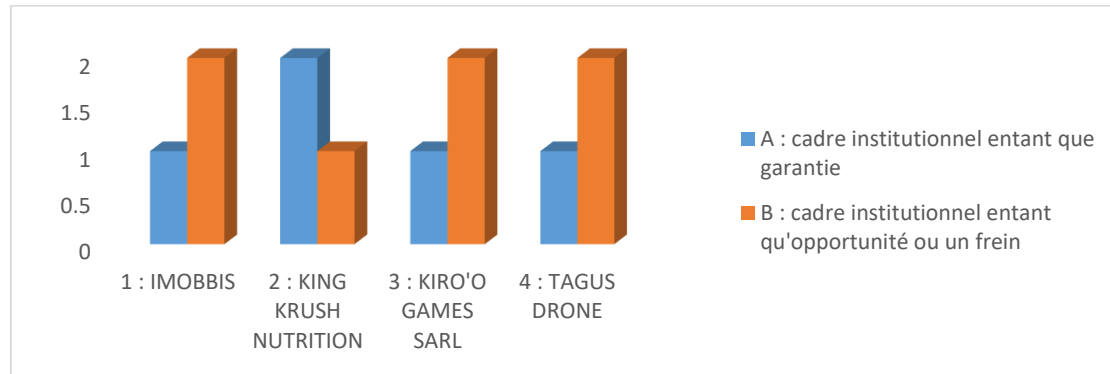
This graph focuses on the occurrence of responses provided by the four structures questioned in the context of the role of identity of proximity in the crowdfunding campaign. The analysis of the occurrence of the answers of the actors questioned reveals a graph which has a flat appearance which ends in a peak where the actors grant the same importance to the role of proximity of the project leader to the community and to that of the origins of the latter (i.e. 1 reference); exception made for the company Tagus Drone where the emphasis is on the role of the origins of the project leader (3 references).

3.3. The Contribution of The Institutional Framework: Schematic Approach

This paragraph aims to provide results likely to answer the second proposition formulated within the framework of this work. This begins with a presentation of the contribution of the institutional framework through a graphical representation of the different nodes, built in relation to the variables under study and finally with the presentation of the different extracts of the contents of these nodes for this purpose. As a reminder, this approach aims to schematize the different answers obtained at the end of the

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

interviews, which made it possible to detect a series of information and to highlight the occurrence of the answers provided by each actor questioned about the role of the institutional framework in the crowdfunding campaign. (See Chart)



graph 3: role of identity proximity: schematic approach

Source: Our own research based on interview excerpts processed with the NVIVO 10 software and Excel 19

Finally, this graph focuses on the occurrence of responses provided by the four structures questioned as part of the role of the institutional framework in the crowdfunding campaign. The analysis of the occurrence of responses shows that, the majority of structures, in particular IMOBBS, Kiro'o Games SARL and TAGUS DRONE, grant a common interest to the institutional framework as an opportunity or brake to the detriment of the institutional framework, as a guarantee (either 1 and 2 references respectively). On the other hand, the result is the opposite at King Krush Nutrition, which places more emphasis on the institutional framework as a guarantee and not as an opportunity or a brake (respectively 2 and 1 reference).

4. MANAGERIAL IMPLICATIONS

Although opinions are mixed as to the role of the community in the crowdfunding campaign, the different actors interviewed are unanimous as to the low participation of this factor in the campaign so far as it does not necessarily constitute a guarantee for fundraising. Thus, "Speaking of the community, we must make a distinction, we all have communities on social networks, but during crowdfunding, it is not this community because in crowdfunding, only 1% of this community can become a community of investors (...) The size of the community that we have in the networks is not really influential for our fundraising" (IMOBBS). However, it should be noted that "... The size of the community is important because out of a community, often barely 20% will invest, so you need a large community to raise funds" (KING KRUSH NUTRITION).

Moreover, "The more members you have in your community, the more people you have who can invest directly or make recommendations to other people who will invest", according to KIRO'O GAMES SARL. This situation, according to TAGUS DRONE justifies why "In reality when we want to launch a crowdfunding campaign there is a first interest that is to raise awareness in the community. All these arguments are sufficient evidence of the role that the community can play in this quest for funds.

4.1. Quality contribution of the project on the support of investors to the crowdfunding campaign.

Beyond the mobilization of a strong community, which appears necessary, the quality of the project also appears essential in this exercise. In this regard, the players are unanimous in the degree of consideration they give to this framework. For IMOBBS, for example, "The care taken in presenting the project was our main point at the beginning, first of all we have an original business plan (...) that is attractive and simple to understand, which is really instrumental in the explosion of our fundraising. This idea is supported by KING KRUSH NUTRITION according to which the presentation of a quality project is "Yes, very determining as in any business the presentation is very important. Everything we put into the presentation that attracts investors. Yes, it plays a very important role in the success of the fundraising. Thus, "There are many aspects that come into play, first, the form in which you present your project for example we call it speech" (KIRO'O GAMES SARL) and "The communication around the project is important to get known. Also people need to know more, we must show them the concrete and especially the evolution of the project to convince those who are slow to invest. This communication throughout the collection is really crucial" (TAGUS DRONE).

In summary, the way in which the project is presented can be decisive for the granting of funds and the involvement of investments during the crowdfunding campaign and it seems important to put a prominence on it.

Communication contribution to the crowdfunding campaign

Moreover, if the mobilization of a strong community or the quality of the project appears to be decisive, the same is true for communication, in the sense that all possible strategies must find their basis in the popularization of information and interaction with all shareholders and targets. IMOBBS recognizes that "You can have the best product in the world but if it is not known you

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

will not sell it (...) After the business plan is attractive, communication is the key factor for fundraising. Without communication, you can't do a crowdfunding campaign. I like to say that to communicate is to exist. Such arguments are perceived in the words of KING KRUSH NUTRITION who thinks that "You have to go to the maximum to the people, the more you communicate, the more people recommend the project, and that obviously impacts the contributions. So, communication in all its forms is an essential element in raising funds", which confirms the opinion of KIRO'O GAMES SARL who states that "You can have a perfect product but if you don't communicate, people won't buy. Maybe because they don't know your product exists". So, "A good campaign starts with a good preparation of the communication. More and more people are paying attention to the visuals, so you have to be authentic to catch the attention of the crowd, so you have more visuals to convince." (TAGUS DRONE).

Ultimately, communication is the mainspring of any project. No matter what strategy is considered, interaction between shareholders remains fundamental.

Contribution to the crowdfunding campaign

Finally, beyond all the elements that have been mentioned above, the objective remains to benefit from the support of third parties, i.e. to obtain contributions. These contributions can be both financial and non-financial. However, what must be remembered is that these contributions are random in view of the periodic nature of the entries: "There are periods when there is money out there, but also promotions: the value of the share may be 1000f and you decide to sell it for 500f, which will boost the contributions" (IMOBBS). Thus, "Contributions do not have the same pace throughout the campaign. It is towards the end that investments increase, since the communication is already working well. The long durations are due to the fact that we are in Africa, people are not yet accustomed to crowdfunding. It is necessary to communicate enough to reach a large number of people and this requires time" (KING KRUSH NUTRITION).

This opinion goes in the same direction as that of "The contributions do not have the same rate throughout the campaign depending on several factors: here, internally, we have periods of intense activity which is generally the first 5 months when the contributions are really high, after this period of relaxation to devote themselves to other things, the contributions drop in turn" (KIRO'O GAMES SARL). In addition, there is a cultural problem that makes the level of contribution low. "It must be said that crowdfunding in Africa is not yet as popular as it is in Europe, where people do not easily join the campaign at the beginning. It takes a long time at first to convince people to know the project because at the beginning there are people who have a little distance it is towards the end that they seek to participate in the campaign. (TAGUS DRONE)

In view of all these answers collected on both sides, it is clear that the inherent characteristics related to the project are the major determinant of the success of any crowdfunding campaign, which is our first proposal.

4.2. The Role of the Proximity of Identity in Crowdfunding

The role of the project owner's origins

As far as proximity of identity is concerned, the origins of the project owner appear to be the most important factor. In this regard, opinions are unanimous as to the place occupied by these factors. For IMOBBS "... there will always be a withdrawal into one's own identity, that's a reality, but in the context of fundraising, what takes precedence are the interests. You will notice that during fundraising, the majority of investors are from West Africa. Their problem is the profitability and the nature of the project. So tribalism or identity-based withdrawal is not really what counts, it is the relevance of the project. We don't care about your tribe, your age, what matters is your relevance. This means that the identity origins are not the first motivations of the investors, even if somewhere KING KRUSH NUTRITION admits that "There is inevitably an impact of the identity of proximity, but within the framework of the crowdfunding, it is the profitability of the project which takes precedence. You will see that in its projects financed by crowdfunding, the largest number of investors come from West Africa, which has nothing to do with their identity. People base themselves more in the content of the project. But in the framework of King Krush, there are more Cameroonians from the Diaspora.

In the same perspective, KIRO'O GAMES SARL underlines the dominant place of the Diaspora in the fundraising, this to the detriment of the locals who appear more and more refractory to these various campaigns. Indeed, "The current fundraising has many Africans, mainly those of the Diaspora. The origins of many Africans invest in our projects and especially those of the diaspora, because they feel this connection because there is an evil in the continent. To stand out, they want to contribute in their own way by supporting the projects" (KIRO'O GAMES SARL). TAGUS DRONE corroborates this assertion, especially since "In reality, an investor invests where he can earn money, which means that the consideration of identity comes much later (...) It is true that there are ideologies but not tribal ideologies that can lead people to invest, for example, TAGUS DRONE was built and made in Africa, which attracts more Africans to invest (...) But when it comes to tribal origins, it is not what interests the investor but rather the profitability of his investment. "

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

In short, the origin of the project owner, although not negligible, does not constitute a factor in itself in the decision to invest, but what interests us here is the profitability of the project.

The role of the project owner's proximity to the community

Finally, the proximity of the project leader to the community is emphasized. The authors all agree on the fact that almost all of the interventions do not come from local Cameroonians, the diaspora or foreigners being the majority of the interventions. For IMOBBS, "It is necessary to have a group of people around the project who represent several regions or even other countries, which constitutes a mix where everyone is involved in the project. Because if you have only one Ivorian as a communicator, it makes it easy for Ivorian investors to find themselves in your project. And even the gender aspect must be taken into account in the constitution of your group.

In addition, according to the head of KING KRUSH NUTRITION, "In the context of King Krush are more Cameroonians from the Diaspora. This is due to the communication channels used and not because they are necessarily Cameroonian. This is justified because "a Cameroonian is only good at talking, you present him a project, he acclaims after he will never invest. The proximity with the community does not really act. Proximity to the Cameroonian may work with other products but not with fundraising. But on the other hand, with Cameroonians in the diaspora, it works very well because they think that in this kind of context it is worth encouraging such initiatives" (KIRO'O GAMES SARL). This statement can also be seen in the words of TAGUS DRONE "People have invested all over the world but Cameroonians took things in hand when they saw that others were interested in the project. And the fact that we are installed here in Cameroon could galvanize Cameroonians by seeing us installed.

In summary, there is a common thread in all of these comments: the low participation of nationals (residents) in crowdfunding. Hence, the proposition that identifies proximity does not influence the participation of national investors in a crowdfunding campaign.

4.3. Role Of The Institutional Framework In Crowdfunding

Institutional framework as an opportunity or a constraint

In order to better appreciate the role of the institutional framework, the authors have tried to focus on the strengths and weaknesses of the institutional framework. There is agreement in this regard, in the sense that all confirm the non-existence of a regulatory framework. According to IMOBBS "(...) There is not yet a defined regulatory framework for crowdfunding, for the moment, we use the freedom of association to carry out crowdfunding campaigns. We will say that the institutional framework is favorable because we have been able to do so without harming state institutions or the population. This statement also corresponds to that of TAGUS DRONE, which advocates for a regulatory framework, although does not exist yet: "I may say yes, but the institutional framework is being set up by the state. We are operating in legal limbo and we don't know what is allowed or not allowed.

On the other hand, other actors think that the institutional framework is more of a hindrance. For example, for KIRO'O GAMES SARL, "The regulations still contain many gaps because every day investors, through their interventions, show us certain aspects that we have not taken into consideration. And during our consultations with the MINFI we expose them to be taken into consideration for the development of an adequate legal framework for crowdfunding. To this effect, KING KRUSH NUTRITION questions the institutional intervention that can constitute a barrier and create confusion: "I would rather say "NO" because it is neither allowed nor authorized. We have received reactions from the supervisory commission of the financial markets of Central Africa (COSUMAC), which sometimes confused us with those who are involved in investments, crypto-currency..."

Institutional framework as a guarantee

The institutional framework can also be seen as a kind of insurance in the context of the standardization of this activity so far as it constitutes an indicator on which investors rely to commit themselves. For IMOBBS "... investors judge the confidence of the promoters at this moment that accelerates the financing of projects. And now when we enter a well-defined institutional framework, it will be beneficial for those who believe that everything must be done legally. But it can also be restrictive at some level because many projects will not be able to be realized because there are certain legal constraints. The same is true for KIRO'O GAMES SARL, which admits this argument because "... it would require a state guarantee with all the scams going on nowadays. Having received the endorsement of the Ministry of Finance whose Minister of Finance raided our headquarters to validate our campaign and when the CRTV and Cameroon tribune spoke it gave us more credibility.

Ultimately, the regulatory framework, whether acclaimed or suppressed, plays a significant role in the crowdfunding campaign. But to the extent that state intervention is the kind of thing that creates barriers, it is clear that the current institutional framework is a hindrance to successful crowdfunding, which is the third proposition.

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

Ultimately, this study aimed to identify the determinants that can explain the success of a crowdfunding campaign in Cameroon. By adopting a qualitative approach, we conducted semi-directive interviews with 4 managers of SMEs that had carried out a crowdfunding campaign, selected in the city of Yaoundé by the reasoned choice method.

5. DISCUSSION OF THE RESULTS

The inherent characteristics of the project, i.e. the quality of the project, the communication around the campaign and the effect of the contributions, constitute the essential link for the success of a crowdfunding campaign. This is confirmed in the Cameroonian context, where all actors are of the opinion that the characteristics linked to the project constitute the major determinant for the success of a crowdfunding campaign.

As for the proximity between the project owner and the community through the law of proximity, it is demonstrated that this is a source of motivation for a crowdfunding campaign. In the Cameroonian context, the proximity of identity is a negligible factor during the campaign; what interests the investor is the profitability of the project and not its origins or proximity to the community. It is demonstrated through this study that the majority of investors during campaigns are nationals of other countries and members of the diaspora. Finally, the institutional framework ensures the security of investors and reduces risks. However, in the Cameroonian context, the institutional framework for crowdfunding is inadequate or non-existent, which hinders the success of crowdfunding campaigns.

At the end of the analyses that were done with the Nvivo 10 software, it appears that, firstly, the inherent characteristics of the project constitute the major determinant of the success of a campaign: the promoters must put a particular emphasis on the quality of the presentation of the project, a quality communication on a large community and specially to make campaigns on long durations going from 1 to two years to reach a considerable size of community. Secondly, after analyzing the interviewees' speeches, it appears that proximity of identity does not influence the contributions during a campaign; what interests investors is the profitability of the project and not the origins of the project owner. Indeed, in the projects survey, the majority of investors are from West Africa and have nothing to do with their origins. Finally, it emerged that the current institutional framework is not adequate for crowdfunding, it does not constitute a guarantee for potential investors and yet, they need a state guarantee on the quality of transactions made during a crowdfunding campaign. This work being an exploratory study, the results cannot be generalized. In addition, future studies will focus on verifying these conclusions on a more significant sample of SMEs that have already carried out a campaign in several cities in Cameroon, in order to consider a generalization of these results.

REFERENCES

- 1) Agrawal, AK, Catalini, C., & Goldfarb, A. (2011). La géographie du crowdfunding (n° w16820). Bureau Nationale de la Recherche Economique.
- 2) Beaud, J. P. (1984). Les techniques d'échantillonnage. La recherche sociale. De la problématique à la collecte des données. Sillery, PUQ.
- 3) Berglin, H., & Strandberg, C. (2013). Tirer parti des clients en tant qu'investisseurs : les forces motrices du financement participatif.
- 4) Bœuf, B., Darveau, J., & Legoux, R. (2014). Financer la créativité : le financement participatif comme nouvelle approche des projets théâtraux. Mars.
- 5) Cimon, Y., & Hébert, L. (2008). Asymétrie, hétérogénéité et relations inter-firmes : organiser le paysage théorique. Journal international d'analyse organisationnelle
- 6) Dardour, A. (2015). La gestion du risque par les opérateurs de « crowdfunding » d'entreprise. Recherches en sciences de gestion, (2), 45-65.
- 7) Feller, J. (1973). Psychologie de l'espace d'Abraham Moles et Elizabeth Rohner. Communication & Langages, 17(1), 123-124.
- 8) Glaser, BG, & Strauss, AL (2017). Échantillonnage théorique. Dans Méthodes sociologiques (pp. 105-114). Routledge.
- 9) Gerber, EM, & Hui, J. (2013). Financement participatif : Motivations et éléments dissuasifs à la participation. ACM Transactions on Computer-Human Interaction (TOCHI) , 20 (6), 1-32.
- 10) Kuppuswamy, V., & Bayus, BL (2018). Financement participatif des idées créatives : la dynamique des porteurs de projets. Dans L'économie du financement participatif (pp. 151-182). Palgrave Macmillan, Cham.
- 11) Kuppuswamy, V., & Bayus, BL (2018). Un examen de la recherche et des résultats du financement participatif. Manuel de recherche sur le développement de nouveaux produits.
- 12) Legislation on-line Legislation on-line US Government Printing Office, USA PDF
- 13) Maalaoui, A., & Conreux, P. (2014). Crowdfunding : les clés du financement participatif. Ellipses.

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

- 14) Martin, V. (2005). LES ÉTUDES QUALITATIVES : LES APPROCHES QUALITATIVES EN SCIENCES SOCIALES ET LEUR PROLONGEMENT EN MARKETING. ZOOM SUR L'ENTRETIEN NON DIRECTIF. Revue française du marketing, (204), 85.
- 15) Miles, M. B., & Huberman, A. M. (2003). Analyse des données qualitatives. De Boeck Supérieur.
- 16) Mitra, T., & Gilbert, E. (2014, février). Le langage qui pousse les gens à donner : des phrases qui prédisent le succès sur kickstarter. Dans Actes de la 17^e conférence ACM sur le travail coopératif assisté par ordinateur et l'informatique sociale (pp. 49-61).
- 17) Moles, AA, & Rohmer, E. (1978). Psychologie de l'espace.
- 18) Molick, E. (2014). La dynamique du crowdfunding : une étude exploratoire. Journal of business venturing , 29 (1), 1-16.
- 19) Mollick, ER, & Kuppawamy, V. (2014). Après la campagne : résultats du crowdfunding. Document de recherche UNC Kenan-Flagler , (2376997).
- 20) Ordanini, A., Miceli, L., Pizzetti, M. & Parasuraman, A. (2011). Crowdfunding : transformer les clients en investisseurs grâce à des plateformes de services innovantes. Revue de gestion des services.
- 21) RAPPORT ANNUEL BEAC <https://www.beac.int> > 2022/12PDF
- 22) Rispal, M. H. (2002). La méthode des cas. De Boeck Supérieur.
- 23) Saliha, T. E. K. F. I. (2015). L'innovation dans l'entreprise algérienne Cas de l'entreprise CMA-Sidi Bel Abbès. Revue des Sciences Economiques, 11(11).
- 24) United States Code Congressional and Administrative News, 2012-10, 112th Congress, 2nd Session, Public Laws 112-141 to 112-155, pp. 125 STAT. 1138-1139
- 25) Wacheux, F. (1996). Méthodes qualitatives de recherches en gestion (No. Hal-00157140).

ANNEXES

Table

Table 1: Description of realised interviews

Interviewed	Projet type	Entreprises	Number of interviews	Dates of interviews	Interviews duration
Nama joseph	Cultural projects (video games)	Kiro'o Games SARL	01	24/06/2022	31min 35s
Ango Jean Materne	Technological project	Tagus Drone	01	05/07/2022	25min 56s
NGNONDETE Béjuristin	Technological project (immovable)	Imobbis Sarl	01	07/07/2022	32min 46s
Ndzana Otabela	Agroalimentaire	King Krush Nutrition	01	09/07/2022	30min34s
Total			04		120min51s
Average duration:			30min 12s 45t		

Source: Our own, based on information collected from interviewees

Table 2: Summary of the frequency of words used to understand participatory financing

Type financement	Word	Longueur	Number	Weighted percentage (%)
INHERENCE VALUE CROWDFUNDING	Community	10	19	1,47
	Communication	13	12	0,93
	Contributions	13	9	0,69
	Crowdfunding	12	9	0,69
	company	8	8	0,62
	Invest	8	7	0,54
INSTITUTIONAL FRAMEWORK	Crowdfunding	12	9	1,52
	Reglementation	14	6	1,02
	company	9	3	0,51
	Favorable	9	3	0,51
	institutional	14	3	0,51

The Determinants of a Crowdfunding Campaign: An Analysis Based on Some Cameroonian Experiences

	Institutions	12	3	0,51
	investor	13	3	0,51
	Cameroonians	11	8	1,58
	Diaspora	8	5	0,99
	Identity	11	4	0,79
PROXIMITY	Invest	8	3	0,59
	Projets	7	3	0,59
	proximity	9	3	0,59
	profitability	11	3	0,59

Source: Our own research based on interview excerpts processed with the NVIVO 10 software and Excel 19



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.