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HOW ENTREPRENEURIAL LIKABILITY MATTERS UNDER ONLINE SETTING? (INTERACTIVE PAPER)

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≈ INTERACTIVE PAPER ≈

HOW ENTREPRENEURIAL LIKABILITY MATTERS UNDER ONLINE SETTING?

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Principal Topic

The relationship era of management has shifted importance from competence to workplace likeability (Mahrer, 2014). Likeable individuals tend to have a better chance at being hired (Sanders, 2006), tend to be desirable to work with (Casciaro & Lobo, 2005), may have an easier time getting support and information from others (Cialdini, 2009; Shellenbarger, 2014), often are forgiven for mistakes (Shellenbarger, 2014) and may be given more opportunities for advancement (Mahrer, 2014). The likeability of a person is critical for leadership success (Casciaro & Lobo, 2005; Sanders, 2006; Wojciszke & Abele, 2008; Kerpen, 2013). Cialdini (2009) indicates that likable people are more influential and persuasive. Likeability has been argued to benefit various professions such as teachers, physicians, defendants in court cases, salespeople and cocktail waitresses (Humphries, 2000; Jayanti & Whipple, 2008; Schlosberg 2005; Sanders, 2006). However, the research of likability's effect on entrepreneurship remains limited.

In this research, I attempt to fill this research gap by studying how liking of the person (smiling and professional attire) and liking of the expression (readability and complexity) and interact to influence crowdfunding outcome. By employing the elaboration likelihood model (ELM) and social presence theory, I argued, hypothesized and tested that powerful persuasion (project attractiveness) results from both liking of the person (smile and professional attire) and liking of the expression (readability and complexity).

Method

I collected 781 projects from Kickstarter.com, the largest crowdfunding platform. Then I exclude the campaigns without video and multiple speakers. The final sample contains 206 campaign projects. I collected the nonverbal cues and verbal cues in the first 30 seconds of each pitch video and generate the results.

Results and Implications

Results show that professional attire and text complexity reduces crowdfunding success. Simply put, crowdfunding founders, please smile! That should attract the crowds to like your project. It is especially true when your project descriptions and texts are readable. Entrepreneurs in crowdfunding should keep textual description of their projects simple and easy to understand, and should dress less formally. This article serves as the first research which provides actable suggestions for entrepreneurs in how to become likable in crowdfunding campaign.

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