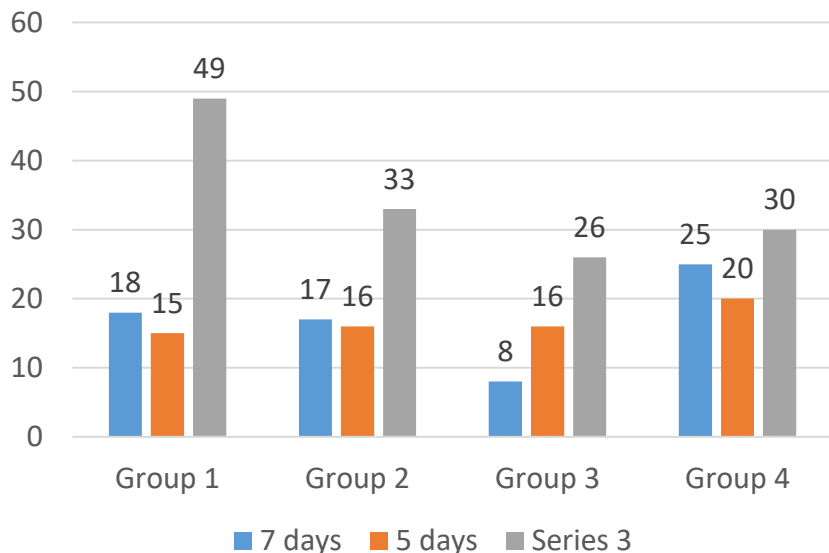


Empirical Investigation of User's Behavior in Crowdfunding for the MobilityCoin System

Master's Thesis of Aishuak Kerimzhanova

Mentoring:

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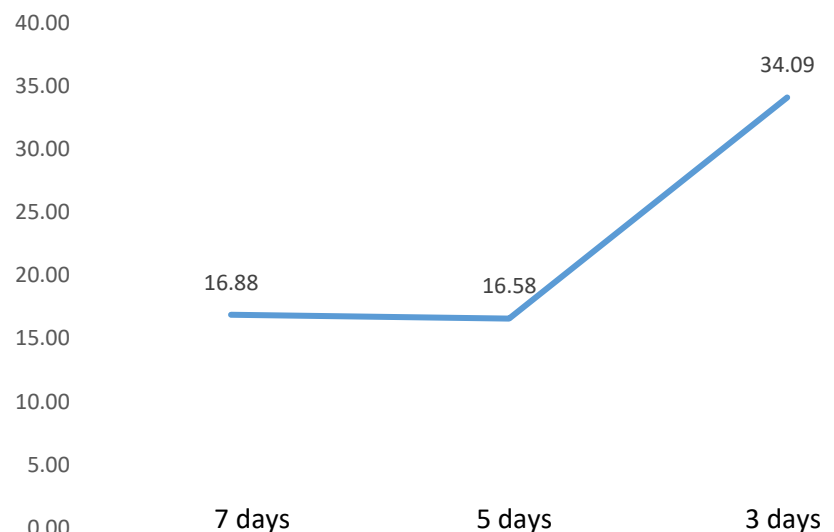
Average crowd-funded amount of MobilityCoins in %

As a result, the first factor that was found to be significant is age, the ordinal logistic regression showed a negative relationship. This means that with every increase in the age, the likelihood of support of crowdfunding system decreases by 3,1 %. This aligns with the results from the literature review, where older investors are more unsupportive of non-traditional forms of investment. Notably, a demographic factor like income does not affect the likelihood of crowdfunding support. That result was expected based on the literature review and many other studies confirming this fact. Therefore, these findings can be beneficial when considering a "just" distribution of MobilityCoins. The findings also show a positive impact of climate change awareness on the likelihood of crowdfunding support. This relationship can be explained through the Social Identity Theory, wherein people identifying themselves as "environmentally conscious" are more likely to support projects that are aimed at mitigating environmental and urban mobility issues.

Factor	p-value	Hypothesis
Age	< 0,001	Supported
Income	0,377	Not supported
Own measure proposal	0,007	Supported
Climate change awareness	0,019	Supported
Number of days left	< 0,001	Partially supported
Driving behavior	0,179	Not supported

Results of tested hypotheses and factors influencing crowdfunding

The master thesis investigates user behavior within the MobilityCoin System after introducing the crowdfunding feature to it. MobilityCoin, a comprehensive all-encompassing Tradeable Credit Scheme (TCS), addresses climate and urban mobility challenges. The primary aim of this study is to fill the research gap by examining user's willingness to crowdfund and their support of the system. For this purpose, an online survey was designed and distributed through a survey platform. By conducting statistical analysis, the work examines factors influencing MobilityCoin users' decision-making. The proposed hypotheses test different factors, including demographics like age or income, and considerations such as climate change awareness, temporal factors, and driving behavior. The study analyzes survey data to test hypotheses and find significant relationships by implementing ordinal logistic regression, paired t-tests, and the Wilcoxon Signed-Rank Test.



Trendline of an overall crowd-funded amount in % with different number of days left

All these results contribute not only as empirical evidence on the user's behavior within the MobilityCoin System but also emphasize the importance of certain factors that need to be addressed in the development of the project. Looking ahead, the future of crowdfunding within the MobilityCoins system holds many advantages and has enormous potential.

Future research papers can focus on creating a userfriendly app for crowdfunding within the MobilityCoin System to enhance public participation. Moreover, other factors influencing the user's behavior can be included to broaden the statistical models and find relationships not addressed in this thesis. Another thing that can be considered is agent-based modeling to predict the behavior of MobilityCoin users.