

How do I make you help me?

Understanding the antecedents of idea submission in an ideation contest

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Abstract:

The purpose of this study is to investigate how peer support and firm support influence the intention to submit ideas in ideation contests. This had not been investigated before for the intention to submit ideas, but research focused on the continuous intention to participate. The mediating role of platform trust and the moderating role of the type of firm was also investigated.

A 2x2 factorial design was employed to create four distinct scenarios. Participants were exposed to either peer or firm support and startup or established company. They were provided with a narrative about a hypothetical ideation contest and then asked to indicate their intention to submit ideas in the ideation contest. Additionally, the survey measured their trust in the platform and captured the moderating role of the type of firm organizing the contest. This survey was conducted with 146 participants from the Netherlands.

The findings revealed the main effect of type of support on the intention to submit ideas. Firm support had the most effect on the intention to submit ideas in comparison to peer support. Furthermore, platform trust emerged as a insignificant mediator. Platform trust only acts significant as a direct effect on the intention to submit. The type of firm as moderating role was also found to be insignificant in this study. This study shows that the type of support is important for when firms want to host an ideation contest and that feedback given the firm itself can provide valuable insights from solvers within the ideation contest.

Keywords: Ideation contests, firm support, peer support, established, start-up, platform trust, intention to submit ideas

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1. Introduction

1.1 Introduction

Companies have been using externally oriented crowdsourcing contests more often to access a broader range of ideas (Chesbrough, 2003; Surowiecki, 2005). Companies are searching for different methods in order to continually evolve and innovate. Crowdsourcing has shifted ideation processes from internal to external (Bayus, 2013). The internal processes are not open to the public (Poetz & Schreier, 2012) as to external processes in which companies stimulate external stakeholders to help develop new concepts and solutions to business challenges (Jiang & Wang, 2020). These crowdsourcing contests are a promising source due to the requirement of participants to provide a creative and technical solution to business challenges, however these contests also attract a broad spectrum of participants who lack technical expertise (Afuah & Tucci 2012; Poetz & Schreier, 2012).

Different methods exist for implementing crowdsourcing to solve business problems. One of these methods is called ‘crowdsourcing communities’ where members of the community are encouraged to submit ideas for innovation. This can be a one-time competition, which is called an ideation contest (Bayus, 2013). Within ideation contests, companies are referred to as seekers and participants of the ideation contest are referred to as solvers (Jiang & Wang, 2020). Within ideation contests the solvers try to help innovate new business names, logos, website designs or concepts for new goods and services for the organizing brands (Steils & Hanine, 2019). Solvers are an external source of information. Businesses have the ability to tap into the knowledge of external sources and thus overcoming limitations posed by internal resources (Koh, 2019; Terwiesch & Xu, 2008). Seekers try to enlist solvers to their ideation contest to help and create concepts for their business problems. Compared to the internal processes, the ideation contests offer a cost-reduced solution to innovation processes (Jiang & Wang).

1.2 Research Problem

Ideation contests have become increasingly important as organizations seek innovative solutions from customers. However, a significant gap exists in understanding how various factors, such as customer interactions with the company and peers, feedback mechanisms, and the stage of the organizing firm, influence customers' intention to submit ideas in ideation contests. In research we also see that it focuses more on the continuous intention to participate and not on the intention to submit ideas (Jian & Wang, 2020). Many people participate in an ideation contest but fail to hand in their ideas at the end of the contest, because of a lack in

motivation or support (Hofstetter et al., 2018). With insufficient inputs of innovative ideas, companies lose valuable customer insights which help them in problem solving (Bayus, 2013). This low rate of submissions could hinder the success of ideation contests (Gatzweiler et al., 2017).

Existing literature highlights the importance of support in ideation contests. Support from both peers and the organizing company plays a crucial role in motivating participants to submit ideas (Hofstetter et al., 2018). However, there is a lack of knowledge regarding how feedback is utilized and its impact on solver effort (Jiang & Wang, 2019). While peer support increases participant engagement and idea quality, firm support improves motivation and learning experiences, leading to higher participation rates (Jung et al., 2020; Kiran & Sharma, 2021). Nevertheless, the precise effects of peer and firm feedback on customers' intention to submit ideas remain poorly explained in academic literature (Feller et al., 2012; Yang & Han, 2021).

Additionally, the type of company organizing the contest influences the interaction of participants with other peers or the company. Established firms may offer extensive support and feedback, potentially increasing customers' willingness to submit ideas. Start-ups may foster direct communication and enhance solver engagement through a more dynamic environment (Jung et al., 2020; Kiran & Sharma, 2021).

Furthermore, the degree of customer engagement significantly shapes the ideation process. Enhanced customer involvement through peer interactions and effective feedback systems contributes to a more active ideation community and increases the likelihood of idea submission (Hofstetter et al., 2018; Yang & Han, 2021). However, there is still a lack of understanding about how customers' online interactions with the company and other participants affect idea generation for innovations (Chan et al., 2015). Research should elaborate more on this in order to improve customers' interactions with the organizing firm to gain more innovative submissions during an ideation contest.

The research question for this study therefore is:

"What is the impact of different types of support on a customers' intentions to submit ideas in ideation contests?"

1.2 Theoretical and Practical Relevance

This research aims to contribute both theoretically and practically to the understanding of ideation contests. Theoretically, it seeks to expand on the current understanding of intention to submit ideas within ideation contests by moving beyond the initiation of participation and focus more on the participation during a contest. By investigating the dynamics of firm support and peer support, the study aims to unravel their influences on customers' intentions to submit innovative ideas. This theoretical advancement aligns with the evolving landscape of crowdsourcing challenges, offering deeper insights into the factors driving sustained innovation success, as highlighted by Wu and Gong (2021). For practical relevance, this research holds significance for managers tasked with holding ideation contests. Managers often face challenges in balancing the costs associated with offering feedback to participants, as noted by Hofstetter et al. (2018). Therefore, the proposed study aims to explore whether investing in firm feedback is worthwhile compared to the potential benefits of peer feedback. By investigating the roles of firm and peer support, the findings could guide firms in designing effective strategies to motivate customers for active and continuous intention to submit ideas. This practical relevance is particularly crucial in addressing challenges such as the generation of valueless or harmful ideas and insufficient submissions (Lauritzen, 2017; Boudreau & Lakhani, 2013). The study also focusses on firm type mediating the relationships between the type of support and the intention to submit ideas.

Furthermore, the study aims to expand on the underexplored aspect of support in ideation contests, emphasizing its importance in influencing customer behaviors. Understanding the relationship between the type of support and intention can provide insights for firms managing ideation contests. Therefore, the research will focus on examining the impact of different types of support, such as peer and firm support, on customers' intentions to submit ideas in ideation contests.

Overall, this study seeks to expand on theoretical insights with practical implications, offering valuable insights for firms navigating the complex terrain of ideation contests and innovation management.

1.3 Outline of the Thesis

The outline of this research is structured as follows. First the theoretical background will be discussed. Core concepts such as ideation contests, intention to submit ideas, types of support (peer and firm), types of firms (established vs. start-up), and trust will be elaborated. Additionally, the interrelationships between these concepts will form the theoretical framework. In the methodology chapter the research design, data collection, and analysis methods employed in the study will be discussed. It will explain the rationale behind the chosen approach, the methods utilized for collecting and analyzing data, and the criteria for selecting the sample size. Ethical considerations and potential limitations of the research will also be addressed in this chapter.

2. Literature review

2.1 Ideation Contest

Ideation contests have emerged as a powerful mechanism for co-creation and innovation within firms and are broadly studied in literature (Gatzweiler et al., 2017; Jiang & Wang, 2020). Typically organized through web-based platforms, participants can submit designs and ideas, competing for prizes such as monetary rewards or recognition from the organizing firms (Leimeister et al., 2009; Gatzweiler et al., 2017). These contests are characterized by a limited timeframe, ranging from a few days to several months, adding urgency and intensity to the ideation process (Bullinger et al., 2010; Jain & Deodhar, 2022). A key attribute of ideation contests is the diverse range of participants they attract, including both consumers and experts, which deliver a variety of perspectives and ideas (Djelassi & Cambier, 2022). Leveraging this diverse group of talent, companies can acquire creative knowledge, innovative solutions, and competitive advantages (Koh, 2019; Poetz & Schreier, 2012). Collaboration with external contributors strengthens firms' innovation strategies, positioning them favorably in competitive markets (Koh, 2019).

However, the competitive nature of ideation contests poses challenges. Despite the potential for increased creativity from participant diversity, competition can lead to full engagement, leading to reduced submissions (Kireyev, 2020). Effective management is crucial to avoid unfavorable outcomes such as participant dissatisfaction and unusable contributions (Nohutlu et al., 2022). Companies must carefully organize ideation contests, providing clear instructions to reduce information asymmetry and foster a sense of community amongst solvers (Jiang & Wang, 2020; Füller et al., 2010). Despite challenges, ideation contests are effective in generating more and providing better solutions at a lower cost from a diverse group of solvers (Jiang et al., 2018; Poetz & Schreier, 2012). In today's fast-paced business landscape, where innovation is crucial for competitiveness, ideation contests offer a compelling model by tapping into a globally distributed crowd (Terwiesch & Xu, 2008; Enkel et al., 2009).

However, some contests may fail to meet success criteria due to a lack of valuable ideas, reputational damage, or low participation (Lauritzen, 2017; Liu et al., 2016). Managing ideation contests involves motivating participants while ensuring firms capture and implement value from crowdsourced solutions (Blohm et al., 2013; Ghezzi et al., 2018). Addressing information asymmetry through feedback mechanisms enhances solvers' motivation and improves the quality of submitted ideas (Jiang & Wang, 2019).

2.2 Intention to submit ideas

Within ideation contests, the intention to submit ideas implies the intention and willingness of external individuals to actively engage by contributing innovative ideas and solutions to specific challenges posed by organizing firms (Chan et al., 2015; Deichman et al., 2021; Wang et al., 2019). The outcomes of ideation contests have been extensively studied, with research indicating their significant potential benefits for companies (Koh, 2019; Wang et al., 2019; Zheng et al., 2011). To fully make use of the expertise of external sources, companies must actively increase the consumers intention of participation and submission of ideas in ideation contests (Dahlander & Piezunka, 2014). It is crucial for these contests to attract a substantial number of participants, as participation levels have been shown to directly impact contest performance (Dahlander & Piezunka, 2014; Hanine & Steils, 2019). Increasing the number of participants has been identified as the most effective strategy for enhancing the quantity and variety of solutions submitted in ideation contests (Terwiesch & Xu, 2008). However, despite the importance of attracting many participants, the challenge of drawing respondents remains a significant issue (Dahlander et al., 2014). Firms should try and understand the different factors that can influence a solvers intention to submit ideas.

2.3 Support

Within this research the role of support plays a crucial role in ideation contests. Within the context of support it is mentioned as feedback and is defined as a beneficial and constructive input that improves the conceptual development and offers improvements that increase the possibility of eventual acceptance (Harrison & Rouse, 2015). This research focuses on the role of support, especially in the form of feedback. Chan et al. (2015) have investigated the factors influencing participation in ideation contests. Their findings explain the significance of support mechanisms, both from firms and peers, in shaping a solvers intentions to submit ideas within ideation contests. Feedback, defined as constructive input aimed at improving conceptual development and enhancing the likelihood of idea acceptance (Harrison & Rouse, 2015), emerges as a pivotal factor in participants' actions during ideation contests (Seeber et al., 2017). Participants who receive support, regardless of whether their ideas are selected, tend to perceive their engagement with the seekers positively. The absence of response leads to feelings of dissatisfaction and irritation among participants (Feller et al., 2012).

This research looks at firm and peer support in order to give a more detailed explanation on how the type of support affects a participant's intention to submit ideas. The different forms of support will be discussed in the upcoming paragraphs.

2.3.1 Peer Support

Peer support refers to a process through which people who share common experiences or face similar challenges come together as equals to give and receive help based on the knowledge that comes through shared experience (Riessman, 1989). Peer support is an organized strategy for giving and receiving feedback (Penney, 2018). Peer support plays a role in impacting both the quality of ideas generated and the level of participant engagement in an ideation contest. Seeber et al. (2017) described that solvers in online competitions often modify their concepts based on feedback from other participants, especially if the adjustments aligns with the contest's objectives. Increased peer interaction, facilitated through the sharing of comments and feedback, enhances the likelihood of idea submission (Chan et al., 2015). The absence of feedback may dissolve the sense of community, a key motivator in many open innovation contexts (Lakhani et al., 2007).

Yang and Han (2021) and Wang et al. (2019) mark the importance of peer interaction in a collaborative atmosphere among problem solvers. Koh (2019) describes solvers as peers, emphasizing the collaborative nature of ideation contests. Boss et al. (2017) argue that collaborative environments, particularly in ideation projects, positively influence both the quantity and quality of ideas generated, challenging the prevalent notion of competitive structures in innovation challenges. Research by Yang and Han (2021) delves into the role of digital technologies in creating online innovation communities, highlighting a positive correlation between implemented ideas and user behaviors shaped by peer interactions. Participants tend to focus on idea generation while providing feedback, prioritizing the collaborative development process (Seeber et al., 2017). This idea-centric approach is crucial for successful collaboration and idea refinement. Task-focused and collaboratively facilitated peer feedback not only contributes to idea development but also influences participant motivation and social dynamics (Wang et al., 2020), potentially impacting their intention to submit ideas in an ideation contest. In this research the effect of peer support on the intention to submit ideas will be analyzed.

2.3.2 Firm Support

Next to peer support, firm support is also a supporting factor. It has the same definition as peer support where people share their experiences and ideas, however instead of sharing feedback with people who are participating in the same experience (Riessman, 1989) they share information with the company which hosts this experience. According to Chan et al. (2015), firm feedback in ideation contests often includes comments on participants' ideas.

This feedback has not only an informative nature, but it can also provide emotional support to participants, especially during the uncertain early stages of the ideation contest. Employees of the company can play a crucial role in assisting participants in navigating challenging scenarios (Deichman et al., 2021). Engaging with individuals in various settings, such as small groups, organizations, or contests. This engagement tends to result in higher levels of participation (Wooten and Ulrich, 2017). Baruch et al. (2016) emphasize the critical role of communication and feedback in maintaining interest in ideation contests. Firm feedback fosters cooperation, competence, and a sense of consumer ownership among participants, thereby fostering a commitment to submit ideas (Chan et al., 2015). The willingness of participants to submit ideas is linked to the support provided by the firm. Studies have indicated a positive correlation between the likelihood of customers submitting their ideas and the level of support by the firm (Deichmann et al., 2021; Jung et al., 2020; Kiran & Sharma, 2021). As the firm's support grows stronger, this relationship becomes more pronounced, facilitating a harmonious development in creative expression.

The absence of feedback can lead to frustration among participants, reducing the sense of community a significant motivating factor in many ideation contests (Lakhani et al., 2007). Constructive feedback provided by the company helps participants better understand the work and firm objectives, enhancing motivation and performance. The hypothesis for support is formulated as follows:

H1: Type of support predicts solver's intention to submit ideas in an ideation contest, with solvers who receive firm support will have a higher intention to submit ideas than those who receive peer support.

2.4 Firm state

The type of company that organizes an ideation contest could significantly influence the relationship between the type of support and the intention of participants to submit ideas. Fonseca et al. (2021) argue that firm size affects behavioral intention, while Ahmed et al. (2015) demonstrates that Firm state acts significantly as a moderator. This study focuses on firm state acting as a moderator between the type of support and intention to submit ideas and trust.

There are several aspects that distinguish startups from established firms, such as age, size, development stage, risk tolerance, and organizational characteristics (Ding et al., 2023). Startups are characterized as young, innovative firms operating with limited resources, aimed

at developing profitable, repeatable, and scalable business models (Ojaghi et al., 2019). We define startups by coming into being within the prior 5 years (Ding et al., 2023). On the other hand, established firms have been operating for a significant period, establishing themselves in the market with stable positions and having a loyal customer base (Rossi, 2016). These firms have been established more than 5 years (Ding et al., 2023). Established firms often have access to larger production capacities, offering a variety of services, and may benefit from economies of scale (Fonseca et al., 2021). In terms of revenue, market presence, and number of employees, startups are usually smaller than established firms. The aspects in which these various types of firms differ from each other may have different impacts on the intention to submit ideas from solvers. This leads to the following two hypotheses:

H2a: When receiving peer support, solvers will have a higher intention to submit ideas in ideation contests held by startups rather than established firms.

H2b: When receiving firm support, solvers will have a higher intention to submit ideas in ideation contests held by established firms rather than startups.

2.5 Platform Trust

Researchers have concluded that trust has different definitions (McKnight, 2002). There is agreement on specific dimensions that define trust. It can be described as a belief in an attribute of the trustee (Menon et al., 1999) or as a willingness to believe the trustee (Fung & Lee, 1999). In this research the focus is on platform trust. Gefen and Straub (2004) pointed out that trust relates to other people and is nourished through interactions with them. With platform trust this interaction takes place between solvers and the platform in which an ideation contest is held (Wang et al., 2020). This implies that a platform with lots of interactivity can lead to a high level of platform trust. Solvers who have an increased trust in the platform believe that the crowdsourcing platform has the ability to protect solvers from risks (Fang et al., 2014). This interactivity on the platform takes place when solvers interact with each other on the platform, otherwise mentioned before as support. The interactivity taking place on the platform can lead to value creation for the platform with an increase in platform trust. This value creation on the platform results in the creation of ideas (Wang et al., 2020). With this increase in belief and courage on the platform, participants are motivated to submit their ideas on the platform. However this is affected by the type of support provided

on the platform, since these types of support can be motivating or demotivating depending on the feedback given. The platform should provide a safe space for participants to submit their ideas (Fang et al., 2014) in order to gain more submissions during an ideation contest.

Therefore the hypothesis is:

H3: Platform trust mediates the relationship between type of support and intention to submit ideas.

2.6 Conceptual Framework

The conceptual model (Fig. 1) demonstrates how a different type of support (Peer vs Firm), moderated by firm stage (Start-up vs Established) influences the intention to submit ideas within an ideation contest. The conceptual model (Fig 1.) also shows how trust acts as a mediator between the type of support and the participants intention to submit ideas.

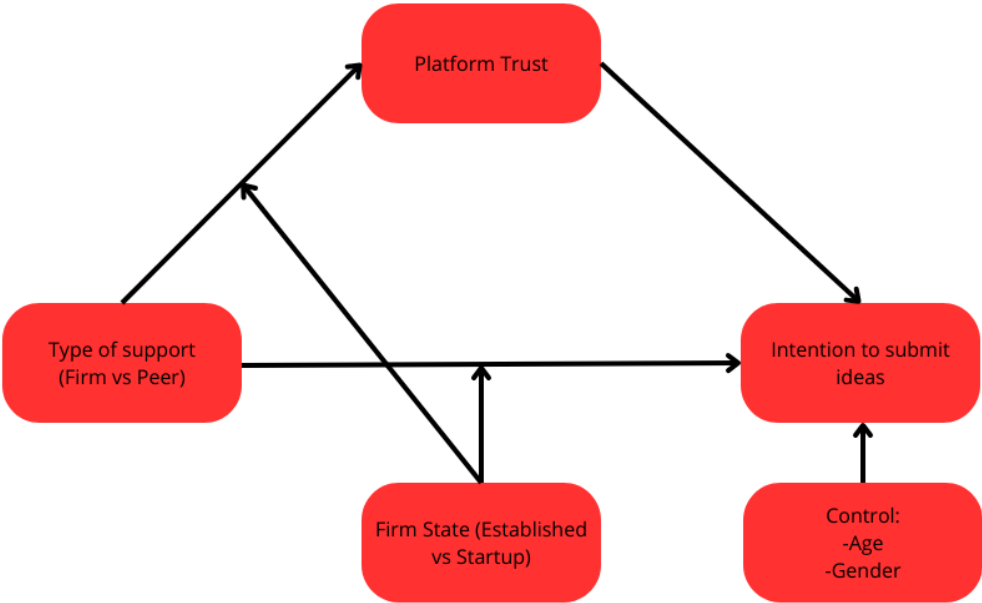


Figure 1. *Conceptual framework*

3. Methodology

3.1 Research Method & Design

This research aims to investigate the antecedents influencing the intention to submit ideas in ideation contests. This is conducted through a quantitative research approach. The research uses a scenario-based experiment in order to allow for a hypothetical scenario that might not have been feasible to create in real life due to certain circumstances such as shortage of time or not being able to find a real-life company hosting an ideation contest (Kim and Jang, 2014). A scenario-based experiment also helps to gain reflection from participants who might have never been in an ideation contest, but can imagine themselves in one (Carrol, 1999). This is done to gain a valid minimum amount of participants in a short time span. This research also examines the impact of different types of support on intention to submit ideas, with trust acting as the mediating variable. Furthermore, the study explores whether firm stage moderates both the relationship between support type and idea submission intention and between support type and trust.

The study uses an experimental design with a 2x2 factorial design, facilitating the examination of various variables' effects simultaneously. It enables the exploration of relationships between trust, firm stage, peer and firm support, and intention to submit ideas. With a between-subject design, respondents are randomly assigned to one of the four scenarios to ensure unbiased allocation of participants (Hair et al., 2019).

This quantitative research methodology enables the comparison of different groups and the comprehension of the causal relationship between independent and dependent variables. It is well-suited for causal research and allows for controlled comparisons, increasing the validity of the findings (Vennix, 2016). Drawing on existing literature, the study's methodological choices and theoretical underpinnings are justified, providing a robust foundation for the research.

Table 1. Experiment Matrix

Type of Firm	Start-up	Established
Type of Support		
Peer support	Scenario 1	Scenario 3
Firm support	Scenario 2	Scenario 4

In table one the following scenarios are presented:

- Scenario 1: Ideation contest including peer support and conducted by a start-up firm.
- Scenario 2: Ideation contest including firm support and conducted by a start-up firm.
- Scenario 3: Ideation contest including peer support and conducted by an established firm.
- Scenario 4: Ideation contest including firm support and conducted by an established firm.

3.2 Research Sample

The selection of an appropriate sample size is of critical methodological aspect of this research. A sample size too small may lead to unreliable results. Following guidelines for experimental designs, a recommended power of 0.8 and a significance threshold of 0.05 are adhered to, with a minimum of 30 respondents within each condition (Hair et al., 2019).

Employing a 2-by-2 between-subject experimental design necessitates the inclusion of four distinct groups, thus requiring a minimum sample size of 120 participants. This consideration is preeminent as an insufficient sample size may compromise the statistical power needed to detect statistically significant results (Hair et al., 2019).

3.3 Data Collection Method

The data collection for this study was conducted through an online questionnaire. This questionnaire took place in the Netherlands, therefore the questionnaire was made in Dutch. This was done to eliminate the possible influence of nationality on the study's outcome. Participants of the questionnaire included people from the Netherlands above the age of 18. Because of the scenario-based experiment everyone from the Netherlands above the age of 18 is eligible to participate in this survey, no prior knowledge or experience about ideation contest is needed. This questionnaire was created using Qualtrics, and distribution was carried out by sending it to participants via online channels such as email, WhatsApp, and various social media platforms. Participants were informed about the study's background and asked for their consent to share their data with the researchers before beginning the survey. The questionnaire consisted of questions covering demographic information such as age and gender, as well as inquiries related to the study's variables. Participants were randomly assigned to one of four scenarios. Upon assignment, the questionnaire commenced, incorporating measures to assess participants' attention and manipulation, which will be further discussed in the subsequent chapters.

3.3.1 Attention check

An attention check serves as a tool to evaluate a participants' attention during an online survey (Hair et al., 2019). In this research a question had been added into to questionnaire to check whether the participant has paid attention to the survey's scenario in order to ensure a high level of reliability of the responses from the questionnaire. The attention check question of this research asked if the respondent could remember the company name, mentioned in their scenario within the four different answer options. If the correct answer was not selected then the participant was redirected to the end of the survey to be excluded from the data.

3.3.2 Manipulation check

A manipulation check is used to check if independent variables have been effectively manipulated (Hair et al, 2019). The manipulation check determines whether participants have been manipulated with the intended effect. It will determine if participants perceive the independent variables of firm and peer feedback as intended when being exposed to one of the scenarios. Participants who failed the manipulation check have been excluded from the data in order to create valid data, because these participants did not understand the scenario in which they have to empathize themselves. The manipulation check questions asked are:

- “The scenario I just read feels realistic”
- “I can imagine that the company in the scenario, called HouseGenious, is an established/start-up firm.”
- “I can imagine that I received feedback from the firm/peers on my ideas in the ideation contest.”

These manipulation questions depended on the given scenario since there were 4 different combinations between the type of support and type of firm.

3.4 Measurement and Operationalization

Within this research one independent variable us used. This variable is ‘Type of Support’ which is divided into ‘peer support’ and ‘firm support’. One dependent variable was used, ‘Intention to submit ideas’. ‘Platform Trust’ acts as a mediating variable. In the upcoming chapters the operationalization of the variables will be discussed. The constructs are measured by a 7-point Likert scale, which ranges from strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, agree, and strongly agree. At last control variables have

been added in this research, these control variables are: age and sex. The full operationalization of the items can be found in appendix A.

3.4.1 Type of Support

The independent variable of 'Type of Support' is divided into two conditions, peer feedback and firm feedback. Participants of the study are either presented with peer feedback or firm feedback within the given scenario's. Comments from peers within the scenario are based upon examples of Seeber et al. (2017). These examples are used to operationalize peer feedback in the questionnaire and the examples are: "That sounds like a good idea, I could really use that in my house" and "This product does not seem useful to me, I would adjust it". For firm feedback, comments will also be used. These comments were extracted from research of Chan et al. (2021). The examples of these comments are: "This looks like a good idea that our customers could use in their households" and "Regretfully this concept does not seem realistic for us to produce"

3.4.2 Platform Trust

Platform Trust acts as a mediating variable between the type of support and the intention to submit ideas. Platform trust was described as the nourished interactions that people have with a specific platform. Platform trust is operationalized by the scale developed by McKnight (2002). These scales have been adapted by Wang et al (2020) to use them for their research. These scales have been adapted for this study to fit within the research context. Examples of these scales are "this crowdsourcing platform provides good crowdsourcing service" and this crowdsourcing platform provides reliable crowdsourcing service". The remaining items can be seen in appendix A.

3.4.3 Intention to submit Ideas

The dependent variable of this research is intention to submit ideas. As being mentioned in the previous chapter, the intention to submit ideas is the intention and willingness of external individuals to actively participate by contributing their innovative ideas and solutions to particular problems offered by the organizing firm (Chan et al., 2015; Wang et al., 2019). To measure the intention to submit ideas, existing scales of Wang et al. (2019) were used, these were slightly modified to be applied into this research. The items are as followed: "I intend to participate in the ideation contest held by the company", "I plan to provide my solutions in the ideation contest" and "I intend to share my ideas in the ideation contest".

3.5 Pre-test

To ensure the validity and quality of the research a pre-test was sent out. After the translation from English to Dutch the pre-tests of the questionnaire were sent to participants. This pre-test was sent out 2 times total. The first time the pre-test was sent out, participants were asked about the manipulation of the scenario's and if these scenario's felt realistic and if these were easy to imagine. The manipulation question answers were checked afterwards. Participants could also give general feedback about the different questions when things were unclear. The questionnaire was also checked by participants on grammar. After the first pre-test, the questionnaire was changed based on the received feedback. These were minor changes on the use of the scales that made it easier for participants to read or making the tabs of the Qualtrics questionnaire shorter for easier usage on mobile phones. After this the pre-test was then sent to the participants again. In total, the pre-test was sent out to 12 participants.

3.6 Data Analyses Procedure

Data collection was conducted via the Qualtrics platform. The statistical software program IBM SPSS Statistics (27th version) was utilized for data analysis. After the data collection the results were transferred from Qualtrics into SPSS for analyses. Reliability tests were administered to ensure that the structure of the dataset was suitable for further analysis. Additionally, comprehensive data cleansing procedures were implemented to rectify any inaccuracies or deficiencies in participant data. The evaluation of internal consistency was conducted through Cronbach's alpha coefficient, which assessed the reliability of scales on a scale from 0 to 1 (Hair et al., 2019).

Following this, an ANOVA analysis was performed within SPSS to examine the impact of the independent variable on the dependent variables. This analytical approach investigated the existence of a causal relationship between participants' intention to submit ideas in an ideation contest and the manipulation of different scenarios across different participant groups.

3.7 Reliability and Validity

In order to check the reliability of the research the Cronbachs Alpha was used to check inter-item reliability of the scales used to measure the dependent variable of intention to submit. This can range from 0-1 and in order to have a reliable scale the Cronbachs Alpha has a value of at least .70 (Hair et al., 2018). Within the scales of intention to submit all items score above .70 and can be considered of good reliability.

The Cronbach's Alpha on Intention to submit is considered reliable. The scale consists out of 4 items with a Cronbach's Alpha of .917 ($\alpha=.92$), which is considered a high score. This score would not increase if one of the items was deleted, which is displayed in table 1.

Table 2. *Cronbach's Alpha*

Construct	If item deleted
Intention to submit 1	.886
Intention to submit 2	.882
Intention to submit 3	.885
Intention to submit 4	.917

To check the validity of the research, participants from the pre-test were asked if they interpreted the variables in the right way. This was asked because of the translation from English to Dutch. The variables used were existing scales from previous studies, that were adapted to fit this research's purpose and translated from their English terms to Dutch terms.

3.8 Research Ethics and Limitations

To take ethics into account for this study the following measures had been taken. Firstly, participants of the questionnaire were asked for their consent before taking the survey. After initially giving consent, participants were free to exit the questionnaire whenever they wanted to, ensuring that their participation in this research is completely voluntary. The collected data during this study will remain anonymous and will not be shared with third parties. Participants were informed about the aim of the study and the institution collecting the data. Participants are also informed about their data being used for educational purposes only by the Radboud University Nijmegen.

4. Results

4.1 Data preparation

First, the gathered data was transferred from Qualtrics into SPSS statistics. Within the data of SPSS it showed unnecessary data which made it more difficult to have an overview. This data was not related to the studies purpose, so these were eliminated. These items were RecordedDate, LocationLatitude, LocationLongitude and more. Second, the transferred data from Qualtrics was issued with lack of naming from the variables. The variables were assigned with new labels to organize the data properly with the right terms for this research. After that, the elimination of missing values from respondents started by doing a missing value analyses (Hair et al., 2019). Out of the 257 responses a cleansed dataset remained with 146 valid responses. Many people failed to fill in the questionnaire and had opened it, but filled nothing in. Out of the 146 valid responses there were 65 male and 81 female respondents. The male and female respondents ranged in different age groups, this can be seen in Appendix C.

4.2 Outliers

Outliers are extreme data point from individual respondents that differ significantly from other data points within the sample (Hair et al., 2019). These outliers were not examined since they contain valuable insight into participants who think differently about ideation contests than the general sample group. Within the research there were only 3 outliers within 2 groups. These results had no extreme values or double loadings on items, so they can be seen as honest answers. This is shown in Appendix D.

4.3 Two-way Analyses of Variance (Two-way ANOVA)

To evaluate whether feedback from peers or the firm influences customers' intention to submit ideas in ideation contests, a Two-way ANOVA (Analysis of Variance) analysis was performed. Prior to conducting the Two-way ANOVA, it is crucial to confirm that certain assumptions about the data are met. According to Hair et al. (2019), these assumptions include the independence of errors, the normality of the sampling distribution of means, and variance homogeneity.

All participants of the research were randomly distributed amongst the four different scenarios. Levene's test was used for the assumption of homogeneity of variance. Levene's test is used to investigate if the dependent variable's variance is equal across all the different

scenarios (Hair et al., 2019). This means that the Levene's test should be insignificant. Within the analyses of the four scenarios the Levene's test was not significant ($F(3, 142) = 2.028$ $p = .113$). This means that the variance is equal across all groups.

For the assumption of normality of the sampling distribution of means the Shapiro-Wilk test is used. This is used to test whether the dependent variable is normally distributed in each of the different scenarios (Field, 2017). Only two of the scenarios have a significant effect on the Shapiro-Wilk test, meaning that the variable of 'intention to submit' is normally distributed within these two groups. The other two groups are not significant, thus not normally distributed, however all groups are above 30 respondents which is in line with Hair et al. (2019). The scenario distribution is also in line with Field (2017) where the biggest group size should not exceed the smallest group size by 150%. In this research that is also not the case, which can be seen in table 3 below.

Table 3. *Groups divided by scenario*

Item	Total	PS+S	FS+S	PS+E	FS+E
N	146	38	42	34	32

The ANOVA assumptions were met. After this the ANOVA analysis was run. These analyses can be seen in Table 4. The interaction effect of type of support was significant $p = .017$ with $\text{Eta}^2 = .040$. According to Field (2017) this is a small effect, because of the eta square being below .06. Type of firm had no significant effect on intention to submit ideas and also the interaction effect between type of support and type of firm was not significant.

Table 4. *Two-Way ANOVA Analyses*

Test of Between-Subjects Effects:

Dependent variable: M_Int

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected model	8.507 ^a	4	2.127	1.560	.188	.042
Intercept	98.541	1	98.541	72.277	<.001	.339
Demografie.0	.257	1	.257	.189	.665	.001
TypeSupp	7.978	1	7.978	5.851	.017	.040
TypeFirm	.064	1	.064	0.47	.829	.000
TypeSupp*TypeFirm	.563	1	.563	.413	.555	.003
Error	192.235	141	1.363			
Total	1370.438	146				
Corrected Total	200.742	145				

4.3.1 Hypothesis 1

H1: Type of support predicts solver's intention to submit ideas in an ideation contest, with solvers who receive firm support will have a higher intention to submit ideas than those who receive peer support.

The first hypothesis investigated the effect of the type of support on the intention to submit ideas. This hypothesis expected that firm support would have a higher effect on the intention to submit ideas than peer support. The type of support was found to be significant ($F = 5.851$, $p = .017$). Table 5. Shows that the hypothesis is accepted. This research shows that firm support has more effect ($M = 2.6047$, $SD = 1.09639$). Both have a positive influence on intention to submit ideas, but firm support is more effective than peer support. This is shown by the lower mean, this lower mean indicates that participants have answered the questionnaire more with 'strongly agree' according to the Likert scale used in the questionnaire than participants who received peer support.

Table 5. *Type of Support Mean*

	TypeSupport	N	Mean	Std. Deviation	Std Error Mean
MeanIntentie	PeerSupport	72	3.0625	1.21808	.14355
	FirmSupport	74	2.6047	1.09639	.12745

4.3.2 Hypothesis 2

H2a: When receiving peer support, solvers will have a higher intention to submit ideas in ideation contests held by startups rather than established firms.

The second hypothesis investigated the combination between the type of support and the firm state. This hypothesis expected that when receiving peer support solvers would have a higher intention to submit ideas that were held by startups, however this moderator effect of the state of firm is not shown to be significant ($F = .152$, $p = .698$). When looking at the combination of peer support and startup this effect was also insignificant ($p = .561$).

H2b: When receiving firm support, solvers will have a higher intention to submit ideas in ideation contests held by established firms rather than startups.

The same accounts for hypothesis 2b. This effect of the combination between firm support on established firms was also found to be insignificant ($p = .747$). In both cases the p-values are above .05 and are thus insignificant (Hair et al., 2019), which means that hypothesis 2a and 2b are rejected. However the insignificance of the hypothesis, the difference between the moderating effect for startup and established can be seen in Appendix F. It still stays insignificant and can have occurred by chance (Hair et al., 2019).

4.3.3 Hypothesis 3

H3: Platform trust mediates the relationship between type of support and intention to submit ideas.

The final hypothesis investigated the effect of platform trust as a mediator. This effect was found insignificant with p-values of $p = .3359$ for startup and $p = .1087$ for established firm. It was expected that platform trust would act as a mediator through indirect effects from type of support to intention to submit ideas, however this was insignificant. Platform trust was found to be significant as a direct effect on intention to submit ideas ($p = <.001$). Therefore, the hypothesis is rejected as a mediator, but can be accepted if platform trust acts as an independent variable. Platform trust has a high coefficient (coeff = .7656) of 77% which makes it a good indicator for predicting a participant's intention to submit ideas.

4.4 Additional analyses

The data was run again with the different control variables age and gender to investigate if hypotheses two and three could become significant if age and gender was split into different groups. This was done to gain insight into people with a different gender and age group and see if these answers difference significantly than those who belong to a different gender or age group.

4.4.1 Base model with Age

The data was run again within the different age groups to check for hypothesis two and three if an increase in significance level was found. This because ideation contests are a new concept which older people might not really know about. It was thought that for the younger age groups a significance level of below .05 could be found. This was not the case within all five of the different age levels. All significance levels of the ANOVA analyses were still above .05.

4.4.2 Base model with Gender

With gender as a control variable the analyses was run again. No change in significance level was found to support hypothesis two and three. The significance level did not decrease to below .05 to be significant. Hypothesis two and three are still rejected even with the control variables.

5. Discussion

This study aimed to gain insight into the usage of peer and firm support within ideation contests. The research question fitting this goal of the study mentioned in the introduction was ‘*What is the impact of different types of support on a customers' intentions to submit ideas in ideation contests?*’. Together with state of firm and platform trust this research question was studied by answering the different sub-hypotheses mentioned in Chapter 2.

5.1 Discussion and Conclusion

Out of the research question, four different hypotheses derived from the theoretical background of Chapter 2. These hypotheses should answer the main research question. Hypothesis one was accepted, since the type of support had a significant effect on a participants intention to submit ideas. Both of hypothesis two were rejected, because no significant effect was found between the interaction of the type of support and the type of firm. Hypothesis three was also rejected since platform trust did not act as a mediator between type of support and intention to submit ideas, it acted only as a direct effect on intention to submit ideas.

Table 6. *Hypotheses accepted or rejected*

Hypothesis	Accepted/Rejected
<i>Hypothesis 1</i>	Accepted
<i>Hypothesis 2a</i>	Rejected
<i>Hypothesis 2b</i>	Rejected
<i>Hypothesis 3</i>	Rejected as mediator

5.1.1 Hypothesis 1

Hypothesis 1 predicted that type of support would have a higher effect on the intention to submit when receiving firm support instead of peer support. After the analyses this effect was found to be significant. Both peer and firm support has a significant positive effect on the intention to submit ideas, but firm support had a bigger effect on the dependent variable than peer support. This is in line with research from Deichmann et al (2021), Jung et al. (2020) and Kiran & Sharma (2021). As the firm's support grows stronger, this relationship becomes more pronounced. This relationship is harder to manage with other peers, since a lot of feedback

can be given anonymously on ideation contest platforms. The firms also have more knowledge about the innovations, since the ideas are being submitted to that firm their support is valued more than that of other peers (Hofstetter et al., 2018). This concludes that type of support has a positive effect on the intention to submit ideas with firm support being the most effective form.

5.1.1 Hypothesis 2

Hypothesis 2 had two different hypotheses. One predicted that peer support would have a higher intention to submit ideas when held by startups and the other one predicted that firm support would have a higher intention to submit when held by established firms. These hypotheses were rejected, no significance was found between the moderating effect of firm type. This contradicts research from Ahmed et al. (2015) who found that firm state acted as a significant moderator. This research was done in a different work field which could explain the difference of the moderating effect of firm type. Most research has focused on the type of support and the continuous intention to participate in ideation contests. This concept of type of support on intention to submit is relatively new in combination with firm state.

The insignificance can be explained by the small sample sizes. The groups have been distributed across four scenario's which led to small sample groups, but still above 30 (Hair et al., 2019). When doing this research with a bigger sample size the effect could become significant.

Another reason for the insignificant could be explained by people not knowing the exact difference between a startup and established company. This could not be explained in the scenario, because of possible biases answers

5.1.1 Hypothesis 3

Hypothesis 3 predicted that platform trust would mediate the relationship between type of support and intention to submit ideas, however this relationship was found to be insignificant. Platform trust only acted as a direct effect on intention to submit ideas and not as a mediator between type of support and intention to submit. Wang et al. (2020) mentioned that platform trust acted as a mediator, but in a different setting. They measured it as a mediator for interactivity and fairness perception. It can be concluded through the direct effect that platform trust is an important antecedent, but that the type of support does not have any effect on whether or not the ideation platform is trusted. Also in the case of Wang et al. (2020) the research focused on continuous intention rather than intention to submit during an ideation

contest. This is occurring often in academic literature where the intention to submit ideas is not represented enough. Despite the hypothesis being rejected platform trust is important to study in future research, since a good platform can lead to more submissions. A trustworthy platform encourages solvers to submit their ideas, rather than a platform that feels fishy, where one might get a virus from. This could explain the direct effect of platform trust, but its indirect insignificant effect could not be argued with. It could also be explained the same as hypothesis two where the small sample size or the translation from English to Dutch causing insignificance.

5.2 Theoretical Contributions

This study represents an effort to examine the effects of peer support and firm support on the intention to submit ideas. Unlike previous researchers such as Jiang & Wang (2020), Hofstetter et al. (2018) and Wu and Gong (2021) who have mostly focused on the continuous intention to participate in ideation contest, this research focused on the intention to submit ideas during an ideation contest. It gives new insights into why participants decide to submit or not to submit their ideas and what the antecedents are that predict this intention to submit. Rather than only looking at the type of support received during the ideation contest it also looks at the mediating variable of platform trust and the moderating variable of state of firm. This combination of type of support, state of firm and platform trust give valuable insights to theoretical practices that have not been done before this research.

Within this research type of support had a significant effect on the intention to submit ideas in an ideation contest. State of firm and platform trust had no significant effect. However platform trust did have a direct effect on the intention to submit which is a theoretical contribution which can be studied further as an independent variable.

5.3 Managerial Implications

Despite state of firm and platform trust not having significant results, there still are some important implications that can be used from this research. The interaction between the type of support and intention to submit was found to be significant, with firm support being the most effective for established, but also startup firms. Support is of importance for solvers to give innovative ideas during the ideation contest and wanting to submit these ideas. Firms should implement a platform in which their firm could give feedback to their solvers to gain this external knowledge. This research purpose is to give insight into the effects of the type of

support and how it could be used for firms to gain the valuable insights of their customers, however this research showed that firms themselves must put work into giving feedback to gain it. Even if firms do not want to invest time to give feedback themselves they should manage a trustful platform in which peer support can be given, because this study shows that a good platform can increase the intention to submit ideas and that peer support also has a positive effect on the intention to submit ideas.

5.4 Research Limitations and Future Research

After reflection on this study there were limitations noticed. The first limitation of the study was with the scenario-based experiment. The experimental design relied on hypothetical scenarios to simulate ideation contests. Participants, who lacked real-life experience with ideation contests, might not have fully grasped the idea of ideation contests and the practical implications of their decisions within the scenarios. This lack of understanding could lead to responses that are less reflective on how solvers would behave in a real-life ideation contest, thus affecting the external validity of the study. This brings us to the second limitation from this study, which is the limited sample size and time constraints. Despite the limitations of a hypothetical scenario with an experimental design, it was chosen due to a lack of time and resources. For future research it would be advised to host a real-life ideation contest together with other firms in order to compare the findings of this study with a hypothetical scenario to that one of a real-life scenario.

Thirdly, this study used English literature to formulate hypothesis and research questions according to the items used by previous research about ideation contest. The terms used were translated into Dutch to send the questionnaire to people in the Netherlands. The true meaning of these terms could have become unclear in Dutch when translating, which can explain that there is no significance found for platform trust and the state of firm. Furthermore, because of the questionnaire being distributed in Dutch, only Dutch people have entered the survey. This can create a bias of only Dutch people who have been adopted into the study. Culture could have played a role in the findings about ideation contests. For future research it would be advised to not translate the variables into another language, because it could lose its meaning and sending the questionnaire to people in different countries so that there is not culture bias.

The last limitation of the research is that participants were divided into five different age groups and that there were two large main age groups and three small age groups. Most participants were in the age range of 18-27 and 44-58. This was due to time constraints and

the network of the researchers being mostly within these two age groups. The distribution of the survey does not represent the distribution of the ages within the Netherlands where the age group of 18-27 does not have 20% of the total population (CBS, 2023), but in this study it is representing more than 40% of the participants. It could be argued that this age group is mostly attracted by ideation contest by this age group being the most digitalized age group compared to the other groups in which case it could be more interesting to investigate this age group even more in future research.

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Appendix

Appendix A: Survey/scenarios in English

Introduction:

Dear participant,

Thank you for your interest in participating in this survey. We are Mara, Liselotte and Dion and we are students from the Marketing master's degree program at the Radboud University Nijmegen, Netherlands. This survey is part of our master thesis.

You are about to take part in this survey in which we will ask questions about participation in an online ideation contest. This is an online competition organized by a company where participants submit creative ideas to solve specific challenges. Consider, for example, inventing a new product or a new flavor.

In the next section, information will be provided about the online ideation contest used in this survey. The contests are organized by a fictitious company named HouseGenius. The fictional contest will take place via the company's website. After the scenario has been outlined and you have read it carefully, questions will be asked about the contest.

Participation in this study is voluntary, and your responses will be anonymous and kept confidential. This research also contains no risks. You have the right to withdraw at any point during the study, for any reason, and without any consequences. You must be at least 18 years old to participate in this study. On top of that it is recommended to have a Dutch identity in order to understand the Dutch language used in the survey.

The survey will take approximately 3 minutes to complete, and there are no right or wrong answers. Please answer each question to the best of your knowledge and ability. We appreciate your time and effort to participate in this study.

Please note that there will be an attention check question during the survey. Unfortunately, your participation will not be included in the study if you miss them, so please kindly pay attention.

In case you have any questions or comments you can send an e-mail to:

dion.goossens@ru.nl

mara.vandrunen@ru.nl

liselotte.vandehaar@ru.nl

Consent:

By selecting the consent button below, you agree that your participation in the study is completely voluntary and that you are aware that you are free to withdraw from it whenever you decide for any reason.

- I consent, I want to participate in the study.

Scenarios:

Here one of the scenarios will be presented to the respondent. The scenarios can be found in below.

In this part of the survey, you will receive a short piece of text that you must read. This text outlines a scenario. Read the text carefully and try to imagine yourself in the scenario.

Scenario 1: Peer support + Start-up Firm: Please read the following scenario carefully and imagine yourself in the following situation to answer the questions.

You recently discovered that a start-up company called HouseGenius is holding an ideation competition. HouseGenius is a new, not well-known company and the market does not widely recognize its offerings in terms of goods and services. They are asking you to help create a new innovative idea for a smart home device that enhances convenience and efficiency within the household. As someone who values convenience and efficiency in doing household tasks, you see this as an opportunity to contribute your ideas.

HouseGenius offers the possibility to gain direct feedback from other participants in the contest. Participants can share their ideas and comment on each other's submissions on an online platform. You have the possibility to obtain feedback during the ideation contest in order to solve the company's issue with your innovative idea.

During the online ideation contest, you received feedback from other participants in the form of comments on your idea. Examples of comments are presented below:

"That sounds like a good idea, I could really use that in my house"

OR

"This product does not seem useful to me, I would adjust it"

Scenario 2: Firm support + Start-up Firm: Please read the following scenario carefully and imagine yourself in the following situation to answer the questions.

You recently discovered that a start-up company called HouseGenius is holding an ideation competition. HouseGenius is a new, not well-known company and the market does not widely recognize its offerings in terms of goods and services. They are asking you to help create a new innovative idea for a smart home device that enhances convenience and efficiency within the household. As someone who values convenience and efficiency in doing household tasks, you see this as an opportunity to contribute your ideas.

HouseGenius offers the possibility to gain direct feedback from the firm. Participants can share their ideas and the firm can comment on the submissions on an online platform. It could help you with developing your idea and making sure it aligns with the company's goal to search for innovative smart home solutions.

During the online ideation contest, you received feedback from 'HouseGenius' in the form of comments on your idea. Examples of feedback comments are presented below:

"This looks like a good idea that our customers could use in their households"

Or

"Regretfully this concept does not seem realistic for us to produce"

Scenario 3: Peer support + Established Firm: Please read the following scenario carefully and imagine yourself in the following situation to answer the questions.

You recently discovered that an established company called HouseGenius is holding an ideation competition. HouseGenius is an established, well-known company with over 20 years of experience and the market does widely recognize its offerings in terms of goods and services. They are asking you to help create a new innovative idea for a smart home device that enhances convenience and efficiency within the household. As someone who values convenience and efficiency in doing household tasks, you see this as an opportunity to contribute your ideas.

HouseGenius offers the possibility to gain direct feedback from other participants in the contest. Participants can share their ideas and comment on each other's submissions on an online platform. It could help you with developing your idea and making sure it aligns with the company's goal to search for innovative smart home solutions.

During the online ideation contest, you received feedback from other participants in the form of comments on your idea. Examples of comments are presented below:

"That sounds like a good idea, I could really use that in my house"

OR

"This product does not seem useful to me, I would adjust it"

Scenario 4: Firm support + Established Firm: Please read the following scenario carefully and imagine yourself in the following situation to answer the questions.

You recently discovered that an established company called HouseGenius is holding an ideation competition. HouseGenius is an established, well-known company with over 20 years of experience and the market does widely recognize its offerings in terms of goods and services. They are asking you to help create a new innovative idea for a smart home device that enhances convenience and efficiency within the household. As someone who values convenience and efficiency in doing household tasks, you see this as an opportunity to contribute your ideas.

HouseGenius offers the possibility to gain direct feedback from the firm. Participants can share their ideas and the firm can comment on the submissions on an online platform. It could help you with developing your idea and making sure it aligns with the company's goal to search for innovative smart home solutions.

During the online ideation contest, you received feedback from 'HouseGenius' in the form of comments on your idea. Examples of feedback comments are presented below:

“This looks like a good idea that our customers could use in their households”

Or

“Regretfully this concept does not seem realistic for us to produce”

Manipulation check:

Please indicate to what extent you agree with the following statements.

	Strongly disagree	disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The scenario I just read feels realistic.							
I can imagine that the company in the scenario, called							

HouseGenious, is an established firm.							
OR							
I can imagine that the company in the scenario, called HouseGenious, is a start-up firm.							
I can imagine that I received feedback from peers on my ideas in the ideation contest.							
OR							
I can imagine that I received feedback from HouseGenious on my ideas in the ideation contest.							

Attention check:

What is the name of the company that is hosting the ideation contest in the scenario that you just read?

- FurnitureStore
- HouseGenius
- Beverages & Co
- MobileShop

Platform Trust:

In the following section you will be asked questions about platform trust. Imagine yourself in the scenario you have read while answering the questions. Please rate your level of agreement with the following statements on a scale from strongly disagree to strongly agree.

	Strongly disagree	disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
This crowdsourcing platform provides good crowdsourcing service.							
This crowdsourcing platform provides reliable							

crowdsourcing service.							
In general, this crowdsourcing platform really cares about the well-being of the solvers.							
This crowdsourcing platform provides a secure trade system.							
Overall, I believe this crowdsourcing platform is trustworthy.							

Intention to submit ideas:

In the following section you will be asked questions about your intention to submit your ideas in the ideation contest. Imagine yourself in the scenario you have read while answering the questions. Please rate your level of agreement with the following statements on a scale from strongly disagree to strongly agree.

	Strongly disagree	disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I intend to submit ideas in the ideation contest held by the company.							
I plan to provide my solutions in the ideation contest.							
I intent to share my ideas in the ideation contest.							

Demographics:

The next section will ask questions related to your demographics.

- 18-27
- 28-43
- 44-59
- 60-78

- Older than 78

What is your gender?

- Male
- Female
- Non-binary
- I prefer not to say

What is your nationality?

- Dutch
- Other

Appendix B: Survey/scenarios in Dutch

(Exported from Qualtrics)

Start van blok: Introductie

Beste deelnemer,

Bedankt voor je interesse in het deelnemen aan deze enquête. Wij zijn Mara, Liselotte en Dion, studenten van de master Marketing aan de Radboud Universiteit Nijmegen, Nederland. Deze enquête maakt deel uit van onze masterscriptie.

Je staat op het punt deel te nemen aan deze enquête waarin we vragen zullen stellen over deelname aan een online-ideeënwedstrijd. Dit is een online competitie georganiseerd door een bedrijf waar deelnemers creatieve ideeën indienen om specifieke uitdagingen op te lossen. Denk bijvoorbeeld aan het bedenken van een nieuw product of een nieuwe smaak.

In de volgende sectie zal informatie worden verstrekt over de online-ideeënwedstrijd die in deze enquête wordt gebruikt. De wedstrijd wordt georganiseerd door een fictief bedrijf genaamd HouseGenius. De fictieve wedstrijd zal plaatsvinden via een online platform van het bedrijf. Nadat het scenario is geschetst en je het zorgvuldig hebt gelezen, zullen er vragen worden gesteld over de wedstrijd.

Deelname aan dit onderzoek is vrijwillig en je antwoorden zullen anoniem en vertrouwelijk worden behandeld. Dit onderzoek brengt geen risico's met zich mee. Je hebt het recht om op elk moment tijdens het onderzoek terug te trekken, om welke reden dan ook, en zonder enige gevolgen. Je moet minstens 18 jaar oud zijn om deel te nemen aan dit onderzoek. Bovendien wordt aanbevolen om een Nederlandse identiteit te hebben om de Nederlandse taal die in de enquête wordt gebruikt te begrijpen.

Het invullen van de enquête duurt ongeveer 5 minuten en er zijn geen goede of foute antwoorden. Beantwoord elke vraag naar beste weten en kunnen. We waarderen je tijd en inspanning om deel te nemen aan dit onderzoek. Let op: er zal een aandacht-controlevraag gesteld worden in de enquête. Helaas wordt je deelname niet opgenomen in het onderzoek als je deze mist, dus lees het scenario zorgvuldig.

Voor eventuele vragen of opmerkingen kun je mailen naar:

dion.goossens@ru.nl

mara.vandrunen@ru.nl

liselotte.vandelaar@ru.nl

Pagina-einde

Door op de toestemmingsknop hieronder te klikken, ga je ermee akkoord dat deelname aan dit onderzoek volledig vrijwillig is en dat je ervan op de hoogte bent dat je op elk moment om welke reden dan ook kunt besluiten om je terug te trekken.

Ik geef toestemming voor deelname aan de studie.

Einde blok: Introductie

Start van blok: Scenario

Lees het volgende scenario:

Je hebt onlangs ontdekt dat een start-up bedrijf genaamd HouseGenius een ideeënwedstrijd organiseert. HouseGenius is een nieuw, niet erg bekend bedrijf en de markt erkent zijn aanbod van goederen en diensten nog niet. Het bedrijf waardeert de inbreng van individuen en vraagt daarom om hulp bij het creëren van een nieuw innovatief idee voor een slim apparaat voor thuis dat het gemak en de efficiëntie in het huishouden verbetert. Als iemand die gemak en efficiëntie waardeert bij huishoudelijke taken, zie jij dit als een kans om je ideeën bij te dragen.

HouseGenius biedt de mogelijkheid om directe feedback te ontvangen van andere deelnemers tijdens de wedstrijd. Deelnemers kunnen hun ideeën delen en commentaar geven op elkaars inzendingen via een online platform. Dit kan helpen bij het ontwikkelen van jouw idee en ervoor zorgen dat het aansluit bij het doel van het bedrijf om innovatieve oplossingen voor slimme woningen te zoeken.

Tijdens de online-ideeënwedstrijd heb je feedback ontvangen van andere deelnemers in de vorm van opmerkingen over jouw idee. Voorbeelden van opmerkingen worden hieronder gepresenteerd:

"Dit klinkt als een goed idee, ik zou dat echt kunnen gebruiken in mijn huis"

Of

"Dit product lijkt me niet nuttig, ik zou het aanpassen"

Lees het volgende scenario:

Je hebt onlangs ontdekt dat een start-up bedrijf genaamd HouseGenius een ideeënwedstrijd organiseert. HouseGenius is een nieuw, niet erg bekend bedrijf en de markt erkent zijn aanbod van goederen en diensten nog niet. Het bedrijf waardeert de inbreng van individuen en vraagt daarom om hulp bij het creëren van een nieuw innovatief idee voor een slim apparaat voor thuis dat het gemak en de efficiëntie in het huishouden verbetert. Als iemand die gemak en efficiëntie waardeert bij huishoudelijke taken, zie jij dit als een kans om je ideeën bij te dragen.

HouseGenius biedt de mogelijkheid om directe feedback te ontvangen van het bedrijf tijdens de wedstrijd. Deelnemers kunnen hun ideeën delen en het bedrijf kan opmerkingen geven op

de inzendingen via een online platform. Dit kan helpen bij het ontwikkelen van jouw idee en ervoor zorgen dat het aansluit bij het doel van het bedrijf om innovatieve oplossingen voor slimme woningen te zoeken.

Tijdens de online-ideeënwedstrijd heb je feedback ontvangen van het bedrijf HouseGenius in de vorm van opmerkingen over jouw idee. Voorbeelden van feedbackopmerkingen worden hieronder gepresenteerd:

"Dit lijkt op een goed idee dat onze klanten in hun huishouden zouden kunnen gebruiken"

Of

"Helaas lijkt dit concept voor ons niet realistisch om te produceren"

Lees het volgende scenario:

Je hebt onlangs ontdekt dat een gevestigd bedrijf genaamd HouseGenius een ideeënwedstrijd organiseert. HouseGenius is een van langere tijd gevestigd, bekend bedrijf met meer dan 20 jaar ervaring en de markt erkent breed zijn aanbod van goederen en diensten. Het bedrijf waardeert de inbreng van individuen en vraagt daarom om hulp bij het creëren van een nieuw innovatief idee voor een slim apparaat voor thuis dat het gemak en de efficiëntie in het huishouden verbetert. Als iemand die gemak en efficiëntie waardeert bij huishoudelijke taken, zie jij dit als een kans om je ideeën bij te dragen.

HouseGenius biedt de mogelijkheid om directe feedback te ontvangen van andere deelnemers tijdens de wedstrijd. Deelnemers kunnen hun ideeën delen en commentaar geven op elkaars inzendingen via een online platform. Dit kan helpen bij het ontwikkelen van jouw idee en ervoor zorgen dat het aansluit bij het doel van het bedrijf om innovatieve oplossingen voor slimme woningen te zoeken.

Tijdens de online-ideeënwedstrijd heb je feedback ontvangen van andere deelnemers in de vorm van opmerkingen over jouw idee. Voorbeelden van opmerkingen worden hieronder gepresenteerd:

"Dit klinkt als een goed idee, ik zou dat echt kunnen gebruiken in mijn huis"

Of

"Dit product lijkt me niet nuttig, ik zou het aanpassen"

Lees het volgende scenario:

Je hebt onlangs ontdekt dat een gevestigd bedrijf genaamd HouseGenius een ideeënwedstrijd organiseert. HouseGenius is een van langere tijd gevestigd, bekend bedrijf met meer dan 20 jaar ervaring en de markt erkent breed zijn aanbod van goederen en diensten. Het bedrijf waardeert de inbreng van individuen en vraagt daarom om hulp bij het creëren van een nieuw innovatief idee voor een slim apparaat voor thuis dat het gemak en de efficiëntie in het huishouden verbetert. Als iemand die gemak en efficiëntie waardeert bij huishoudelijke taken, zie jij dit als een kans om je ideeën bij te dragen.

HouseGenius biedt de mogelijkheid om directe feedback te ontvangen van het bedrijf tijdens de wedstrijd. Deelnemers kunnen hun ideeën delen en het bedrijf kan opmerkingen geven op de inzendingen via een online platform. Dit kan helpen bij het ontwikkelen van jouw idee en ervoor zorgen dat het aansluit bij het doel van het bedrijf om innovatieve oplossingen voor slimme woningen te zoeken.

Tijdens de online-ideeënwedstrijd heb je feedback ontvangen van het bedrijf 'HouseGenius' in de vorm van opmerkingen over jouw idee. Voorbeelden van feedbackopmerkingen worden hieronder gepresenteerd:

"Dit lijkt op een goed idee dat onze klanten in hun huishouden zouden kunnen gebruiken"

Of

"Helaas lijkt dit concept voor ons niet realistisch om te produceren"

Einde blok: Scenario

Start van blok: Manipulation Check

Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Volledig eens	Eens	Enigszins eens	Noch eens noch oneens	Enigszins oneens	Oneens	Volledig oneens
Het scenario dat ik zojuist heb gelezen, voelt realistisch.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kan me voorstellen dat het bedrijf in het scenario, genaamd HouseGenius, een gevestigd bedrijf is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kan me voorstellen dat ik tijdens de ideeënwedstrijd feedback heb gekregen van HouseGenius op mijn ideeën.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Volledig eens	Eens	Enigszins eens	Noch eens noch oneens	Enigszins oneens	Oneens	Volledig oneens
Het scenario dat ik zojuist heb gelezen, voelt realistisch.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kan me voorstellen dat het bedrijf in het scenario, genaamd HouseGenius, een gevestigd bedrijf is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kan me voorstellen dat ik tijdens de ideeënwedstrijd feedback heb gekregen van mede-deelnemers op mijn ideeën.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Volledig eens	Eens	Enigszins eens	Noch eens noch oneens	Enigszins oneens	Oneens	Volledig oneens
Het scenario dat ik zojuist heb gelezen, voelt realistisch.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kan me voorstellen dat het bedrijf in het scenario, genaamd HouseGenius, een start-up bedrijf is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kan me voorstellen dat ik tijdens de ideeënwedstrijd feedback heb gekregen van HouseGenius op mijn ideeën.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Volledig eens	Eens	Enigszins eens	Noch eens noch oneens	Enigszins oneens	Oneens	Volledig oneens
Het scenario dat ik zojuist heb gelezen, voelt realistisch.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kan me voorstellen dat het bedrijf in het scenario, genaamd HouseGenius, een start-up bedrijf is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kan me voorstellen dat ik tijdens de ideeënwedstrijd feedback heb gekregen van mede-deelnemers op mijn ideeën.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Einde blok: Manipulation Check

Start van blok: Aandachtscontrole

Wat is de naam van het bedrijf dat de ideeënwedstrijd organiseert in het scenario dat je zojuist hebt gelezen?

- FurnitureStore
- HouseGenius
- Beverages & Co
- MobileShop

Einde blok: Aandachtscontrole

Start van blok: Mediating Variables

De volgende vragen betreffen de ervaren ondersteuning vanuit de organisatie in de ideeënwedstrijd. Stel jezelf voor in het scenario dat je hebt gelezen terwijl je deze vragen beantwoordt. Geef aan in welke mate je het eens bent met de volgende uitspraken, op een schaal van volledig eens tot volledig oneens.

	Volledig eens	Eens	Enigszins eens	Noch eens noch oneens	Enigszins oneens	Oneens	Volledig oneens
Het bedrijf waardeert mijn bijdrage aan de ideeënwedstrijd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als ik een probleem ervaar, is er ondersteuning beschikbaar vanuit het bedrijf.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf geeft om mijn mening.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het bedrijf is trots op mijn bijdrage aan de ideeënwedstrijd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

De volgende vragen betreffen de klantbetrokkenheid. Stel jezelf voor in het scenario dat je hebt gelezen terwijl je deze vragen beantwoordt. Geef aan in welke mate je het eens bent met de volgende uitspraken, op een schaal van volledig eens tot volledig oneens.

	Volledig eens	Eens	Enigszins eens	Noch eens noch oneens	Enigszins oneens	Oneens	Volledig oneens
Ik voel me betrokken bij de ideeënwedstrijd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me verbonden met de ideeënwedstrijd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben actief betrokken bij de ideeënwedstrijd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me gemotiveerd om actief deel te nemen aan de ideeënwedstrijd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

 Pagina-einde

De volgende vragen betreffen de platformvertrouwen. Stel jezelf voor in het scenario dat je hebt gelezen terwijl je deze vragen beantwoordt. Geef aan in welke mate je het eens bent met de volgende uitspraken, op een schaal van volledig eens tot volledig oneens.

	Volledig eens	Eens	Enigszins eens	Noch eens noch oneens	Enigszins oneens	Oneens	Volledig oneens
Dit online platform biedt een goede service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit online platform biedt betrouwbare service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over het algemeen geeft dit online platform echt om het welzijn van de oplossers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit online platform biedt een veilig handelssysteem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over het algemeen geloof ik dat dit online platform betrouwbaar is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Einde blok: Mediating Variables

Start van blok: Intention to Submit Ideas

De volgende vragen betreffen de intentie om ideeën in te dienen in de ideeënwedstrijd. Stel jezelf voor in het scenario dat je hebt gelezen terwijl je deze vragen beantwoordt. Geef aan in

welke mate je het eens bent met de volgende uitspraken, op een schaal van volledig eens tot volledig oneens.

	Volledig eens	Eens	Enigszins eens	Noch eens noch oneens	Enigszins oneens	Oneens	Volledig oneens
Ik ben van plan ideeën in te dienen in de ideeënwedstrijd die door het bedrijf wordt georganiseerd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben van plan actief deel te nemen aan de ideeënwedstrijd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben van plan mijn oplossingen aan te bieden in de ideeënwedstrijd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben van plan mijn ideeën te delen met het bedrijf en de andere deelnemers in de ideeënwedstrijd.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Einde blok: Intention to Submit Ideas

Start van blok: Demografisch

In het volgende gedeelte worden vragen gesteld over uw demografische gegevens.

Wat is uw leeftijd?

- 18-27
 - 28-43
 - 44-59
 - 60-78
 - 79 of ouder
-

Wat is uw geslacht?

- Man
 - Vrouw
 - Non-binair
 - Ik zeg het liever niet
-

Wat is uw nationaliteit?

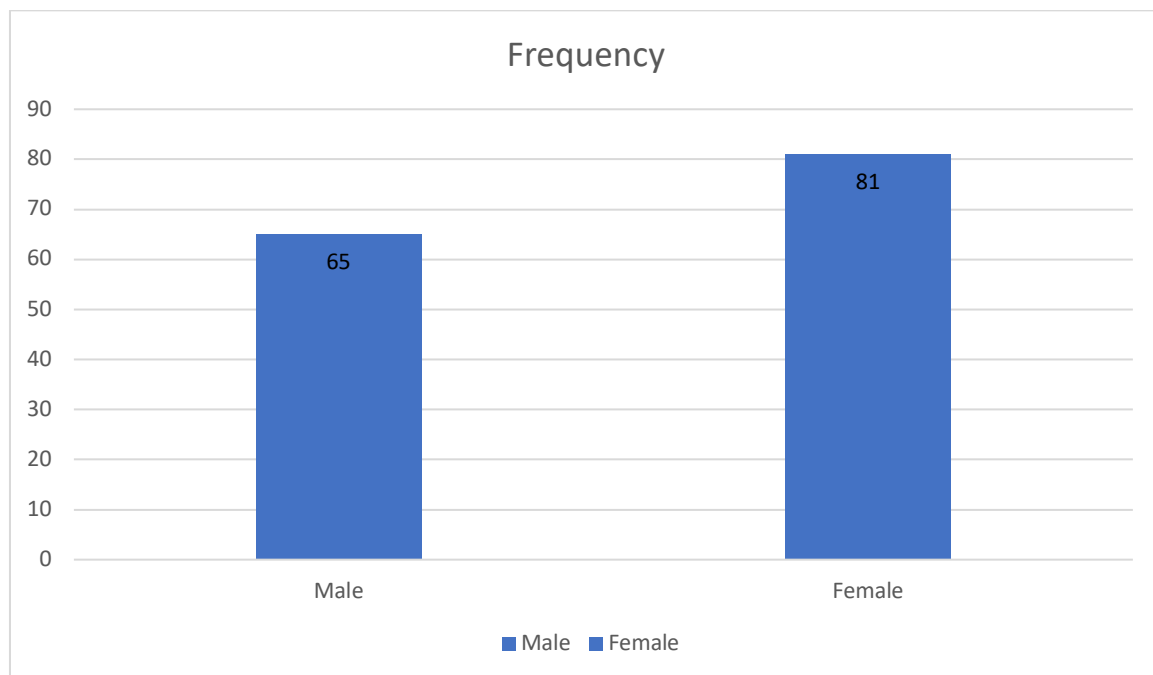
- Nederlands
- Anders

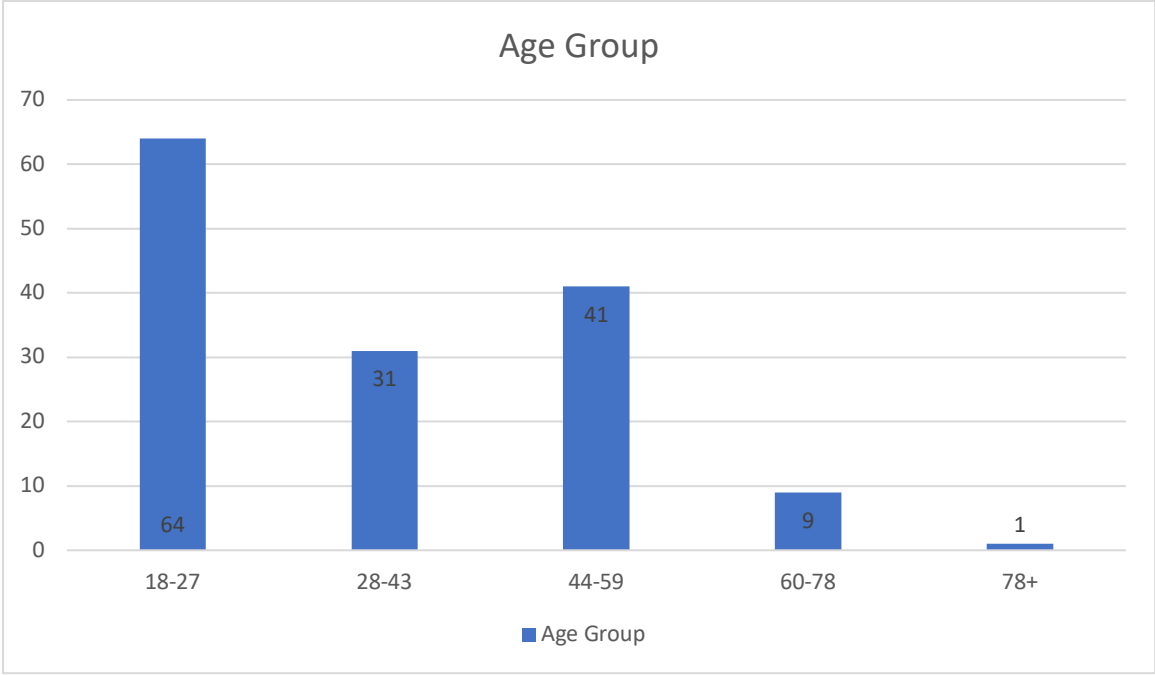
Einde blok: Demografisch

Appendix C: Demographics

Demographics:

Item	Total	PS+S	FS+S	PS+E	FS+E
N	146	38	42	34	32
Age					
18-27	64	13	22	16	13
28-43	31	9	9	4	9
44-59	41	11	9	12	9
60-78	9	5	2	1	1
Older than 78	1	0	0	1	0
Gender					
Male	65	16	17	17	15
Female	81	22	25	17	17
Non-binary	0	0	0	0	0
Prefer not to say	0	0	0	0	0
Nationality					
Dutch	146	38	42	34	32
Other	0	0	0	0	0





Appendix D: Reliability and Outlier Analyses

Cronbach’s Alpha on Intention to submit:

Cronbach’s Alpha	N
.917	4

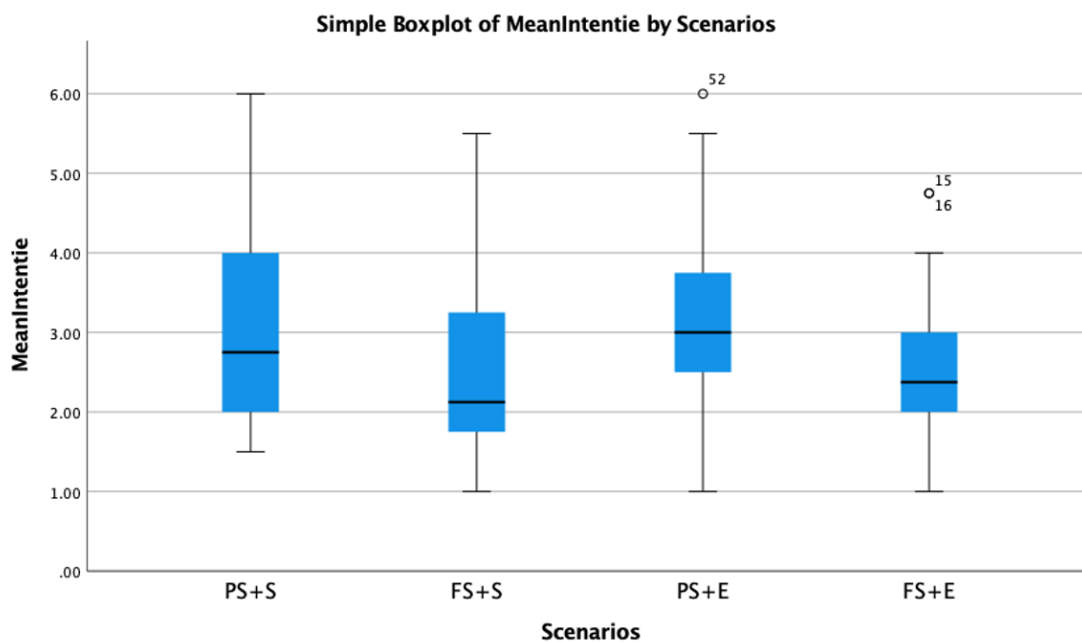
Construct	If item deleted
Intention to submit 1	.886
Intention to submit 2	.882
Intention to submit 3	.885
Intention to submit 4	.917

Cronbach's Alpha on Platform Trust:

Cronbach's Alpha	N
.860	5

Construct	If item deleted
Platform Trust 1	.816
Platform Trust 2	.821
Platform Trust 3	.852
Platform Trust 4	.812
Platform Trust 5	.851

Outlier Analyses:



Appendix E: Homogeneity and Normality

Homogeneity of variance:

	Levene Statistic	df1	df2	Sig.
Based on Mean	1.105	3	142	.349
Based on Median	.606	3	142	.612
Based on Median and with Adjusted df	.606	3	126.890	.612

	Sum of squares	df	Mean Square	F	Sig.
Between Groups	8.249	3	2.750	2.028	.113
Within Groups	192.493	142	1.356		
Total	200.742	145			

Tests of Normality:

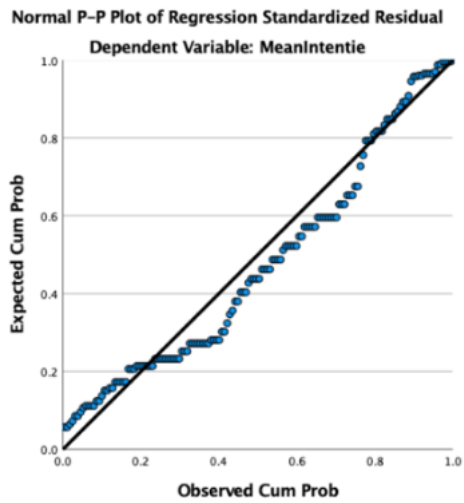
		Shapiro-Wilk		
	Scenarios	Statistic	df	Sig.
MeanIntentie	1	.873	38	<.001
	2	.873	42	<.001
	3	.972	34	.520
	4	.929	32	.036

Appendix F: Two-way ANOVA

Test of Between-Subjects Effects:

Dependent variable: M_Int

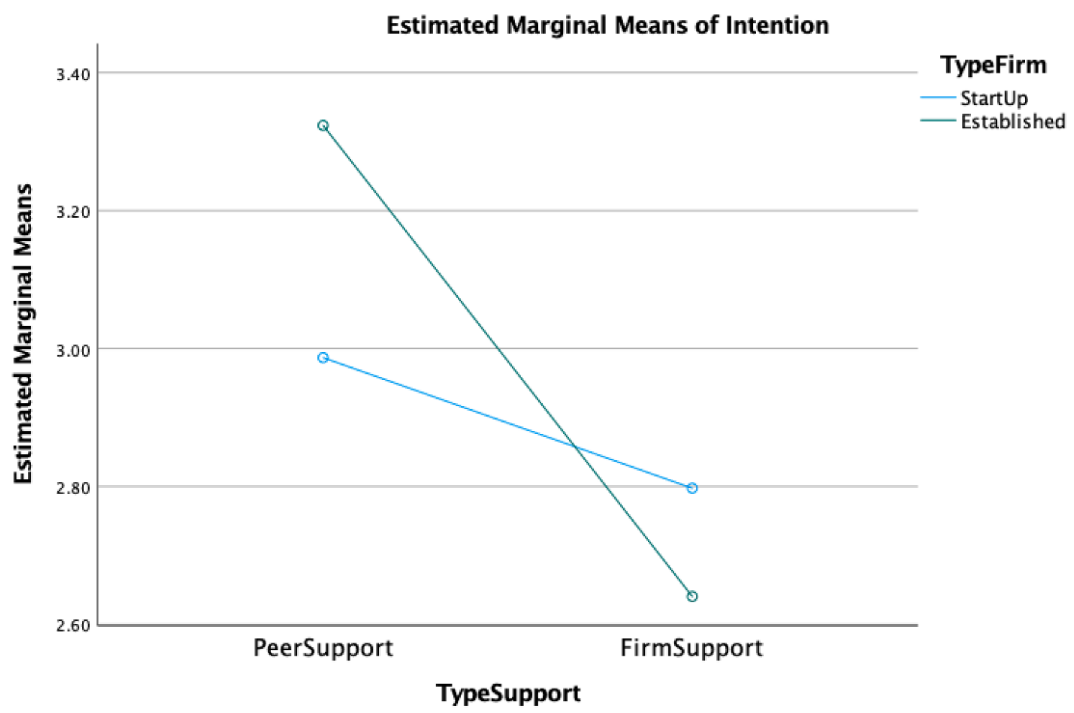
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected model	8.507 ^a	4	2.127	1.560	.188	.042
Intercept	98.541	1	98.541	72.277	<.001	.339
Demografie.0	.257	1	.257	.189	.665	.001
TypeSupp	7.978	1	7.978	5.851	.017	.040
TypeFirm	.064	1	.064	0.47	.829	.000
TypeSupp*TypeFirm	.563	1	.563	.413	.555	.003
Error	192.235	141	1.363			
Total	1370.438	146				
Corrected Total	200.742	145				



Pairwise Comparison:

TypeSupp	TypeFirm	Typefirm	Mean Diff	Std. Error	Sig.	Lower Bound	Upper Bound
Peer Support	Startup	Established	-.160	.275	.561	-.704	.383
	Established	Startup	.160	.275	.561	-.383	.704
Firm Support	Startup	Established	.088	.273	.747	-.452	.628
	Established	Startup	-.088	.273	.747	-.628	.452

Profile Plots



Appendix G: Descriptives

	Scenarios		Statistic	Std. Error			
MeanIntention	PS+S	Mean	2.9868	.21376			
		95% interval for mean	Lower Bound	2.5537			
			Upper Bound	3.4200			
		5% Trimmed Mean	2.9020				
		Median	2.7500				
		Variance	1.736				
		Std Deviation	1.31769				
		Minimum	1.50				
		Maximum	6.00				
		Range	4.50				
		Interquartile Range	2.00				
		Skewness	1.023	.383			
		Kurtosis	.152	.750			
		FS+S	FS+S	Mean	2.6429	.18824	
				95% interval for mean	Lower Bound	2.2627	
					Upper Bound	3.0230	
				5% Trimmed Mean	2.5893		
Median	2.1250						
Variance	1.488						
Std Deviation	1.21993						
Minimum	1.00						
Maximum	5.50						
Range	4.50						
Interquartile Range	1.50						
Skewness	.972			.365			
Kurtosis	-.036			.717			
PS+E	PS+E			Mean	3.1471	.19032	
				95% interval for mean	Lower Bound	2.7599	
					Upper Bound	3.5343	
				5% Trimmed Mean	3.1136		
		Median	3.0000				
		Variance	1.232				
		Std Deviation	1.10973				
		Minimum	1.00				
		Maximum	6.00				
		Range	5.00				
		Interquartile Range	1.31				
		Skewness	.479	.403			
		Kurtosis	.582	.788			
		FS+E	FS+E	Mean	2.5547	.16373	
				95% interval for mean	Lower Bound	2.2208	
					Upper Bound	2.8886	
				5% Trimmed Mean	2.5139		
Median	3.3750						
Variance	.858						
Std Deviation	.92617						
Minimum	1.00						
Maximum	4.75						
Range	3.75						
Interquartile Range	1.00						
Skewness	.693			.414			
Kurtosis	.245			.809			

Appendix H: PROCESS Procedure SPSS Platform Trust

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 8
 Y : M_Intent
 X : TypeSupp
 M : M_PFT
 W : TypeFirm

Sample
 Size: 146

OUTCOME VARIABLE:
 M_PFT

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1575	.0248	.7885	1.2048	3.0000	142.0000	.3103

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.9474	.1440	20.4614	.0000	2.6626	3.2321
TypeSupp	-.1807	.1988	-.9090	.3649	-.5737	.2123
TypeFirm	.1997	.2096	.9526	.3424	-.2147	.6141
Int_1	-.0976	.2956	-.3303	.7417	-.6819	.4866

Product terms key:

Int_1 : TypeSupp x TypeFirm

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0007	.1091	1.0000	142.0000	.7417

OUTCOME VARIABLE:
 M_Intent

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6066	.3680	.8998	20.5262	4.0000	141.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.7303	.3058	2.3886	.0182	.1259	1.3348

TypeSupp	-.2056	.2130	-.9655	.3359	-.6267	.2154
M_PFT	.7656	.0896	8.5403	.0000	.5884	.9428
TypeFirm	.0073	.2246	.0326	.9740	-.4368	.4514
Int_1	-.1737	.3158	-.5498	.5833	-.7981	.4507

Product terms key:

Int_1 : TypeSupp x TypeFirm

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0014	.3023	1.0000	141.0000	.5833

***** DIRECT AND INDIRECT EFFECTS OF X ON Y*****

Conditional direct effects of X on Y

TypeFirm	Effect	se	t	p	LLCI	ULCI
.0000	-.2056	.2130	-.9655	.3359	-.6267	.2154
1.0000	-.3793	.2350	-1.6143	.1087	-.8438	.0852

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

TypeSupp -> M_PFT -> M_Intent

TypeFirm	Effect	BootSE	BootLLCI	BootULCI
.0000	-.1383	.1523	-.4432	.1527
1.0000	-.2131	.1718	-.5462	.1243

Index of moderated mediation (difference between conditional indirect effects):

	Index	BootSE	BootLLCI	BootULCI
TypeFirm	-.0747	.2286	-.5138	.3871

***** ANALYSIS NOTES AND ERROR*****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----