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Solver valorisation and trust: keys to future ideation contest participation

*An experimental study into the role of solver valorisation and trust in
shaping intentions for future ideation contest participation*

Master Thesis

Milou van Delen

Student number: s1064089

Nijmegen School of Management

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Abstract

An ideation contest is a competitive platform where individuals contribute innovative ideas to solve specific challenges posed by organisations. These contests have surged in popularity as a tool for idea-seeking organisations, commonly referred to as seekers, to collaborate with external stakeholders known as solvers. However, organisations are facing a challenge, as many solvers become inactive after participating once, making it difficult to maintain a consistent and engaged pool of participants for future contests. This research examines the impact of solver valorisation, trust, and corporate reputation on customers' intentions to participate in future ideation contests. Through an experimental study, participants were divided into four different scenarios to examine these dynamics. The study aimed to answer whether there is a difference between the influence of contribution recognition and social recognition on future participation intentions and if this impact is mediated by trust and moderated by corporate reputation. Results showed that there is no significant difference between valorising solvers with contribution recognition and valorising them with social recognition on the intention to participate in future ideation contests. While the mediation effect of trust was not significant, there was a direct effect of trust on the dependent variable, highlighting its importance. Additionally, the moderation effect of corporate reputation was significant, indicating that the intention to participate again is heightened when solvers are recognised by an organisation with a positive reputation. This finding emphasizes the necessity for participants to have a positive perception of the organisation and to trust its actions, as both elements are crucial in enhancing future participation in ideation contests.

Key words: ideation contest, intention to participate in future ideation contests, solver valorisation, trust, corporate reputation.

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1. Introduction

In today's dynamic business environment, organisations across different sectors must innovate and adapt faster than ever to outpace their competition (Jiang & Wang, 2020). Traditionally, practitioners relied on internal R&D activities for ideas to innovate, but in recent years, companies have increasingly turned to crowdsourcing methods such as ideation contests (Dargahi et al., 2021). In this study, ideation contests are defined as crowd-based contests in which solvers submit ideas to compete for prizes (tangible or intangible) that seekers offer (Bockstedt et al., 2016). Ideation contests have surged in popularity as a tool for idea-seeking organisations, commonly referred to as seekers, to collaborate with external stakeholders known as solvers. The contests make it possible for an organisation to broadcast a task or problem to external individuals, and these solvers compete to win a reward with their solution (Wang et al., 2020). Ideation contests are designed to address challenges or to identify new opportunities for innovation, marketing strategies, or recruitment endeavours (Koh, 2019). Moreover, ideation contests elicit fresh ideas from customers, thereby uncovering latent customer needs (Gatzweiler et al., 2017). After participants of an ideation contest submit their ideas, the organiser evaluates the quality of ideas and solutions either with an expert panel or via crowd voting and rewards the individual who presents the best idea and/or solution (Cao et al., 2024).

1.1 Research problem

The dynamics of these contests have captured the attention of both researchers and practitioners due to their undeniable business potential (Terwiesch & Xu, 2008; Jiang & Wang, 2020; Nambisan & Baron, 2007). Research showed that the outcomes from ideation contests have showcased superior efficacy in terms of originality and user advantages compared to ideas solely from internal resources (Poetz & Schreier, 2012). To ensure the innovativeness of ideation contests, which rely heavily on receiving high-quality submissions, it is essential to attract a large pool of participants (Bettiga & Lamberti, 2019). The growing popularity of these contests, facilitated by internet-based technologies, makes them increasingly feasible.

However, individuals tend to cease participating in subsequent contests, posing a challenge for organisations as the number of participants engaging in future ideation contests declines, which is particularly problematic for companies hosting multiple contests (Hofstetter et al., 2018). This problem is underscored by research indicating that only a small fraction, 11,7 percent, of participants engage in subsequent ideation contests (Wang et al., 2020). To sustain the effectiveness of ideation contests, exploring the elements that impact customers' intention to remain engaged in an organisations' future ideation contests is crucial.

Numerous studies have explored ways to enhance continuous participation within ideation contest platforms. Pride and respect have been identified as influential factors (Boons et al., 2015), alongside considerations such as knowledge mobility, appropriability, and stability facilitated by intermediaries (Feller et al., 2012). Additionally, the effect of motivation and platform trust has been highlighted (Wang et al., 2020). Although distinct types of rewards and feedback mechanisms are recognised as motivational drivers (Chan et al., 2021), the persistent turnover of solvers remains a significant challenge (Liao et al., 2017).

Moreover, researchers studied solver valorisation in relation to negative feelings, such as a sense of exploitation or betrayal when rewards do not match efforts. This underscores the importance of understanding the impact of diverse ways of recognising participants' participation. Specifically, Hanine and Steils (2019) identify three types of needed recognition from the consumers' side, which correlate with hierarchical levels of participant valorisation: basic recognition, contribution recognition, and social recognition. In short, basic recognition acknowledges participants' presence and value creation, contribution recognition involves a clear reward system, and social recognition entails transparent and continuous communication throughout the contest duration (Hanine & Steils, 2019). In this context, the study aims to extend this understanding by investigating the effect of solver valorisation on consumers' intention to participate in future ideation contests. Although knowing recognition can drive solvers' intention to participate in future ideation contests, studies indicate that a prominent level of contest reward has an effort-reducing effect on solvers' participation behaviour due to uncertainties or risks (Wang, 2022).

Research indicates that trust plays a significant role in sustaining long-term engagement in virtual exchange relationships, particularly in the context of ideation contests (Arica et al., 2023). Trust will be examined as a mediating variable to elucidate the underlying mechanism, linking the type of recognition (basic, contribution, and social) to the intention to participate

in future ideation contests. Understanding the role of trust is crucial, given that solvers are vulnerable to specific risks, such as opportunistic behaviours by some firms that exploit submitted solutions without appropriate compensation (Afuah & Tucci, 2012). The study by Wang et al. (2020) reveals that both recognition and trust in the platform collectively serve as key factors influencing the intention to participate in future ideation contests.

In the business landscape, corporate reputation stands as a principal element positively influencing various customer behavioural intentions (Keh & Xie, 2009; Walsh et al., 2009). Corporate reputation is shaped by stakeholders' views of an organisation, their emotional responses, the knowledge they acquire through direct or indirect experiences, and the organisation's previous behaviour (Stravinskiene et al., 2021). While studied in terms of customer retention, satisfaction, and loyalty (Hasan & Hossain, 2021; Chun, 2005), its impact on intention to participate in ideation contests and the development of trust remains underexplored. Understanding this relationship is crucial, as a positive corporate reputation fosters greater trust (Keh & Xie, 2009), which is important for sustained participation and commitment in ideation contests. Therefore, this study aims to fill this gap by examining corporate reputation's role in influencing solvers' intentions to participate in future ideation contests and their trust in the organisation.

1.2 Research objective and research question

The overarching objective of this research is to elucidate the interplay between solver valorisation, trust, corporate reputation, and consumers' intention to participate in future ideation contests. Specifically, the study aims to address the following research question: “How does solver valorisation impact consumers' intention to participate in future ideation contests, and is this impact mediated by trust and moderated by corporate reputation?”.

1.3 Practical relevance

In comparison to conventional approaches, ideation contests have shown remarkable efficacy in eliciting a greater quantity and quality of solutions, at reduced expenses, from a broad spectrum of solvers possessing diverse knowledge and expertise (Jiang & Wang, 2020). As voluntary engagement is intrinsic to participation in ideation contests, understanding and fostering continued involvement among solvers is imperative for the longevity of these contests (Boons et al., 2015). The high turnover rate of solvers presents a problem to the continuity of ideation contests (Liao et al., 2017), and therefore, still more research is needed. Wang et al. (2020) states that only 11.7 percent of solvers participate in ideation contests more than once. This transient nature of solver participation underscores the need to explore factors that can foster participation in future ideation contests. Organisations should be aware of the varied factors influencing the intention to participate in future ideation contests as it has been proven that solvers could develop ideas that are more effective in solving underlying problems than professionals could generate (Koh, 2019). Additionally, researching how corporate reputation moderates the relationship between solver valorisation and trust can provide valuable insights into leveraging reputational assets to drive innovation and competitive advantage through ideation contests. The insights offered in this article hold significance for marketing managers in organisations seeking to grasp the impact of solver valorisation on customers' intention to participate in future ideation contests. Practically, the insights gained from this research can guide firms in designing more effective ideation contests that foster trust and encourage future participation.

1.4 Academic relevance

This paper contributes to the literature in three respects. First, researchers have primarily focused on the initial intention to participate in an ideation contest, leaving the intention to participate in future ideation contests underexplored (Wu & Gong, 2020). In recent years, there has been a growing body of research in understanding the intention to participate in future ideation contests (Boons et al, 2015; Wang et al, 2020; Martinez, 2017), but there remains a gap in literature exploring how the different types of solver valorisation influence future intention to participate. Hanine and Steils (2019) identified the three types of needed recognition (basic, contribution, and social) with a qualitative study on how to avoid negative feelings in ideation contests. This study researches these levels of participant valorisation, with a quantitative analysis, to explore the relationship with the intention to participate in

future ideation contests. Second, previous studies have focused on intrinsic and extrinsic motivation (Zheng et al., 2011; Garcia, 2017; Wu & Gong, 2020), with limited exploration of trust and social recognition. Hence, this study endeavours to fill this gap by exploring how the different types of recognition affect customers' intention to participate in future ideation contests. Thirdly, it explores the role of corporate reputation in shaping this dynamic. The research aims to enrich our comprehension of the factors driving customers' intention to participate in future ideation contests by addressing this.

1.5 Outline

This research will unfold in a structured manner, beginning with a comprehensive explanation of ideation contests and the intention of solvers to participate in future ideation contests, definitions of the three types of solver valorisation, and an explanation of trust and corporate reputation in relation to ideation contests. Following this, the research methodology will be elucidated, detailing the approach and data collection methods. Subsequently, the findings from empirical research will be presented and analysed. Finally, the implications and contributions of the study will be discussed, followed by a conclusion that summarizes the main findings, highlights limitations, and proposes avenues for future research.

2. Theoretical background

2.1 Ideation contests

In an ideation contest, an organisation opens a call for ideas or outsources an innovation-related problem to a population of individuals and awards the individuals who propose the best ideas or solutions (Bettiga & Lamberti, 2019). This study defines an ideation contest as a crowd-based contest in which solvers submit ideas to compete for prizes (tangible or intangible) that seekers offer (Bockstedt et al., 2016). These contests typically involve organisations, known as seekers, soliciting contributions from consumers, known as solvers, within a specified timeframe (Leimeister et al., 2009). By leveraging the diverse perspectives of participants, ideation contests can generate a wide range of solutions to existing problems and thereby foster innovation (Jain & Deodhar, 2022).

Advantages of ideation contests include providing businesses with a simple and cost-effective means to access customers' innovative ideas (Jiang & Wang, 2020). By tapping into the collective wisdom of the crowd, firms can obtain diverse solutions that may not arise from internal ideation processes alone. Beyond generating innovative ideas, ideation contests contribute to building word-of-mouth and shared commitment to new products or services (Nambisan & Baron, 2007). Through repeated interactions with customers, firms can not only capture novel ideas but also stay attuned to evolving preferences (Cui & Wu, 2017).

However, the use of ideation contests also presents challenges. Outsourcing ideation may lead to a loss of control over the innovation process, potentially resulting in deviant or negative ideas (Gatzweiler et al., 2017). In addition, careless management of contests can engender negative participant experiences, undermining their willingness to continue participating (Hanine & Steils, 2019). Also, all solvers put in effort in ideation contests, but only the winners get a prize. This uncertainty leads to dropouts, making it crucial to understand solvers' intentions to continue participating for the platform's long-term success (Wu et al., 2023). Researchers have focused on initial participation in ideation contests, with sustained participation remaining underexplored.

2.2 Intention to participate in future ideation contests

Continuance intention, defined as the willingness to engage in a specific behaviour over time (Bhattacharjee, 2001), is crucial for the long-term success of ideation contests. While initial participation is important, sustaining participation over multiple contests is essential for maximising the benefits of crowdsourcing (Wu & Gong, 2020). Participation in ideation contests fosters a sense of community among contestants, enhancing their connection to the platform and the organising firm (Füller et al., 2011). The interactivity of a platform is a critical feature that enhances solvers' participation experience and promotes their future actions (Zheng et al., 2011). Interactions among participants create favourable associations with the organising firm, improving both the quality and quantity of contributions (Füller, 2010).

"Insiders" of ideation contests, those who identify with the brand, frequently participate, and collaborate with organisations in value co-creation, ensure the success of the contests (Liao et al., 2017). This identification is further supported by the research of Boons et al. (2015), which highlights that feelings of pride and respect influence the intention to participate in future ideation contests by fostering a sense of identification. Additionally, the inherent rewards and competition in these contests make solvers sensitive to fairness perceptions (Wang et al., 2020). Since reward-seeking is a common motive for participation (Zheng et al., 2011), fairness perception plays a crucial role in explaining the intention to participate in future ideation contests. Therefore, it is crucial that solvers are valorised appropriately.

2.3 Solver valorisation

Solver valorisation refers to the strategies and mechanisms employed to acknowledge, appreciate, and incentivize participants' contributions within ideation contests (Hanine & Steils, 2019). Solver valorisation consists of two components: solvers and valorisation. Solvers are independent individuals who respond to an open invitation to take part in an ideation contest (Jiang & Wang, 2020). Valorisation refers to the proper recognition and appreciation of people and their contributions (Osburn, 2006). It plays a pivotal role in shaping the dynamics between contest organisers and participants, influencing participants' perceptions, motivations, and subsequent behaviours, including their intention to participate in future ideation contests. Within the realm of solver valorisation, Hanine and Steils (2019) delineate three distinct forms of recognition: basic recognition, contribution recognition, and social recognition.

Previous research has highlighted the potential for dissatisfaction among participants in ideation contests (Wang et al., 2020; Djelassi & Cambier, 2022). This dissatisfaction arises primarily because many participants do not win any rewards, leading them to feel exploited for their creativity by the organising entity (Vellera et al., 2023). Additionally, the complexity of the tasks in these contests demands significant investments of knowledge, skills, and time from the participants, who expect rewards in economic, social, or symbolic terms (Djelassi & Decoopman, 2013). Participants may develop negative feelings when these expectations are unmet, resulting in adverse word-of-mouth. Furthermore, the perceived experience in ideation contests influences the participants' intentions to participate in future contests (Füller et al., 2011). Maintaining high participation rates is essential because a larger number of participants enhances the diversity and quantity of ideas, and thereby increases the likelihood of identifying optimal solutions to problems (Dargahi et al., 2021; Yang et al., 2009).

A positive experience in innovation challenges improves participants' perceptions of the organisation and their willingness to participate in future contests, even if they do not win (Vellera et al., 2022). The study by Salgado et al. (2020) emphasizes the need for developing new management tools to more effectively address negative participant experiences. Solver valorisation emerges as a potential tool for managing participant satisfaction by acknowledging and appreciating their contributions, thereby maintaining positive feelings throughout the contest. This is crucial because participant experiences directly influence their intention to participate in future contests (Füller et al., 2011). Solver valorisation can effectively predict future participation intentions by preventing negative feelings, as satisfied participants are more likely to participate again (Zheng et al., 2011).

2.3.1 Basic recognition

Basic recognition is the first level of participation valorisation in ideation contests. It refers to the minimal acknowledgment of participants' presence and efforts, where their participation is valued and appreciated (Hanine & Steils, 2019). This form of recognition includes sharing relevant information about the future use of contributions, intellectual property rights, and selection criteria, which helps to reduce participant frustration and build trust by ensuring fair play (Wang, 2022). Providing this information in advance can also mitigate feelings of exploitation among participants, as the perception of fairness reassures solvers that they will receive appropriate rewards for their efforts (Franke et al., 2013).

Research has shown that participants need to feel valued to be motivated to put more effort into the contest and experience satisfaction (Jain & Deodhar, 2022). Basic recognition fulfils a fundamental need for respect and affiliation, which encourages participants to engage with and support the organisation's goals (Rochat, 2009). Previous studies indicate that without basic recognition, participants are less likely to engage in future contests, even if financial rewards are offered (Hanine & Steils, 2019). Consequently, basic recognition is typically implemented in ideation contests today and is considered a foundational condition for ensuring participant satisfaction and motivation (Wang, 2022).

2.3.2 Contribution recognition

Contribution recognition, the second level of solver valorisation, involves appreciating and rewarding participants' substantive contributions in an ideation contest. This recognition can take the form of financial or symbolic rewards, both of which aim to motivate participants to invest their time and effort into generating valuable ideas (Hanine & Steils, 2019). Monetary rewards, a generic form of contribution recognition, have been shown to attract a larger pool of participants and encourage more creative and higher-quality solutions (Acar, 2018; Liu et al., 2018). However, offering monetary rewards can have downsides. Small rewards may lead to reduced effort and lower-quality submissions (Acar, 2018), and large rewards may discourage re-engagement if participants perceive the task as overly complex (Jain & Deodhar, 2022). Additionally, monetary rewards can sometimes create competition rather than collaboration among participants (Ihl et al., 2012). Despite these potential drawbacks, financial rewards can significantly boost participants' motivation, provided they already experience basic recognition. Symbolic rewards, on the other hand, offer a cost-effective alternative. These can include material items, experiential rewards, or digital tokens, which are often easier to implement and perceived as unique and valuable due to their exclusivity (Hanine & Steils, 2019). Symbolic rewards can lower the entry threshold for contests and enhance participants' satisfaction by addressing personalized preferences without requiring substantial financial investment (Wang, 2022).

The combination of symbolic and monetary rewards can be particularly effective, as it caters to diverse solver preferences and increases the prestige and value of winning (Koh, 2019). This dual approach not only motivates solvers to develop suitable solutions but also strengthens their commitment and effort, leading to longer participation durations and a

higher number of submissions (Ihl et al., 2019). Attractive rewards, whether financial or symbolic, can significantly enhance solver engagement and increase the intention to participate in future ideation contests (Koh, 2019).

2.3.3 Social recognition

Social recognition, the third category of solver valorisation, is important in ideation contests, emphasizing the need for participants to feel part of a community where they can interact and express their opinions (Hanine & Steils, 2019). This concept comprises three key elements: transparency, community, and interaction. Transparency involves organisations revealing recent, true, and relevant information to participants, fostering trust and satisfaction (Chakraborty, 2018; Cambier & Poncin, 2020). Community refers to a structured set of social relationships among participants, marked by shared consciousness, rituals, traditions, and a sense of moral responsibility (Skálén et al, 2015). Effective community management and engagement strategies, such as leaderboards, progress bars, chat rooms, and feedback systems, enhance participants' sense of belonging and motivation (Zhao et al., 2012). Interaction, defined as a mutual connection and influence while maintaining autonomy, improves participants' self-worth and sense of importance (Kawamichi et al., 2016). Overall, social recognition stimulates intrinsic motivation, fosters loyalty, and positively effects future participation intention in ideation contests (Zheng et al., 2011; Zhao et al., 2012).

Analysing these three types of recognition reveals a hierarchical order, with basic recognition serving as the foundational building block upon which contribution recognition and social recognition are built. It is important to note that basic recognition is typically standard in every ideation contest, providing a fundamental level of acknowledgment for participants' engagement. Therefore, in this research, there is a focus on testing the differential effects of contribution recognition and social recognition on participants' intention to participate in future contests. Empirical results support the notion that both contribution recognition and social recognition can generate value for participants. However, research found evidence that design parameters socially recognising participants with self-relevant feedback, can be more impactful than design parameters like a contribution (Dargahi et al., 2021). Therefore, the hypothesized direct effect of this study is that valorising solvers with social recognition will result in a greater intention to participate in future ideation contests in comparison to valorising solvers with contribution recognition.

H1: *“The type of recognition predicts a solver's intention to participate in future ideation contests, with solvers who receive social recognition exhibiting a higher intention to participate compared to those who receive contribution recognition.”*

2.4 Corporate reputation

Corporate reputation reflects stakeholders' perception of an organisation, their emotional response to it, information received through direct or indirect experience with the organisation, and the organisation's past actions (Stravinskiene et al., 2021). Importantly, corporate reputation is a significant competitive advantage for a firm because competitors cannot replicate this asset (Hasan & Hossain, 2021). Literature shows that a positive corporate reputation positively influences different customer behavioural intentions (Keh & Xie, 2009; Walsh et al., 2009), it acts as an attitude that has a direct impact on a person's intention to perform a certain behaviour (Caruana et al., 2006). Nevertheless, corporate reputation remains an understudied factor in the context of ideation contests.

A positive corporate reputation has been shown to positively impact customer retention (Hasan & Hossain, 2021), customer satisfaction, and customer loyalty (Chun, 2005). Although research specifically exploring corporate reputation within the context of ideation contests is lacking, general assumptions from existing studies can be made and tested in this research. Solvers may feel a sense of pride and increased motivation when their contributions are recognized by an organisation with a positive reputation. This heightened emotional response can translate into a greater willingness to participate in future ideation contests, driven by the desire to maintain or enhance their association with a reputable organisation. The emotional response to recognition from an organisation with a negative reputation may be less enthusiastic. Solvers might not feel as honoured or motivated by rewards and/or acknowledgment offered by a company with a negative reputation. This lack of motivation can lead to a decreased intention to participate in future ideation contests. Hence, the expected result is that individuals who are valorised by organisations with a positive reputation will have a higher intention to participate in future ideation contests compared to when they are valorised in an ideation contest organised by an organisation with a negative reputation.

H2: *“When receiving solver valorisation, solvers will have a higher participation intention in future ideation contests held by organisations with a positive corporate reputation than organisations with a negative corporate reputation.”*

2.5 Trust

In the context of ideation contests, trust plays a pivotal role in shaping solvers' intentions to participate in future contests, especially considering the high degree of humanness exhibited in their operations (Lankton et al., 2015; Feller et al., 2012). Platform trust is defined as the belief held by solvers that the ideation contest platform is reliable and trustworthy in terms of labour protection, transaction security, and information accuracy (Wang et al., 2020). This trust extends to the belief that the organisation will ensure fair evaluation and reward for participants' contributions (Lankton et al., 2015).

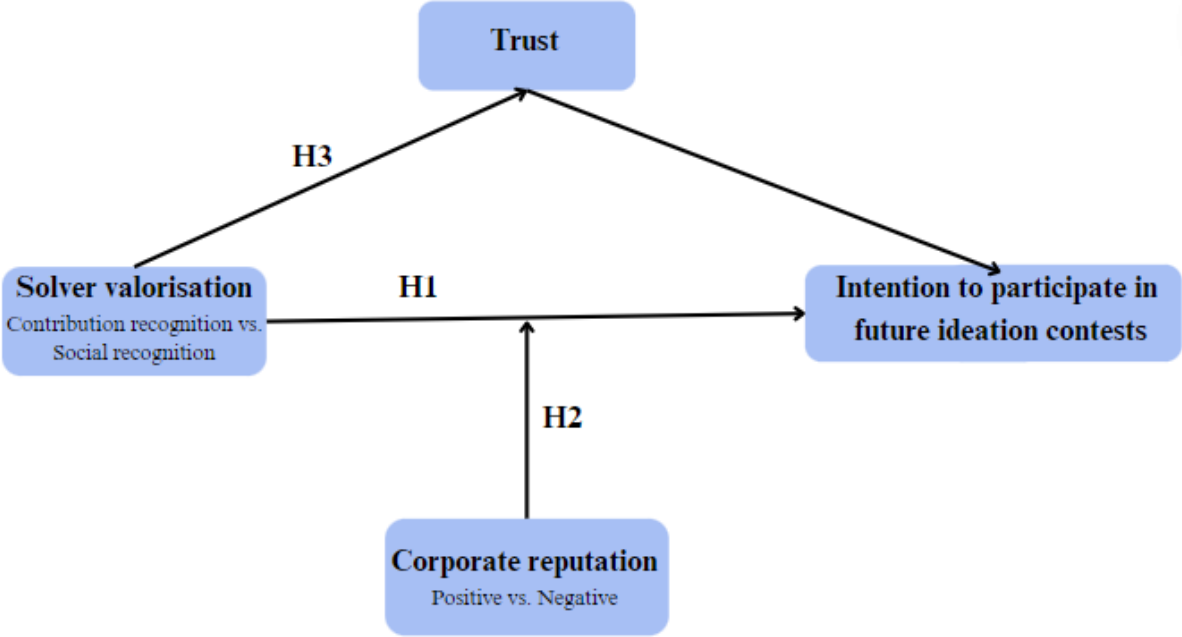
As the intermediary between seekers and solvers, the extent to which the organisation is trustworthy significantly influences solvers' continuance intention (Jiang & Wang, 2020). A high level of trust implies that the organisation will behave in line with individuals' expectations to facilitate their socialisation throughout the participation process. Solvers can build and adjust their perceptions of trustworthiness based on their experience with participation (Wang et al., 2020). Results of the study by Ferrin and Dirks (2003) state that reward structures have a strong influence on trust. Hence, this study expects an effect of solver valorisation on trust, as valorising solvers is a way of recognizing them for their efforts. Moreover, the potential uncertainties and risks inherent in ideation contests underscore the need for a high level of trust to sustain solvers. To foster a lasting relationship, it is paramount to cultivate trust in the organisation among solvers. According to Wang et al. (2020), this involves establishing the platform's capabilities and responsibilities in safeguarding solvers against risks. Within the virtual realm of ideation contests, trust emerges as a pivotal element for eliciting solvers' positive affect (Ågerfalk & Fitzgerald, 2008). The above literature shows that valorising solvers has a strong impact on trust (Ferrin & Dirks, 2003), and bolstering trust in the organisation can have a positive impact on solvers' intention to participate in future ideation contests (Jiang & Wang, 2020).

H3: *“Trust mediates the relationship between solver valorisation and the intention to participate in future ideation contests.”*

2.6 Conceptual model

The proposed hypotheses collectively form the basis for testing the relationships and interactions between solver valorisation, trust, corporate reputation, and intention to participate in future ideation contests. From the underlying theory and these hypotheses, the following conceptual model has emerged, which will be tested in this study.

Figure 1. Conceptual model



3. Methodology

This section will examine the methodological decisions and their implementation. Firstly, the chosen method and research design will be introduced. Secondly, the sample selection and treatment will be outlined. Additionally, the data sources will be explored. Following this, the measures and operationalization of both the independent and dependent variables will be detailed. Subsequently, the data analysis methods and procedures will be elaborated upon. Finally, considerations regarding reliability, validity, limitations, and ethical considerations will be addressed.

3.1 Research method & design

To address the main research question, this study employs a quantitative method through a scenario-based experiment. Quantitative research aims to understand the relationship between independent and dependent variables in a population (Hair et al., 2019). An experiment, which allows the researcher to manipulate the independent variable and observe its impact on the dependent variable (Watson, 2015), is chosen for its ability to investigate causal relationships (Vennix, 2016). By creating realistic scenarios and randomly assigning participants to different conditions, the study can establish clear causal relationships and test complex interactions. This study uses a two-by-two factorial design, which examines the effects of multiple factors simultaneously by forming groups based on all combinations of the treatment variables' levels (Hair et al., 2019). This design enables precise manipulation and control of the independent variable and moderator, while measuring their effects on the dependent variable and mediator.

The four scenarios are developed based on the factorial design, and each scenario presents a combination of solver valorisation (social recognition or contribution recognition) and corporate reputation (positive or negative), see Table 1. Participants are assigned completely random to one of four scenarios representing different combinations of these variables. These scenarios are carefully crafted to ensure consistency and realism. Apart from the stimulus, the scenarios are identical for each group to ensure that the only manipulation in the experiment is the varying conditions. This approach prevents respondents from being influenced by other differences in the scenario, such as variations in word choice or scenario length. Manipulation checks and attention checks are included to verify participants' understanding and engagement with the scenarios.

Table 1. Scenarios

	Positive corporate reputation	Negative corporate reputation
Contribution recognition	Scenario 1	Scenario 2
Social recognition	Scenario 3	Scenario 4

- Scenario 1: Contribution recognition and positive corporate reputation
- Scenario 2: Contribution recognition and negative corporate reputation
- Scenario 3: Social recognition and positive corporate reputation
- Scenario 4: Social recognition and negative corporate reputation

The experimental research is conducted using a survey, where participants complete a structured questionnaire. An online survey format is selected to ensure confidentiality and accessibility, and the survey is implemented through the Qualtrics survey software. Participants first received general information about what to expect from the survey and an explanation of ideation contests, followed by the question of giving their informed consent. They were then randomly assigned to one of the four scenarios and asked two questions regarding the manipulation check: "The scenario feels realistic" and "I feel acknowledged for my contribution to the ideation contest based on the message I received from the company." According to Hair et al. (2019), this check is necessary when manipulating the treatment to ensure the manipulation was perceived correctly. Respondents who answered "strongly disagree" or "disagree" were excluded from the dataset, as the manipulation did not work for them.

Following the manipulation check, an attention check, or instructional manipulation check as termed by Hair et al. (2019), was conducted to ensure participants were attentive. Participants were asked what they received after submitting their idea or solution in the previous ideation contests, besides a message of appreciation from the company, which everyone received. The answer options were: "A certificate," "I received nothing else but a message from the company expressing appreciation for my participation," and "Access to a community platform where feedback and reactions can be exchanged." The first answer aligns with the contribution recognition scenarios and the last answer with the social recognition scenarios. Respondents who selected an incorrect answer not matching their scenario were excluded from the analysis for failing the attention check. After these checks, participants rated their agreement on a 7-point Likert scale to five statements about their intention to participate in

future ideation contests and five statements about the mediator, trust. Finally, participants provided demographic information, including age, gender, and education level, following the study by Ye and Kankanhalli (2017). The full questionnaire can be found in Appendix 1 in English and in Appendix 2 in Dutch.

3.2 Measurement and operationalisation

The independent variable, consisting of contribution recognition and social recognition, and the moderator, corporate reputation (positive versus negative), are manipulated in the scenario. To differentiate between positive and negative corporate reputation in the scenarios, respondents with the scenarios where the company had a positive corporate reputation were presented with the following information: "You are considering participating in an ideation contest organised by a company with a positive reputation. This means that people have positive thoughts and feelings about this company.". For the negative corporate reputation scenarios, respondents were informed: "You are considering participating in an ideation contest organised by a company with a negative reputation. This means that people have negative thoughts and feelings about this company.".

Solver valorisation consists of three types of recognition, namely: basic, contribution, and social. Since basic recognition is inherently part of organising ideation contests, it is already included in contribution recognition and social recognition and is not tested separately in this study. Respondents who received the scenario involving contribution recognition from the organisation were sent a message of appreciation from the organisation for their participation and received a participation certificate. Furthermore, the winner of this contest was awarded a cash prize of €1000. Respondents who were presented with the scenario where social recognition came from the organisation were sent a message of appreciation from the organisation for their participation and were granted access to a community platform where feedback and reactions could be exchanged. To measure the dependent variable, the intention to participate in future ideation contests, and the mediator, trust, modified items are used deriving from existing studies. 7-point Likert scales are employed for measurement of these items, ranging from "strongly disagree" to "strongly agree". Later in the methodology section, more information will be provided regarding the reliability of these items and whether any items are removed. The items measuring trust and the intention to participate in future ideation contests can be found in Table 2.

Customers' intention to participate in future ideation contests has been measured in multiple studies (Hofstetter et al., 2018; Wang et al., 2020; Wu et al., 2023). To comprehensively measure customers' intention to participate in future ideation contests organised by an organisation after previous participation in an ideation contest hosted by the same organisation, five items are used. These items are derived from two different studies and have been adapted to the context of this study. Trust is the willingness of customers to rely on an exchange partner in whom one has confidence (Moorman et al., 1993). In assessing whether trust serves as a mediator between solver valorisation and intention to participate in future ideation contests, five statements have been constructed. These items (Table 2), evaluating individuals' agreement on a 7-point Likert scale, are drawn from two studies. They do not specifically address trust in ideation platforms but instead, focus on trust in the organisation.

Table 2. Operationalisation table

Construct	Definition	Original item	Adapted item	Source
Customers' intention to participate in future ideation contests	The willingness of customers to participate in future ideation contests organised by an organisation after previous participation in an ideation contest hosted by the same organisation (Hofstetter et al., 2018; Wang et al., 2020; Wu et al., 2023).	If I have the opportunity to participate in the mentoring program again, I will participate in	If I have the opportunity to participate in an ideation contest again, I will participate in it.	(Park, 2012)
		I would like to recommend the ideation contest that I participated into other friends	I would like to recommend the ideation contest that I participated into other friends	(Park, 2012)
		I intend to continue participating in the crowdsourcing contests on the EPWK.com	I intend to continue participating in the ideation contests organised by this company	(Wu et al., 2023)

		My intention is to continue participating in the crowdsourcing contests on the EPWK.com rather than on other websites	My intention is to continue participating in the ideation contests organised by this company rather than those organised by other organisations	(Wu et al., 2023)
		If I could, I would like to continue my participation in the crowdsourcing contests on the EPWK.com	If I could, I would like to continue my participation in the ideation contests organised by this company	(Wu et al., 2023)
Trust	The willingness to rely on an exchange partner in whom one has confidence (Moorman et al., 1993, p. 315)	I think this sponsor is trustworthy	I think this company is trustworthy	(Zheng et al., 2011)
		I think this sponsor keeps its promises and will not be fraudulent	I think this company keeps its promises and will not be fraudulent	(Zheng et al., 2011)
		I trust this store keeps my best interests in mind	I trust this company keeps my best interests in mind	(Jarvenpaa et al., 2000)
		I find it necessary to be cautious with this store	I find it necessary to be cautious with this company	(Jarvenpaa et al., 2000)
		This retailer has more to lose than to gain by not delivering on their promises	This company has more to lose than to gain by not delivering on their promises.	(Jarvenpaa et al., 2000)

3.3 Pre-test

After the questionnaire was completed, it was evaluated using a pre-test. Pre-tests are conducted to ensure the clarity, realism, and effectiveness of the survey instrument and scenarios prior to formal data collection (Hashim et al., 2022). During the pre-test, participants were presented with the survey materials and scenarios and asked to provide feedback. This feedback is valuable as it identifies any potential issues or ambiguities in the survey instrument or scenarios. With this pre-test, it was checked whether the respondents understood the questions and if they interpreted the manipulation check and the attention check right. Fifteen participants conducted the pre-test and provided valuable feedback and comments. Based on the feedback received, necessary adjustments and refinements were made to the survey materials to enhance their clarity and realism. The responses to the pre-test were positive, indicating a clear understanding among participants. Nonetheless, an issue arose concerning the attention check, prompting a revision for clarity in the final survey iteration. Furthermore, there was an absence of explicit elucidation regarding the definition of positive/negative corporate reputation, necessitating its inclusion in the scenarios. This iterative process ensured that the definitive version of the survey instrument and scenarios were well-understood and representative of the intended research context, ultimately improving the validity and reliability of the study's findings.

3.4 Research sample

Since the target audience of this study comprises Dutch citizens, the survey was initially developed in English and then translated into Dutch. This decision aimed to mitigate potential biases stemming from language. Due to constraints on both time and resources, a non-probability sampling approach was employed to gather data for this study. This method acknowledges that not all members of the population have an equal likelihood of being selected for inclusion in the sample (Etikan et al., 2016). Specifically, convenience sampling was utilized, involving the distribution of surveys among the researchers' peers and acquaintances. While this approach may compromise the generalizability of the findings (Etikan et al., 2016), efforts were made to mitigate this limitation. The survey was disseminated across various social media platforms with diverse audiences, including Instagram, Whatsapp, and LinkedIn. Following the guidelines outlined in the book by Hair et al. (2019), each scenario aimed for a minimum group size of 30 participants. Since there are 4 scenarios, there must be a minimum of 120 participants in this study.

The survey was distributed from May 1 to May 24. Within this timeframe, 193 participants conducted the survey, but 36 people did not fill in the questionnaire completely or did not give their informed consent. From these 157 respondents, people who failed the attention check and/or manipulation check were excluded. 14 respondents indicated “strongly disagree” or “disagree” with the statements regarding the manipulation check, therefore, these respondents needed to be removed from the dataset. In addition, 23 people who failed the attention check were excluded from this study. After these exclusions, there were 120 participants included in this study. In three groups, there were 29 participants (Appendix 5), which means this assumption was violated. However, since it is only one participant per group and the group sizes are equal, reliability and validity can still be maintained.

Information about the demographic characteristics of the participants can be found in Appendix 3. A small majority of the participants, 53.3%, are female, while 45.8% are male and a small percentage identify with a non-binary gender. The age range of the participants is diverse, with 42.5% being between 18-25 years old and 10.8% between 26-35 years old, followed by 11.7%, 10%, 13.3%, 6.7%, and 5% respectively in the age categories 36-45, 46-55, 56-65, 66-75, and 76 years old or older. The majority of participants have completed HBO (45.8%), followed by a university education (31.7%) and MBO (15%), with a small percentage in high school (6.7%), and a very small percentage not sharing their educational level or not fitting into the provided categories (0.8%).

3.5 Data analysis procedure

Before conducting the data analysis, the dataset underwent a comprehensive preparation and cleaning process. This involved the removal of irrelevant variables, such as the start date, and the renaming of variables to enhance clarity and relevance. Labels were also adjusted, and the measurement scales were appropriately set to reflect the actual data collection methods. Following this preparatory phase, the data was further refined by excluding certain respondents, as previously detailed. The subsequent analyses were conducted using SPSS software.

Prior to analysing the measured results, it was essential to evaluate the reliability of the items for the variables "intention to participate in future ideation contests" and "trust". This was accomplished through a reliability analysis, which involved evaluating Cronbach's alpha and determining if this score could be improved by removing any items. Notably, the "trust"

variable included a negatively worded item: "I find it necessary to be cautious with this company." To ensure all scale items pointed in the same direction, this item was reversed. This step was taken to guarantee consistency in the interpretation of the scores. Further details on this process are provided in chapter 3.6. Subsequently, a factor analysis was conducted on the items of the dependent variable and the mediator, after which a composite mean score was created for further analysis. After the assumptions laid down by Field (2018) were checked, the different scenarios were compared using univariate ANOVA and pairwise comparisons. This type of analysis of variance is used because it can assess whether the means of the separate groups are significantly different. Finally, the mediating effect is assessed using PROCESS by Andrew F. Hayes.

3.6 Reliability and validity

Reliability and validity are concerned with assessing and reducing the degree of error inherent in measurements obtained through a particular instrument. Reliability refers to the consistency of measurements produced by an instrument across repeated uses, while validity pertains to the extent to which the measurements accurately capture the intended construct of interest (Watson, 2015). Face validity is assessed through pre-testing, and Cronbach's alpha is calculated to measure the reliability of the measurement scale. To determine the reliability of the scale of the dependent variable and the mediator, Cronbach's alpha was assessed (Field & Hole, 2002). As the Cronbach's alpha for the five items of intention to participate in future ideation contests is higher than 0.70 ($\alpha=.909$), it can be concluded that this scale is reliable (Field & Hole, 2002). Further analysis, as can be seen in Table 3, showed that Cronbach's Alpha cannot be increased by deleting any items.

Table 3. Cronbach's alpha intention to participate in future ideation contests

Item	Cronbach's alpha if item deleted
Intention 1	.899
Intention 2	.892
Intention 3	.870
Intention 4	.915
Intention 5	.863

With a Cronbach's alpha of .741 for the five items of trust, it can be concluded that this scale demonstrates acceptable reliability (Field & Hole, 2002). However, further analysis, as depicted in Table 4, indicates that the Cronbach's alpha can be increased by deleting Trust 5.

Specifically, upon removal of Trust 5, the Cronbach's alpha increases to .807, indicating a substantial improvement in reliability.

Table 4. Cronbach's alpha trust

Item	Cronbach's alpha if item deleted
Trust 1	.617
Trust 2	.611
Trust 3	.640
Trust 4	.755
Trust 5	.807

As demonstrated in Appendix 5, the conditions necessary for conducting a factor analysis are satisfied. Specifically, the skewness and kurtosis values fall within an acceptable range, with none exceeding -2 or 2. Additionally, the Kaiser-Meyer-Olkin (KMO) measure indicates good sampling adequacy, with a value of 0.866, suggesting that the data are suitable for factor analysis. Furthermore, Bartlett's test of sphericity yields a statistically significant result ($p < 0.05$), thereby supporting the suitability of the data for factor analysis. After conducting the factor analysis using the principal axis factoring extraction method, it became apparent that Trust5 loaded onto the incorrect factor (Appendix 5). Since removing this item also increased Cronbach's alpha, the decision was made to exclude it from further analysis. Additionally, two items exhibited cross-loadings, prompting the choice to perform oblimin rotation. Following this rotation, the pattern matrix depicted in Table 5 was derived.

Table 5. Pattern matrix

	Factor 1	Factor 2
Intention 1	.770	
Intention 2	.806	
Intention 3	.918	
Intention 4	.621	
Intention 5	.964	
Trust 1		.745
Trust 2		.901
Trust 3		.546
Reversed Trust 4		.524

3.7 Ethics

Throughout the research process, ethical considerations are carefully addressed to uphold the rights and well-being of the participants involved. Prior to their participation, individuals are provided with comprehensive information about the study objectives, and procedures, ensuring that they can make an informed decision to take part. Informed consent is obtained from each participant, indicating their voluntary agreement to participate in the research. Participants are assured that any information they provide will be treated with confidentiality, and their identities will be kept confidential. By adhering to these ethical principles, the integrity of the research process and demonstrate their commitment to conducting responsible and respectful research that prioritizes the welfare and rights of participants.

4. Results

This section presents the findings of the study, beginning with an examination of the assumptions underlying the ANOVA test. The ANOVA analysis then explores the relationship between the independent and dependent variables, specifically investigating differences between contribution recognition and social recognition on customers' intention to participate in future ideation contests to evaluate Hypothesis 1. Next, the study examines the moderating effect of corporate reputation (positive or negative) on the relationship between the type of recognition (contribution or social) and the dependent variable, addressing hypothesis 2. Finally, the PROCESS macro is used to research whether trust mediates the relationship between solver valorisation and the intention to participate in future ideation contests, thereby testing Hypothesis 3.

4.1 ANOVA

Before conducting the ANOVA for the model presented in the conceptual framework, the necessary assumptions were verified. These include a normal distribution of the dependent variable (Hair et al., 2019) tested within the different groups (Field, 2018), independence of the responses between the different groups, independence of error terms, and equal variance across the different groups, known as homogeneity of variance (Hair et al., 2019; Field, 2018). To assess the assumption of normality an evaluation of skewness and kurtosis is done (Appendix 5), these scores are between -2 and 2, which is acceptable (Field, 2018). The second assumption, the independence of errors, can be assessed by examining the residuals. The plot provided in Appendix 5 illustrates that the data points conform to the diagonal line, suggesting a semblance of normal distribution within the error term. Consequently, it can be inferred that this assumption holds.

The third assumption, regarding score independence, is supported by the study's experimental design. Participants were assigned to one of four scenarios with no overlap between groups, ensuring independence. According to Hair et al. (2019), it should be checked if there are outliers present. Therefore, a boxplot was created, which can be seen in Appendix 5, this boxplot shows that there are no outliers. Before the analysis was done, the last assumption, the homogeneity of variance was checked. The Levene's test, which can be found in Table 6, tests whether the variance is equal across the groups (Field, 2018). The insignificant result indicated that there was no significant difference in the variances between groups, meaning the dataset meets this assumption.

Table 6. Levene's Test of Equality of Error Variances

		Levene Statistic	df1	df2	Sig.
AvInten	Based on Mean	.294	3	116	.830
	Based on Median	.237	3	116	.870
	Based on Median and with adjusted df	.237	3	101.523	.870
	Based on trimmed mean	.325	3	116	.807

Hypothesis 1 states: “The type of recognition predicts a solver's intention to participate in future ideation contests, with solvers who receive social recognition exhibiting a higher intention to participate compared to those who receive contribution recognition.”. To assess this hypothesis, which examines the main effect, an ANOVA test was conducted. The findings of ANOVA (Table 7) revealed that Hypothesis 1 should be rejected, as the main effect of solver valorisation on intention to participate in future ideation contests is not significant ($F(1, 116)=.003, p=.953$). There is also no significant interaction between solver valorisation and corporate reputation ($F(1,116)=.000, p=.998$). In addition to the primary findings, there is an additional result indicating that corporate reputation has a direct significant impact on the intention to participate in future ideation contests ($F(1,116) = 15.943, p < .001$). This suggests that individuals exhibit a higher intention to participate in future ideation contests when an organisation possesses a positive corporate reputation.

Table 7 Test of Between-Subjects Effects

Source	Type III Sum of Squares	df1	Mean Square	F	Sig.
Corrected Model	28.401	3	9.467	5.332	.002
Intercept	1963.567	1	1963.567	1105.846	<.001
CorRep	28.309	1	28.309	15.943	<.001
SolVal	.006	1	.006	.003	.953
CorRep * SolVal	8.164E-6	1	8.164E-6	.000	.998
Error	205.972	116	1.776		
Total	2188.120	120			
Corrected total	234.373	119			

a. R Squared = .121 (Adjusted R Squared = .098)

Descriptive statistics (Table 8) show that there is only a small difference between the means of the two groups getting contribution recognition, versus the people in the groups that received social recognition. However, these simple effect tests showed that the people who got the scenario with an organisation with a positive corporate reputation have a higher intention to participate in future ideation contests than those who have the scenario with an organisation with a negative corporate reputation.

Table 8 Descriptive statistics

Scenario	Mean
1. Contribution recognition/Positive corporate reputation	4.545
2. Contribution recognition/Negative corporate reputation	3.572
3. Social recognition/Positive corporate reputation	4.531
4. Social recognition/Negative corporate reputation	3.558

Hypothesis 2: “When receiving solver valorisation, solvers will have a higher participation intention in future ideation contests held by organisations with a positive reputation than organisations with a negative reputation.”. Table 9 shows the results of an analysis examining the dependent variable based on different conditions of solver valorisation and corporate reputation. The results show that solvers exhibit a significantly higher participation intention in future ideation contests when the organisation has a positive corporate reputation. For contribution recognition, the mean difference in participation intention between negative and positive reputations is -0.972 ($p = 0.006$), and for social recognition, it is -0.973 ($p = 0.005$). These significant differences confirm that solvers are more inclined to participate in contests held by organisations with a positive reputation, thus supporting Hypothesis 2.

Table 9 Pairwise comparisons

Dependent Variable: AvInten

Solver valorisation	Corporate reputation	Corporate reputation	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
ConRec	NegRep	PosRep	-.972	.350	.006	-1.666	-.279
	PosRep	NegRep	.972	.350	.006	.279	1.666
SocRec	NegRep	PosRep	-.973	.339	.005	-1.645	-.302
	PosRep	NegRep	.973	.339	.005	.302	1.645

4.2 PROCESS

The last hypothesized effect is written in Hypothesis 3: “Trust mediates the relationship between solver valorisation and the intention to participate in future ideation contests.” For this analysis, model 5 of PROCESS macro in SPSS is utilized. The results of the analysis are summarized below. Hypothesis 3 proposed that trust mediates the relationship between solver valorisation and the intention to participate in future ideation contests. The analysis showed that solver valorisation did not significantly predict trust, with a coefficient of -0.0071 ($p = .9728$). Thus, the dataset does not support Hypothesis 3, as trust does not mediate the relationship between solver valorisation and the intention to participate in future ideation contests. Trust, however, significantly predicted participation intention ($b = .5460$, $p < 0.001$), suggesting that higher trust is associated with greater participation intention in future ideation contests.

5. Conclusion

The research aimed to answer the question: "Does solver valorisation impact consumers' intention to participate in future ideation contests, and is this impact mediated by trust and moderated by corporate reputation?"

The effect of the types of solver valorisation (contribution recognition and social recognition) on the intention to participate in future ideation contest was not significantly different, thus Hypothesis 1 was not supported. Additionally, the hypothesized mediation effect of trust between solver valorisation and participation intention was not significant, rejecting Hypothesis 3. However, trust was found to significantly predict future participation intention, highlighting its critical role in influencing solvers' intention to participate in future ideation contests. Pairwise comparisons revealed that solvers have a significantly higher participation intention in future ideation contests by organisations with a positive reputation when they receive solver valorisation, thus supporting Hypothesis 2. This underscores the importance of corporate reputation in enhancing solvers' participation intentions.

Overall, these findings suggest that while corporate reputation influences solvers' future participation intentions via solver valorisation, there is no significant difference in the impact of the type of solver valorisation (social versus contribution recognition) on future participation intention. The significant effect of trust emphasizes its importance in fostering solvers' future participation intentions in ideation contests, although it does not mediate the relationship between solver valorisation and participation intention.

Hypothesis	Result
1: "The type of recognition predicts a solver's intention to participate in future ideation contests, with solvers who receive social recognition exhibiting a higher intention to participate compared to those who receive contribution recognition."	Rejected
2: "When receiving solver valorisation, solvers will have a higher participation intention in future ideation contests held by organisations with a positive reputation than organisations with a negative reputation."	Accepted
3: "Trust mediates the relationship between solver valorisation and the intention to participate in future ideation contests."	Rejected

6. Discussion

6.1 Discussion of main results and theoretical contributions

The present study provides insights that both align with and contradict previous research in the realm of ideation contests and participant motivation. According to Hanine & Steils (2019), social recognition is considered the highest level of valorisation, offering rewards beyond financial or symbolic forms typically associated with contribution recognition. However, the findings of this study contradict this assertion, showing no significant difference in the intention to participate in future ideation contests when participants receive either contribution recognition or social recognition from the organisation. This suggests that organisations can expect similar future participant intention outcomes from providing either type of recognition, if basic recognition is consistently offered during ideation contests. By demonstrating that there is no significant difference between the impacts of contribution recognition and social recognition on future participation intentions, this study suggests a re-evaluation of the hierarchy of solver valorisation. Organisations can leverage this insight to optimize their recognition strategies, focusing equally on contribution and social recognition.

Furthermore, this study corroborates previous literature that highlights the positive influence of corporate reputation on various customer behavioural intentions (Keh & Xie, 2009). Specifically, it was found that participants have a greater intention to participate in future ideation contests when they are valorised by a company with a positive reputation. This contribution extends the understanding of corporate reputation's effect into the context of ideation contests, a relationship that had not been previously explored in the scientific literature. This study supports and extends the findings of Keh & Xie (2009) regarding the importance of corporate reputation. By establishing that a positive corporate reputation significantly enhances participants' intentions to engage in future ideation contests, this research adds a new dimension to the understanding of corporate reputation's role in fostering future participation intentions in ideation contests. This finding is particularly relevant for companies looking to leverage their reputational assets to drive innovation through ideation contests.

Lastly, while previous studies have emphasized the critical role of trust in shaping solvers' intentions to participate in future ideation contests (Lankton et al., 2015; Feller et al., 2012),

this study specifically investigated the mediating role of trust between solver valorisation and participation intention. Contrary to Ferrin and Dirks' (2003) assertion that reward structures strongly influence trust, results indicate that the mediating effect of trust is insignificant. However, trust itself remains a significant predictor of future participation intention, reinforcing its pivotal role. This quantitative study builds upon the qualitative insights of Hanine & Steils (2019) by empirically assessing the effects contribution recognition and social recognition. The findings offer a more nuanced understanding of these dynamics, providing a valuable contribution to the theoretical discourse on ideation contests and solver valorisation.

6.2 Practical implications

This study underscores implications for organisations aiming to sustain participation among previous ideation contest participants. It was found that there is no discernible difference between the impacts of contribution recognition and social recognition on the intention to participate in future ideation contests. However, theoretical insights emphasize that transparency and the sharing of pertinent information are foundational prerequisites for fostering continued engagement (Jiang & Wang, 2020), which underscores the importance of basic recognition. Moreover, the study revealed that "trust" directly influences participants' intentions to participate in future ideation contests, with a significant effect of $b = 0.5460$ ($p < 0.001$). Therefore, establishing and communicating the platform's capabilities and responsibilities in safeguarding solvers against risks are crucial factors affecting trust (Wang et al., 2020). Having a positive corporate reputation as a competitive advantage, which cannot easily be replicated by competitors (Hasan & Hossain, 2021), significantly enhances participants' intentions to participate in future ideation contests.

In practical terms, these insights are invaluable for marketing managers and organisational leaders involved in designing and managing multiple ideation contests. By focusing on transparency, trust-building strategies, and cultivating a positive corporate reputation, organisations can effectively enhance participant engagement and sustain interest in future ideation contests. These findings offer guidance for optimising contest design and fostering an environment conducive to ongoing innovation and competitiveness.

6.3 Research limitations and future research

Several limitations in the current study need to be acknowledged. Firstly, the scenario-based approach, rather than an actual experiment, might have influenced the results. Participants' reactions to hypothetical scenarios can differ from those in real-life situations. This hypothetical nature could have affected the authenticity of the responses despite the implementation of an attention check and positive perceptions in manipulation checks. Additionally, the sample consisted of individuals who potentially had never participated in ideation contests before, raising questions about their genuine intention to participate in an ideation contest in the first place. Since this study examines individuals who have already participated in an ideation contest and not their initial intention to participate, it is a clear limitation.

The sample size and data collection methods also present limitations. To improve the generalizability of the findings, a larger participant pool and a random sampling method are necessary. The current study's sample was not representative of the general population, with 42.5% of participants aged 18-25, whereas the largest percentage of the population falls within the 40-65 age category, according to CBS (2022). Moreover, 37 participants were excluded due to failing attention and manipulation checks, resulting in three groups with only 29 participants each. The time constraints of the study also imposed limitations. For example, the chosen reward of €1000 might not have been optimal, and more research is needed to determine an appropriate monetary for contribution recognition. Furthermore, the levels of solver valorisation were treated hierarchically, with contribution recognition and social recognition examined separately. This separation may have limited the understanding of their combined effect.

Future research should aim to address these limitations and explore additional avenues. Conducting real-life experiments rather than relying on hypothetical scenarios will provide more accurate insights into participant behaviour. Additionally, including individuals who have prior experience with ideation contests could yield more relevant data on their intentions to participate in future ideation contests. To enhance the generalizability of the findings, future studies should involve larger and more representative samples, using random sampling methods to capture a broader demographic. Clearer scenario formulations may also help reduce dropout rates due to attention and manipulation checks, ensuring that participants fully understand the context and details of the study.

Another interesting area for future research is the interaction between the types of solver valorisation. Examining the combined effect of social recognition and contribution recognition on customers' intentions to participate in future ideation contests could elucidate whether the added effort of integrating both forms of recognition is worthwhile. Understanding these factors could provide valuable insights into enhancing participation intentions. Lastly, exploring the optimal amount for monetary rewards in contribution recognition could give practical guidelines for designing effective ideation contests. These insights could help balance the incentives offered and the perceived value by participants, leading to more successful and engaging contests. Given the success of ideation contests, it is essential to continue researching this topic, as numerous aspects still need to be better understood to effectively encourage individuals to participate in multiple ideation contests.

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Appendices

Appendix 1: Scenario and survey in English

Informed consent:

Dear participant,

You are invited to participate in a digital questionnaire survey conducted as part of our master's thesis. This research is conducted by Sophie Claesen, Milou van Delen, and Noa van den Berg, students of the Master's program in Marketing at Radboud University Nijmegen. The aim of this research is to gain insight into consumers' intention to participate in future ideation contests. An ideation contest is an online contest where people submit innovative ideas to solve specific problems or challenges faced by an organization. For example, think of coming up with a new product.

If you choose to participate in this survey, you will be asked to indicate the extent to which you agree with a series of statements. Then, some questions about your demographic information will be asked. The questionnaire can be completed by anyone over 18 years old. Filling out the questionnaire takes about 5 minutes and is entirely voluntary. Therefore, you can decide to withdraw from this questionnaire at any time. All answers will be treated anonymously and confidentially. The data will be processed reliably, and no personal data will be processed in this research.

If you have any questions or concerns about the research, you can contact Noa van den Berg (email: noa.vandenberg@ru.nl).

If you agree to participate in this research and give your informed consent, please click 'I agree to participate' below. By doing so, you confirm that you have read and understood the information in this informed consent and that you voluntarily agree to participate in this research. If you do not wish to participate, please click 'I do not wish to participate' below.

Thank you for considering participating in this research.

- I agree to participate
- I do not wish to participate

Informational text:

In the next section of this questionnaire, you will be asked to read a short text fragment. This text will outline a scenario. Please read the text carefully and try to empathize with the scenario.

Scenario 1: Contribution recognition/positive corporate reputation

Please read the following scenario carefully to answer the questions.

You are considering participating in an ideation contest organized by a company with a positive reputation. This means that people have positive thoughts and feelings about this company. You have already participated in a previous competition hosted by this company. After submitting your idea or solution in this previous competition, you received a message from the company expressing appreciation for your participation. However, they informed you that your idea was not selected for further development. Additionally, you also received a participation certificate as recognition of your contribution to the competition. The winner of this competition received a cash prize of 1000 euros.

Please indicate the extent to which you agree with the following statements:

- The scenario feels realistic.
- I feel acknowledged for my contribution to the ideation contest based on the message I received from the company.

Scenario 2: Contribution recognition/negative corporate reputation

Please read the following scenario carefully to answer the questions.

You are considering participating in an ideation contest organized by a company with a negative reputation. This means that people have negative thoughts and feelings about this company. You have already participated in a previous competition hosted by this company. After submitting your idea or solution in this previous competition, you received a message from the company expressing appreciation for your participation. However, they informed you that your idea was not selected for further development. Additionally, you also received a participation certificate as recognition of your contribution to the competition. The winner of this competition received a cash prize of 1000 euros.

Please indicate the extent to which you agree with the following statements:

- The scenario feels realistic.
- I feel acknowledged for my contribution to the ideation contest based on the message I received from the company.

Scenario 3: Social recognition/positive corporate reputation

Please read the following scenario carefully to answer the questions.

You are considering participating in an ideation contest organized by a company with a positive reputation. This means that people have positive thoughts and feelings about this company. You have already participated in a previous competition hosted by this company. After submitting your idea or solution in this previous competition, you received a message from the company expressing appreciation for your participation. However, they informed you that your idea was not selected for further development. Additionally, you were granted access to a community platform where feedback and reactions can be exchanged as a recognition of your contribution to the competition.

Please indicate the extent to which you agree with the following statements:

- The scenario feels realistic.
- I feel acknowledged for my contribution to the ideation contest based on the message I received from the company.

Scenario 4: Social recognition/negative corporate reputation

Please read the following scenario carefully to answer the questions.

You are considering participating in an ideation contest organized by a company with a negative reputation. This means that people have negative thoughts and feelings about this company. You have already participated in a previous competition hosted by this company. After submitting your idea or solution in this previous competition, you received a message from the company expressing appreciation for your participation. However, they informed you that your idea was not selected for further development. Additionally, you were granted access to a community platform where feedback and reactions can be exchanged as recognition of your contribution to the competition.

Please indicate the extent to which you agree with the following statements:

- The scenario feels realistic.
- I feel acknowledged for my contribution to the ideation contest based on the message I received from the company.

Attention check:

What did you receive after submitting an idea or solution in the previous ideation contest, besides a message where the company expressed appreciation for your participation?

- A certificate
- I received nothing else but a message from the company expressing appreciation for my participation
- Access to a community platform where feedback and reactions can be exchanged

Customers' intention to participate in future ideation contests

In the following statements, you will be asked about your intention to participate in a future ideation contest based on the scenario you read earlier.

Please indicate the extent to which you agree with the following statements:

- If I have the opportunity to participate in an ideation contest again, I will participate in it
- I would like to recommend the ideation contest that I participated in to other friends
- I intend to continue participating in the ideation contests organised by this company
- My intention is to continue participating in the ideation contests organised by this company rather than those organised by other organisations
- If I could, I would like to continue my participation in the ideation contests organised by this company

Trust

In the following statements, you will be asked about your trust in the company based on the scenario you read earlier.

Please indicate the extent to which you agree with the following statements:

- I think this company is trustworthy
- I think this company keeps its promises and will not be fraudulent
- I trust this company keeps my best interests in mind
- I find it necessary to be cautious with this company
- This company has more to lose than to gain by not delivering on their promises

Demographics

In the following section, you will be asked to answer some questions about your demographic information.

What is your gender?

- Male
- Female
- Non-binary/Third gender
- Prefer not to say

What is your age?

- 18-25 years
- 26-35 years
- 36-45 years
- 46-55 years
- 56-65 years
- 66-75 years
- 76 years and older

What is your nationality?

- Dutch
- Other

What is your highest completed education/education you are currently pursuing?

- High school
- Vocational education (MBO)
- Higher vocational education (HBO)
- University
- Other
- Prefer not to say

Results

If you would like to be informed about the results of this study, you can leave your email address below. Your personal information will be treated confidentially.

Thank you for taking the time to participate in this survey.

Your response has been recorded.

If you have any questions or comments about this research, please contact Noa van den Berg (email: noa.vandenberg@ru.nl).

Appendix 2: Scenario and survey in Dutch

Informed consent:

Beste deelnemer,

U wordt uitgenodigd om deel te nemen aan een digitaal vragenlijstonderzoek dat is opgesteld als onderdeel van onze masterthesis. Dit onderzoek wordt uitgevoerd door Sophie Claesen, Milou van Delen en Noa van den Berg, studenten van de masteropleiding Marketing aan de Radboud Universiteit Nijmegen. Het doel van dit onderzoek is inzicht te krijgen in de intentie van consumenten om deel te nemen aan toekomstige ideeënwedstrijden. **Een ideeënwedstrijd is een online wedstrijd waarbij mensen innovatieve ideeën indienen om specifieke problemen of uitdagingen van een organisatie op te lossen.** Denk bijvoorbeeld aan het bedenken van een nieuw product.

Als u ervoor kiest om deel te nemen aan dit onderzoek, wordt u gevraagd aan te geven in hoeverre u het eens bent met een reeks stellingen. Vervolgens worden enkele vragen over uw demografische gegevens gesteld. De vragenlijst kan worden ingevuld door iedereen ouder dan 18 jaar. Het invullen van de vragenlijst duurt ongeveer 5 minuten en is volledig vrijwillig. U kunt dus te allen tijde besluiten om zich terug te trekken uit deze vragenlijst. Alle antwoorden worden anoniem en vertrouwelijk behandeld. De gegevens worden betrouwbaar verwerkt en er worden geen persoonlijke gegevens verwerkt in dit onderzoek.

Indien u vragen of zorgen heeft over het onderzoek, kunt u contact opnemen met Noa van den Berg (e-mail: noa.vandenberg@ru.nl).

Als u akkoord gaat om deel te nemen aan dit onderzoek en uw geïnformeerde toestemming geeft, klik dan op 'ik ga akkoord met deelname' hieronder. Hiermee bevestigt u dat u de informatie in deze geïnformeerde toestemming hebt gelezen en begrepen en dat u vrijwillig akkoord gaat om deel te nemen aan dit onderzoek. Indien u niet wenst deel te nemen, klik dan op 'ik wens niet deel te nemen' hieronder.

Bedankt voor uw overweging om deel te nemen aan dit onderzoek.

- Ik ga akkoord om deel te nemen
- Ik wil niet deelnemen

Informatieve tekst:

In het volgende gedeelte van deze vragenlijst wordt u gevraagd om een kort tekstfragment te lezen. Deze tekst zal een scenario schetsen. Lees de tekst alstublieft zorgvuldig door en probeer uzelf in te leven in het scenario.

Scenario 1: Contribution recognition/ positive corporate reputation

Gelieve het volgende scenario zorgvuldig te lezen om de vragen te kunnen beantwoorden.

U overweegt deel te nemen aan een ideeënwedstrijd georganiseerd door een bedrijf met een positieve reputatie. Dit betekent dat mensen positieve gedachten en gevoelens hebben over dit bedrijf. U heeft al deelgenomen aan een vorige wedstrijd van dit bedrijf. Nadat u uw idee of oplossing in deze vorige wedstrijd had ingediend, ontving u een bericht van het bedrijf waarin waardering werd uitgesproken voor uw deelname. Ze hebben u echter geïnformeerd dat uw idee niet is geselecteerd voor verdere ontwikkeling. Daarnaast heeft u ook een deelnamecertificaat ontvangen als erkenning van uw bijdrage aan de wedstrijd. De winnaar van deze wedstrijd ontving een geldprijs van 1000 euro.

Geef alstublieft aan in welke mate u het eens bent met de volgende stellingen:

- Het scenario voelt realistisch aan.
- Ik voel me erkend voor mijn bijdrage aan de ideeënwedstrijd op basis van het bericht dat ik van het bedrijf heb ontvangen

Scenario 2: Contribution recognition/ negative corporate reputation

Gelieve het volgende scenario zorgvuldig te lezen om de vragen te kunnen beantwoorden.

U overweegt deel te nemen aan een ideeënwedstrijd georganiseerd door een bedrijf met een negatieve reputatie. Dit betekent dat mensen negatieve gedachten en gevoelens hebben over dit bedrijf. U heeft al deelgenomen aan een vorige wedstrijd van dit bedrijf. Nadat u uw idee of oplossing in deze vorige wedstrijd had ingediend, ontving u een bericht van het bedrijf waarin waardering werd uitgesproken voor uw deelname. Ze hebben u echter geïnformeerd dat uw idee niet is geselecteerd voor verdere ontwikkeling. Daarnaast heeft u ook een deelnamecertificaat ontvangen als erkenning van uw bijdrage aan de wedstrijd. De winnaar van deze wedstrijd ontving een geldprijs van 1000 euro.

Geef alstublieft aan in welke mate u het eens bent met de volgende stellingen:

- Het scenario voelt realistisch aan.
- Ik voel me erkend voor mijn bijdrage aan de ideeënwedstrijd op basis van het bericht dat ik van het bedrijf heb ontvangen

Scenario 3: Social recognition/ positive corporate reputation

Gelieve het volgende scenario zorgvuldig te lezen om de vragen te kunnen beantwoorden. U overweegt deel te nemen aan een ideeënwedstrijd georganiseerd door een bedrijf met een positieve reputatie. Dit betekent dat mensen positieve gedachten en gevoelens hebben over dit bedrijf. U heeft al deelgenomen aan een vorige wedstrijd van dit bedrijf. Nadat u uw idee of oplossing in deze vorige wedstrijd had ingediend, ontving u een bericht van het bedrijf waarin waardering werd uitgesproken voor uw deelname. Ze hebben u echter geïnformeerd dat uw idee niet is geselecteerd voor verdere ontwikkeling. Daarnaast kreeg u toegang tot een gemeenschapsplatform waar feedback en reacties kunnen worden uitgewisseld als erkenning van uw bijdrage aan de wedstrijd.

Geef alstublieft aan in welke mate u het eens bent met de volgende stellingen:

- Het scenario voelt realistisch aan.
- Ik voel me erkend voor mijn bijdrage aan de ideeënwedstrijd op basis van het bericht dat ik van het bedrijf heb ontvangen

Scenario 4: Social recognition/ negative corporate reputation

Gelieve het volgende scenario zorgvuldig te lezen om de vragen te kunnen beantwoorden. U overweegt deel te nemen aan een ideeënwedstrijd georganiseerd door een bedrijf met een negatieve reputatie. Dit betekent dat mensen negatieve gedachten en gevoelens hebben over dit bedrijf. U heeft al deelgenomen aan een vorige wedstrijd van dit bedrijf. Nadat u uw idee of oplossing in deze vorige wedstrijd had ingediend, ontving u een bericht van het bedrijf waarin waardering werd uitgesproken voor uw deelname. Ze hebben u echter geïnformeerd dat uw idee niet is geselecteerd voor verdere ontwikkeling. Daarnaast kreeg u toegang tot een gemeenschapsplatform waar feedback en reacties kunnen worden uitgewisseld als erkenning van uw bijdrage aan de wedstrijd.

Geef alstublieft aan in welke mate u het eens bent met de volgende stellingen:

- Het scenario voelt realistisch aan.
- Ik voel me erkend voor mijn bijdrage aan de ideeënwedstrijd op basis van het bericht dat ik van het bedrijf heb ontvangen

Attention check

Wat ontving u na het indienen van een idee of oplossing in de vorige ideeënwedstrijd, naast een bericht waarin het bedrijf zijn waardering uitsprak voor uw deelname?

- Een certificaat
- Ik ontving niets anders dan een bericht van het bedrijf waarin waardering werd uitgesproken voor mijn deelname
- Toegang tot een gemeenschapsplatform waar feedback en reacties kunnen worden uitgewisseld

De intentie van klanten om deel te nemen aan toekomstige ideeënwedstrijden

In de volgende stellingen wordt u gevraagd naar uw intentie om deel te nemen aan een toekomstige ideeënwedstrijd op basis van het scenario dat u eerder heeft gelezen.

Geef alstublieft aan in welke mate u het eens bent met de volgende stellingen:

- Als ik de kans krijg om opnieuw deel te nemen aan een ideeënwedstrijd, zal ik eraan deelnemen
- Ik zou de ideeënwedstrijd waaraan ik heb deelgenomen graag aan andere vrienden aanbevelen
- Ik ben van plan om door te gaan met het deelnemen aan de ideeënwedstrijden georganiseerd door dit bedrijf
- Mijn intentie is om door te gaan met het deelnemen aan de ideeënwedstrijden georganiseerd door dit bedrijf in plaats van die georganiseerd door andere organisaties
- Als het mogelijk is, zou ik graag mijn deelname aan de ideeënwedstrijden georganiseerd door dit bedrijf voortzetten

Vertrouwen:

In de volgende stellingen wordt u gevraagd naar uw vertrouwen in het bedrijf op basis van het scenario dat u eerder heeft gelezen.

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

- Ik denk dat dit bedrijf betrouwbaar is
- Ik denk dat dit bedrijf zijn beloften nakomt en niet frauduleus zal zijn
- Ik vertrouw erop dat dit bedrijf mijn belangen in gedachten houdt
- Ik vind het noodzakelijk om voorzichtig te zijn met dit bedrijf
- Dit bedrijf heeft meer te verliezen dan te winnen door hun beloften niet na te komen

Demografie:

In het volgende gedeelte wordt u gevraagd om enkele vragen te beantwoorden over uw demografische gegevens.

Wat is uw geslacht?

- Man
- Vrouw
- Non-binair/Derde geslacht
- Ik zeg dat liever niet

Wat is uw leeftijd?

- 18-25 jaar
- 26-35 jaar
- 36-45 jaar
- 46-55 jaar
- 56-65 jaar
- 66-75 jaar
- 76 jaar en ouder

Wat is uw nationaliteit?

- Nederlands
- Anders

Wat is uw hoogst afgerond opleiding/opleiding volgt u momenteel?

- Middelbare school
- MBO
- HBO
- Universiteit
- Anders
- Ik zeg dat liever niet

Resultaten:

Als u op de hoogte wilt worden gehouden van de resultaten van dit onderzoek, kunt u hieronder uw e-mailadres achterlaten. Uw persoonlijke informatie wordt vertrouwelijk behandeld.

Bedankt voor de tijd die u heeft genomen om aan deze enquête deel te nemen.

Uw antwoord is geregistreerd. Als u vragen of opmerkingen heeft over dit onderzoek, kunt u contact opnemen met Noa van den Berg (e-mail: noa.vandenberg@ru.nl).

Appendix 3: Demographics sample

Wat is uw geslacht

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	55	45.8	45.8	45.8
	Vrouw	64	53.3	53.3	99.2
	Non-binair/derde geslacht	1	.8	.8	100.0
	Total	120	100.0	100.0	

Wat is uw leeftijd?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 jaar	51	42.5	42.5	42.5
	26-35 jaar	13	10.8	10.8	53.3
	36-45 jaar	14	11.7	11.7	65.0
	46-55 jaar	12	10.0	10.0	75.0
	56-65 jaar	16	13.3	13.3	88.3
	66-75 jaar	8	6.7	6.7	95.0
	76 jaar en ouder	6	5.0	5.0	100.0
	Total	120	100.0	100.0	

Wat is uw hoogst afgeronde opleiding/Welke opleiding volgt u momenteel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Middelbare school	8	6.7	6.7	6.7
	MBO	18	15.0	15.0	21.7
	HBO	55	45.8	45.8	67.5
	WO	38	31.7	31.7	99.2
	Anders	1	.8	.8	100.0
	Total	120	100.0	100.0	

Wat is uw nationaliteit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nederlands	120	100.0	100.0	100.0

Appendix 4: Reliability analyses

Reliability trust before removing Trust5

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.746	5

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
▶ Trust1	17.9583	15.469	.708	.594	.617
Trust2	18.0250	15.571	.729	.625	.611
Trust3	18.5417	15.595	.643	.428	.640
Reversed_Trust4	19.1167	18.860	.339	.274	.755
Trust5	17.8250	20.515	.189	.168	.807

Reliability trust after removing Trust5

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.810	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Trust1	12.9167	11.707	.713	.589	.715
Trust2	12.9833	11.647	.756	.624	.696
Trust3	13.5000	12.168	.601	.395	.770
Reversed_Trust4	14.0750	13.599	.450	.212	.840

Reliability intention to participate in future ideation contests

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.909	.910	5

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Intent1	15.717	32.776	.719	.590	.899
Intent2	16.358	33.408	.753	.575	.892
Intent3	16.008	31.302	.858	.783	.870
Intent4	16.592	33.017	.648	.483	.915
Intent5	15.992	30.311	.887	.809	.863

Appendix 5: Factor analysis

Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
Trust5	120	2	7	5.04	1.480	-.800	.221	-.301	.438
Trust3	120	1	7	4.33	1.473	-.435	.221	-1.018	.438
Trust2	120	1	7	4.84	1.360	-.564	.221	-.376	.438
Trust1	120	1	7	4.91	1.402	-.746	.221	-.163	.438
Reversed_Trust4	120	1.00	7.00	3.7500	1.45088	.229	.221	-.936	.438
Intent5	120	1.0	7.0	4.175	1.6483	-.274	.221	-1.243	.438
Intent4	120	1	7	3.58	1.752	.273	.221	-1.150	.438
Intent3	120	1	7	4.16	1.593	-.416	.221	-1.002	.438
Intent2	120	1	7	3.81	1.536	.031	.221	-1.123	.438
Intent1	120	1	7	4.45	1.654	-.443	.221	-.869	.438
Valid N (listwise)	120								

KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	674.496
	df	36
	Sig.	<.001

Factor Matrix^a

	Factor	
	1	2
Intent1	.718	
Intent2	.745	
Intent3	.868	
Intent4	.687	
Intent5	.881	
Trust1	.694	.458
Trust2	.664	.613
Reversed_Trust4		.402
Trust3	.669	

Extraction Method: Principal Axis Factoring.

- a. 2 factors extracted. 12 iterations required.

Pattern Matrix^a

	Factor	
	1	2
Intent1	.770	
Intent2	.806	
Intent3	.918	
Intent4	.621	
Intent5	.964	
Trust1		.745
Trust2		.901
Reversed_Trust4		.546
Trust3		.524

Extraction Method: Principal Axis Factoring.

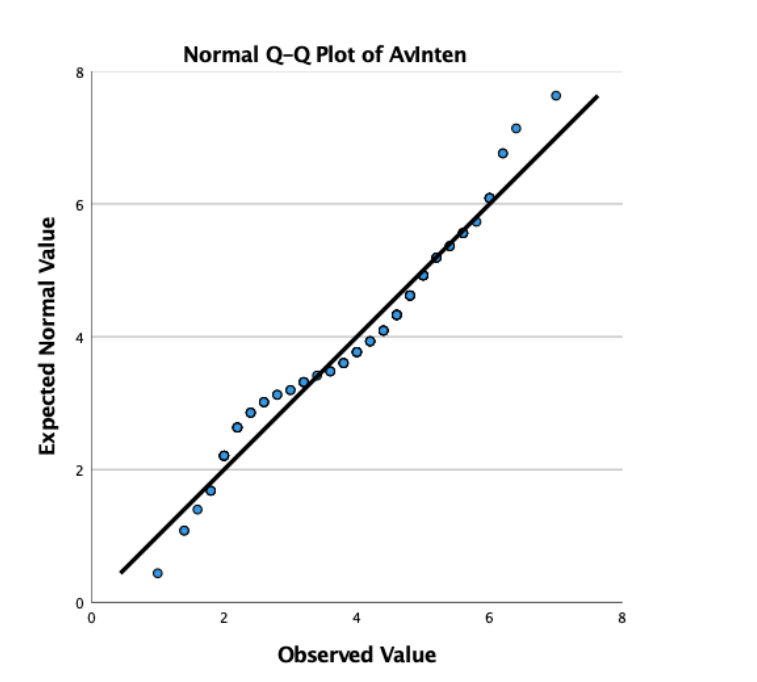
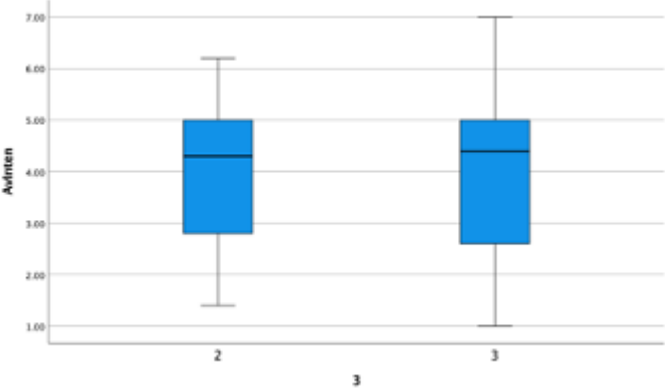
Rotation Method: Oblimin with Kaiser Normalization.

- a. Rotation converged in 4 iterations.

Appendix 5: ANOVA

Frequency Table

		Scenario			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PosCont	29	24.2	24.2	24.2
	NegCont	29	24.2	24.2	48.3
	PosSoc	29	24.2	24.2	72.5
	NegSoc	33	27.5	27.5	100.0
	Total	120	100.0	100.0	



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.601	.637		5.655	<.001		
	3	-.014	.243	-.005	-.059	.953	.999	1.001
	2	.973	.243	.348	4.012	<.001	.999	1.001

a. Dependent Variable: AvInten

Levene's Test of Equality of Error Variances^{a,b}

		Levene Statistic	df1	df2	Sig.
AvInten	Based on Mean	.294	3	116	.830
	Based on Median	.237	3	116	.870
	Based on Median and with adjusted df	.237	3	101.523	.870
	Based on trimmed mean	.325	3	116	.807

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: AvInten

b. Design: Intercept + CorRep + SolVal + CorRep * SolVal

Tests of Between-Subjects Effects

Dependent Variable: AvInten

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	28.401 ^a	3	9.467	5.332	.002
Intercept	1963.567	1	1963.567	1105.846	<.001
CorRep	28.309	1	28.309	15.943	<.001
SolVal	.006	1	.006	.003	.953
CorRep * SolVal	8.164E-6	1	8.164E-6	.000	.998
Error	205.972	116	1.776		
Total	2188.120	120			
Corrected Total	234.373	119			

a. R Squared = .121 (Adjusted R Squared = .098)

3. 2 * 3

Dependent Variable: AvInten

2	3	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
0	2	3.572	.247	3.082	4.063
	3	3.558	.232	3.098	4.017
1	2	4.545	.247	4.055	5.035
	3	4.531	.247	4.041	5.021

Pairwise Comparisons

Dependent Variable: AvInten

3	(I) 2	(J) 2	Mean Difference (I- J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
2	0	1	-,972 [*]	,350	,006	-1,666	-,279
	1	0	,972 [*]	,350	,006	,279	1,666
3	0	1	-,973 [*]	,339	,005	-1,645	-,302
	1	0	,973 [*]	,339	,005	,302	1,645

Based on estimated marginal means

*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Descriptives

Scenario			Statistic	Std. Error	
AvInten	PosCont	Mean	4,5448	,23549	
		95% Confidence Interval for Mean	Lower Bound	4,0624	
			Upper Bound	5,0272	
		5% Trimmed Mean	4,6054		
		Median	4,6000		
		Variance	1,608		
		Std. Deviation	1,26818		
		Minimum	1,80		
		Maximum	6,20		
		Range	4,40		
		Interquartile Range	1,70		
		Skewness	-,766	,434	
		Kurtosis	-,256	,845	
			NegCont	Mean	3,5724
95% Confidence Interval for Mean	Lower Bound			3,0875	
	Upper Bound			4,0573	
5% Trimmed Mean	3,5617				
Median	3,8000				
Variance	1,625				
Std. Deviation	1,27473				
Minimum	1,40				
Maximum	6,00				
Range	4,60				
Interquartile Range	2,30				
Skewness	-,008			,434	
Kurtosis	-1,223			,845	
	PosSoc			Mean	4,5310
		95% Confidence Interval for Mean	Lower Bound	3,9715	
			Upper Bound	5,0905	
		5% Trimmed Mean	4,5678		
		Median	4,8000		
		Variance	2,164		
		Std. Deviation	1,47093		
		Minimum	1,40		
		Maximum	7,00		
		Range	5,60		
		Interquartile Range	2,00		
		Skewness	-,615	,434	
		Kurtosis	-,332	,845	
			NegSoc	Mean	3,5576
95% Confidence Interval for Mean	Lower Bound			3,0933	
	Upper Bound			4,0219	
5% Trimmed Mean	3,5684				
Median	3,6000				
Variance	1,714				
Std. Deviation	1,30935				
Minimum	1,00				
Maximum	6,00				
Range	5,00				
Interquartile Range	2,50				
Skewness	-,117			,409	
Kurtosis	-1,143			,798	

Appendix 6: PROCESS

***** 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 : 5
Y : AvInten
X : SolVal
M : AvTrust
W : CorRep

Sample
Size: 120

OUTCOME VARIABLE:
AvTrust

Model Summary

R	R-sq	MSE	F	df1	df2	p
.0031	.0000	1.2931	.0012	1.0000	118.0000	.9728

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.4384	.5330	8.3275	.0000	3.3830	5.4939
SolVal	.0071	.2077	.0341	.9728	-.4043	.4184

OUTCOME VARIABLE:
AvInten

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5239	.2744	1.4787	10.8736	4.0000	115.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.3353	.9218	1.4486	.1502	-.4906	3.1612
SolVal	.0265	.3096	.0857	.9319	-.5868	.6398
AvTrust	.5460	.1108	4.9283	.0000	.3266	.7655
CorRep	.7377	1.1416	.6462	.5195	-1.5236	2.9990
Int_1	-.1298	.4455	-.2912	.7714	-1.0122	.7527

Product terms key:

Int_1 : SolVal x CorRep

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

	R2-chng	F	df1	df2	p
X*W	.0005	.0848	1.0000	115.0000	.7714

Focal predict: SolVal (X)
 Mod var: CorRep (W)

Data for visualizing the conditional effect of the focal predictor:
 Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  SolVal CorRep AvInten .
BEGIN DATA.
  2.0000 .0000 3.8215
  3.0000 .0000 3.8481
  2.0000 1.0000 4.2997
  3.0000 1.0000 4.1965
END DATA.
GRAPH/SCATTERPLOT=
  SolVal WITH AvInten BY CorRep .
```

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

Conditional direct effects of X on Y

CorRep	Effect	se	t	p	LLCI	ULCI
.0000	.0265	.3096	.0857	.9319	-.5868	.6398
1.0000	-.1032	.3199	-.3227	.7475	-.7368	.5304

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
AvTrust	.0039	.1135	-.2170	.2386

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
AvTrust	.0028	.0809	-.1543	.1692

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
 5000

NOTE: Standardized coefficients are not available for models with moderators.

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