Research on user donation and information sharing in textile crowdfunding

XUEKE PEI
ZHENGWEI HUANG

YANNI YANG
OTHMAN BESTOON

ABSTRACT – REZUMAT

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Exploring the mechanism of user donation and information sharing behaviour in textile crowdfunding under the social network environment provides the theoretical basis for researching the behaviour of users and suggestions for the operation and management of textile crowdfunding platform. Based on the grounded theory, it appeared that there were only a few studies examining the empirical relation between the two constructs, particularly in textile crowdfunding. The study investigated 35 users with semi-structured interviews. Nvivo11 qualitative analysis software was used to encode and analyse the interview data. The attribution theory was used to construct the model of influencing factors of textile crowdfunding user donation and information-sharing behaviour and the theoretical saturation test of the coded result. This study divided the influencing factors of textile crowdfunding user donation and information-sharing behaviour into trait attribution and situation attribution and extracted eight main categories that affect user participation behaviour. Emotional factors, interpersonal relationships, and perceived risks are the key factors affecting participants' donation and information sharing. In addition, the study found that compared with the behaviour of donating for textile crowdfunding projects, the willingness of user information sharing behaviour was low.

Keywords: textile crowdfunding, grounded theory, donation behaviour, information sharing behaviour

Cercetare privind donațiile utilizatorilor și schimbul de informații în crowdfunding-ul textil

Explorarea mecanismului de donație al utilizatorilor și al comportamentului de schimb de informații în crowdfunding-ul textil pe rețelele sociale oferă o bază teoretică pentru cercetarea comportamentului utilizatorilor și sugestii pentru funcționarea și gestionarea platformei de crowdfunding textil. Pe baza teoriei fundamentate, s-a dovedit că au existat puține studii care examinează relația empirică dintre cele două aspecte, în special în crowdfunding-ul textil. Studiul a investigat 35 de utilizatori cu interviuri semi-structurate. Software-ul de analiză calitativă Nvivo11 a fost folosit pentru a codifica și analiza datele interviului. Teoria atribuirii a fost utilizată pentru a construi modelul factorilor de influență ai comportamentului de donație și schimb de informații al utilizatorilor de crowdfunding textil și testul teoretic de saturație al rezultatului codificat. Acest studiu a împărțit factorii de influență ai donației utilizatorilor de crowdfunding textil și comportamentul de schimb de informații în atribuirea trăsăturilor și a situației și a extras opt categorii principale, care afectează comportamentul de participare al utilizatorilor. Factorii emoționali, relațiile interpersonale și riscurile percepute sunt elemente cheie care afectează donațiile participanților și schimbul de informații. În plus, studiul a constatat că față de comportamentul de donare pentru proiectele de finanțare publică din domeniul textil, disponibilitatea comportamentului de schimb de informații al utilizatorilor a fost scăzută.

Cuvinte-cheie: crowdfunding textil, teorie fundamentată, comportament de donație, comportament de schimb de informații

INTRODUCTION

Thanks to the prosperity of the Internet economy, the number of crowdfunding websites and the scale of financing in China have shown rapid growth. The crowdfunding methods include reward crowdfunding, donation crowdfunding, equity crowdfunding, and debt crowdfunding. Textile crowdfunding discussed in this article is donation-based crowdfunding, which refers to the behaviour of help seekers to raise funds from individuals to pay for textile-related expenses [1, 2]. Textile crowdfunding participants can not only support patients through donations through the crowdfunding platform but also share relevant information on social media, calling on more people to help patients. Compared with traditional fundraising methods, textile crowdfunding initiated by social networks has lower thresholds and lower costs, and the information dissemination process involves a wider scope and faster speed, without being limited by time and space, which helps to increase public participation Degree, the success rate of the project has also improved significantly [3].

Textile crowdfunding platforms have been on the rise since 2014, such as water drops and easy raises. As of August 2018, Water Drop Fund has helped more than 630,000 households raise a total of 7.2 billion yuan, and more than 210 million people participated in donations [4]. Crowdfunding textile, as a new Internet economic service model, helps ordinary families solve the problem of expensive textile treatment. The success of textile crowdfunding projects

depends to a large extent on the spread of users on social textile platforms, such as Weibo and WeChat, which have attracted widespread attention from textile crowdfunding projects. Social media users have different attitudes towards textile crowdfunding donations and information sharing, and the reasons for user participation are different. This study explores user donation and information-sharing behaviours in crowdfunding textiles, which helps to deepen the understanding of textile crowdfunding participation behaviours.

Existing related research on crowdfunding financing provides a good basis for exploring the behaviour of textile crowdfunding users in this research, but the user behaviour mechanism in textile crowdfunding needs to be further analysed [5–7]. This study conducts an exploratory analysis of textile crowdfunding in a social network environment, explores the reasons for promoting user participation in donations and information sharing, and based on grounded theory, conducts semi-structured interviews with 35 users, and uses Nvivo11 qualitative analysis software to analyse interview data Perform coding and test the coding results, establish a model of influencing factors for textile crowdfunding users 'participation behaviour, explore participants' perceptions of donations and information sharing and their influencing factors, and provide targeted recommendations for the operation and management of textile crowdfunding platforms. Make more people participate in crowdfunding textiles, and promote textile crowdfunding to play a greater role in China's public welfare.

The main objective of this study is to present the most common and uncommon approaches regarding the main paths of user donation and information sharing. This study covers the guidance towards finding the most reliable scientific publications on each approach for User Donation and Information Sharing. In addition, this study also summarizes current knowledge on these topics and suggests necessary future investigations. In other words, this study aims to identify novel trends for the researchers to focus on in future studies. Some parameters were used to measure the occurrence of these studies in international publications using the search engines of various databases and search options

It after an extensive review, the results show that there are many studies on the global scope of user donation and information sharing [1, 2, 7]. The novelty of this study regarding the scope of both user donation and information sharing is very scarce, and most of them have not made a systematic review. Both user donation and information sharing in Textile crowdfunding have been used for the same goal except the fact that user donation can be used for extending some scopes related to social science. This means that a global review can be made only by considering both user donation and information sharing to complete the bigger image of the mentioned scopes.

LITERATURE REVIEW

Research on crowdfunding textile

In the context of the rapid development of the Internet economy, domestic and foreign scholars have gradually deepened their research on public welfare crowdfunding from the perspectives of psychology, sociology, and consumer behaviour. From the perspective of textile crowdfunding project information, Briers [8] research found that the higher the number of crowdfunding goals, it often indicates that the more recipients are in more embarrassing and embarrassing situations, which can better stimulate the compassion of donors and increase the impact of refusal to donate. Guilt. Kuppuswamy [9] examined the characteristics of information content, fundraising time, and enthusiasm for updating when users choose a crowdfunding project, which will affect the success of the project. Ahlers [10] found that the success of crowdfunding projects depends on the information the project displays to the audience and the provision of detailed risk information. Zhong Zhijin [11] analysed the influencing factors of public fundraising ability and information transparency in social media and put forward the development advantages and problems of the social media platform for public fundraising. Li Jingli [12] believes that in the context of the Internet, language, picture symbols, and audience interaction on the rescue platform have a significant impact on the fundraising of rescuers. From an individual perspective, Bekkers [13] provides a basic theoretical framework for the research of public welfare crowdfunding, verifying that reputation, self-image, and psychological benefits are important factors affecting the results of public welfare crowdfunding. Agrawal [14] analysed the geographical distribution characteristics of crowdfunding participants and found that a large number of locals would participate in the short period after the information was released, while the participants who were far away decided to participate relatively late.

Castillo [15] believes that the donation behaviour of individuals can serve as a model for their peers in social networks, and will also bring some social pressure, and more people know that crowdfunding information will increase the possibility of donation. Zhang Yinfeng [3] focused on investigating the public's attitude towards public welfare activities based on platforms such as Weibo and WeChat. Li Jing [16] pointed out that the responding behaviour of the respondent's textile crowdfunding information was oriented towards the degree of relationship. Participants decided whether to forward according to the rules of human exchange, and their self-presentation was the main obstacle to forwarding. Starting from the factors of altruistic behaviour, combined with the actual dissemination of micro-public information, Liu Jihong [17] refined several communication techniques and precautions to improve the effectiveness of communication.

Factors influencing user participation

To explore the influencing factors of user participation behaviour in social media such as Weibo and WeChat, many researchers have carried out research on the aspects of trait attribution and context attribution. From the perspective of trait attribution, it mainly involves individual factors, interpersonal factors, emotional factors and perceived risk. Prencipe [18] believes that the motivation for donation is often not based on material benefits, but is a decision-making behaviour that arises from emotional factors, and the return is often spiritual. Gerber [19] found that individuals' demands for prestige and respect, or desire for satisfaction and slow release of guilt would promote the occurrence of donation behaviour. Dingxianfeng [20] found that individuals showed a clear preference for donations from their hometowns. Zheng [21] believes that social network relationships and social responsibility have an important impact on user participation behaviour. Chiu [22] finds that trust and identity are also valued as interpersonal or contextual factors for information sharing. Xu Chenfei [23] believes that personal characteristics and Perceived risk is also key factor influencing user participation in crowdfunding textile.

Scenario attributions that affect users' participation in textile crowdfunding donations and information sharing mainly involve information content characteristics, features of rescue objects, organizational factors, and self-presentation. Allison's [24] research found that the text content of textile crowdfunding information (such as language, symbols, pictures, and videos) has a significant impact on the success rate of the project; Bi [25] based on the ELM model research found that the number of video and commentary on the project was significant to the project Success has a positive impact. Colombo [26] believes that the initial donation amount of textile crowdfunding projects will accelerate its success. Mollick's [27] empirical research shows that project quality, the amount of crowdfunding and the supporters of the project are closely related to the success of crowdfunding. Burtch [28] believes that project transparency has a significant impact on project success. Kuppuswamy [9] believes that the crowdfunding behaviour of participants are affected by the time limit of the project, the amount of financing and the form of return. Ordanini's [29] case study of three popular crowdfunding platforms in the United States shows that the interaction with project sponsors through crowdfunding platforms is an important factor for crowdfunding investors' investment enthusiasm. Zhong Zhijin [11] believes that the more times the crowdfunding information is forwarded, the higher its fundraising rate.

In the social media environment, users 'attitudes towards textile crowdfunding vary widely, and there are many factors affecting their participation behaviours.

To analyse this issue, this study focuses on user participation donations and information-sharing behaviours. Using attribution theory, users' donations and Causal interpretation or derivation of information-sharing behaviours [30], explanation of the reasons for the behaviour of individuals or organizations, and construction of a model of influencing factors for textile crowdfunding user donations and information-sharing behaviours.

STUDY DESIGN AND DATA ANALYSIS

Research methods

Grounded theory is a scientific method for constructing and developing the theory through systematic data collection and analysis. It is suitable for inductive generalization of original data in the context of immature research topics and then establishing a theory. Created by Glaser and Strauss [31]. This article chooses a rooted theoretical approach for two main reasons: On the one hand, the research on the influencing factors and operating mechanisms of textile crowdfunding projects at home and abroad is still in its infancy, and there are many issues worth further analysis, which is suitable for exploration through qualitative research methods. Sexual research; on the other hand, the current application of textile crowdfunding is a cutting-edge research direction, and there are few related references, so the most direct is to obtain data from interviews for qualitative analysis. Therefore, this article will collect and organize user interview data based on the research of textile crowdfunding participation behaviour in social media, and use the software Nvivo11 to perform open coding, main coding and selective coding [32], and Perform theoretical saturation test, establish a model of influencing factors of textile crowdfunding user donation and information sharing behaviour, and based on this, put forward decision-making suggestions for the management of textile crowdfunding platform.

Sample collection

This paper uses semi-structured interviews as a qualitative research method to obtain richer and more realistic data. To ensure the validity of the data, we interviewed individuals who had been exposed to textile crowdfunding information. In-depth one-on-one interviews with the interviewees to analyse as much as possible the respondents' donation and sharing willingness, emotions, and potential motivations for crowdfunding textiles. During the interview, we obtained the consent of the interviewees to record the interviews. After the interviews, the recordings were sorted out and the interview records and memos were completed. In the end, 35 complete interview records were obtained. We randomly selected 27 interview records for coding analysis and model construction. The other 8 interview records were mainly used for the theoretical saturation test. From June to August 2018, 35 users who participated in textile crowdfunding on social media were interviewed and recorded by face-to-face or voice calls. The interview duration for each participant was

between 20 and 35 minutes. Participants ranged in age from 18 to 46, with 20 women and 15 men. The interviewees had many occupations, including company clerks, media practitioners, insurance sales staff, public institution personnel, scientific research personnel, elementary and middle school teachers, housewives and college students. Semi-structured interviews focus on the following issues:

(1) Have you participated in a textile crowdfunding project?

(2) Can you introduce an experience of participating in textile crowdfunding on social media?

(3) Under what circumstances do you not share donations for textile crowdfunding projects on social media? When to donate and share information?

(4) Under what circumstances do you not donate and share textile crowdfunding projects on social media? Under what circumstances do you donate to share information?

Although this article focuses on the research of social media "crowdfunding textile" user donation and influencing factors, the interview process will still roughly understand the individual's perception of the crowdfunding platform, which will help better reveal the individual's perception of the textile crowdfunding to raise awareness and awareness of the project. In addition to the above-mentioned leading questions, the researchers also interviewed the number of donations and information transfers by participants. Finally, integrate these text materials and voice materials to make the data truly and accurately reflect the donation and information-sharing behaviour of social media textile crowdfunding users.

Coding analysis and theory establishment

Open coding

Open coding is reading and analysing the original data word by word and sentence by sentence, to find out the recognizable phenomena from the original data, put the initial tags, and then gather the related tags together to form a concept, and further refine the category, thereby The obtained disaggregated data information is condensed into several categories. In

the open coding phase, first of all, the interview recordings are sorted out, sorted and sorted out, and the content related to donation and information sharing is extracted and coded. At this stage, 68 concepts were formed and 21 categories were refined. The detailed contents are shown in table 1.

Spindle coding

Spindle coding is based on the concepts and categories compiled in the open coding stage, and the main categories are summarized to make the categories tighter. At this stage, it is necessary to dig out the main category from the existing categories so that it can link to other categories. This study categorizes different categories at the conceptual level and their logical relationships and summarizes 8 main categories: personality characteristics, interpersonal relationships, emotional factors, perceived risks, information content characteristics, rescue object characteristics, organization Factors, and self-presentation, each main category and its corresponding open coding category are shown in table 2.

Selective coding

Selective coding is to excavate the core category from the main category, analyse the relationship between the core category and the main category and other categories, and supplement the incompletely developed categories to complete the process. The purpose is to use the existing categories and connections to concise and concise content. Explain everything. Through open coding, main axis coding and related analysis, the core problem category of this research is reduced to the core category of "influencing factors of user donation and sharing behaviour in crowdfunding textile". Because users have different understandings of reasons for participating in crowdfunding textiles, people will have different emotional reactions and show different expectations and behavioural tendencies [33]. According to individual attribution, attribution can be divided into trait attribution and situational attribution. Trait attribution is the attribute of behaviour that is attributed to the individual. Scenario attribution is considered to be caused by external factors [34]. Textile crowd-
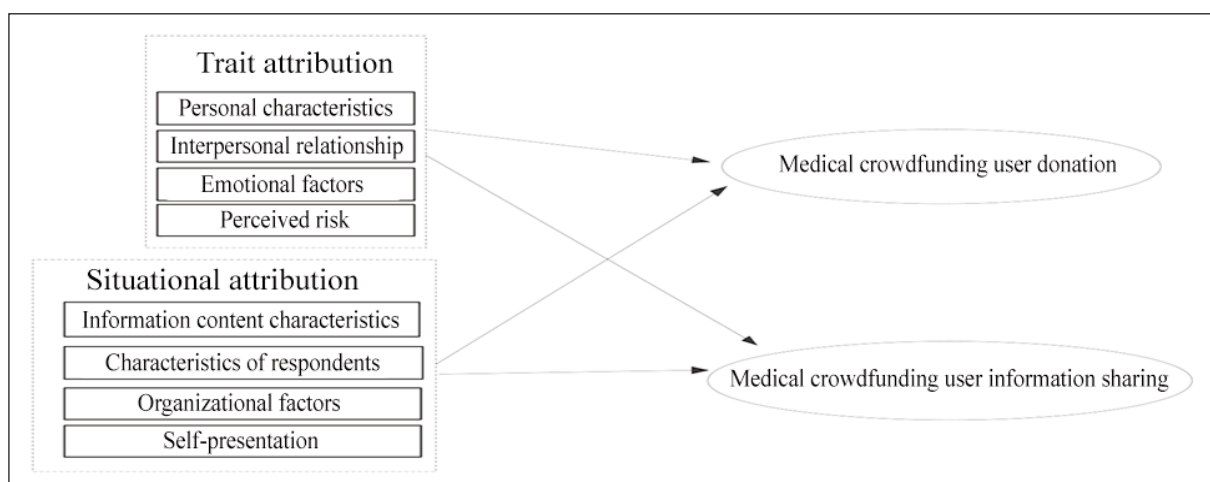

Fig. 1. Models of influencing factors for textile crowdfunding user donation and information sharing behaviour

No.	Category	Concept
		DEVELOPMENT CODING FORMATION CATEGORY
1	Personality Traits	Be kind (4); Helpers need help (7)
2	Social responsibility	Hope to help others (10); no obligation (3); has nothing to do with yourself (3)
3	Behavioural habits	Too many messages, and it is impossible to donate each one (5); Those who do not understand do not easily donate (3); Do not usually see (3); More people donate (5); Not sure if someone will help (5); Do not like to send friends (4)
4	Past experience	No false information found (8); Have been deceived by yourself or those around you (3); Have seen false information in the media (5)
5	Empathy	Compassion (8); Compassion (9)
6	Self-efficacy	Help others and feel happy (9); Self-satisfaction (6)
7	Guilt feels	Don't help, feel guilty (3); Suffer pitiful (9)
8	Geographical distance	In one place(6) ; In the surrounding area(3); In the village(4)
9	Degree of relationship	Friends or relatives (15); Unfamiliar (7); Not Knowing (6)
10	Human relationship	Feelings have helped me before (4); Frequent contacts (5); Other people may need help in the future (6); Do not want to owe other people's feelings (9); Do not bother others (5)
11	Authenticity	Believe that what your friends have initiated is true (8); Not sure whether it is true or credible (7); Worry about deception and fraud (4); Exaggerate the facts (4)
12	Transparency	I do not know how the money goes to patients (9); Lack of detailed information on the use of money (8); Worry about personal information leakage (3)
13	Text content	Written language (5); Pictures and videos (4); Emoji (5)
14	Project progress	Fundraising Amount (3); Fundraising Progress (8); Number of Information Updates (6)
15	User participation	Number of user comments (13); Number of donors (11); Number of sharing (7)
16	Disease risk	Severity of disease (5); Type of disease (8)
17	Resident status	Student (4); Excellent (7); Ordinary (5)
18	Sense of organizational support	Initiated by the leader(6) ; Unit organization (6); Seeing donations from those around you (3); Strong participation atmosphere (5);
19	Sources of information	People you care about (4); Very authoritative (6); People you respect and trust (6); Authoritative media reports (5); Wide attention (8)
20	Perceived image	Leaving a good image that is helpful (3); Worrying that you will not be recognized and your image will be damaged (5); Others have donated because of the face (3)
21	Negative evaluation	Worries about frequent reposting will be considered by others as a charity show (5); worried about putting pressure on others (6); information shared may be untrue and inaccurate, and worried about being negatively evaluated (6)

No.	Main category	Category
		MAIN CATEGORIES OF MAIN SHAFT CODING
1	Personal characteristics	Personality traits; Social responsibility; Behavioural habits; Past experience
2	Emotional factors	Empathy; Self-efficacy; Guilt Feels; Geographic distance
3	Interpersonal relationship	Human feelings; Degree of relationship
4	Perceived risk	Authenticity; Transparency
5	Information content characteristics	Text content; Project progress; User participation
6	Characteristics of respondents	Risk of Disease; Identity of Rescuers
7	Organizational factors	Organizational support; Source of information
8	Self-presentation	Perceived image; Negative evaluation

funding participation behaviour is based on a self-presentation and self-disclosure behaviour method on social media platforms [35]. According to the source of the factors affected by user participation behaviour, this article divides the factors affecting textile crowdfunding user participation behaviour Trait and situational attribution. Based on the attribution theory, the concepts, categories, and main categories are integrated into a whole, forming a theoretical framework for user donation and information sharing in social media textile crowdfunding, as shown in figure 1.

Theoretical saturation test

In this study, the theoretical saturation test was performed on the interview records of the remaining eight subjects. The results show that the categories in the model have developed very richly. For the eight main categories that influence user donation and sharing behaviour (personality characteristics, interpersonal relationships, emotional factors, perceived risks, information content characteristics, rescue object characteristics, organizational factors, self (Presentation), no new important categories were found, and no new constituent factors were found within the eight main categories. It can be considered that the above theoretical framework is theoretically saturated.

DISCUSSION OF RESULTS

This study divides the influencing factors of Textile crowdfunding user donation and information-sharing behaviour into trait attribution and situation attribution and extracts 8 main categories that affect user participation behaviour, and emotional factors, interpersonal relationships, and perceived risks are the key factors affecting participants' donation and information sharing. In addition, the study found that compared with the behaviour of donating for Textile crowdfunding projects, the willingness of user information sharing behaviour is low.

The interview results show that users mainly contact textile crowdfunding projects through social media platforms such as WeChat and Weibo. The behaviours of user participation are mainly two ways of online donation and information sharing on social media. Users are much less willing to share information than donate to crowdfunding textile projects. Of the 35 interviewees, 32 people participated in the donation, of which only 21 people donated and performed information sharing. The reason is that information sharing is an open behaviour, and users are worried about information sharing on social platforms. It will bring oppression to others or cause a negative evaluation of their image, so users are more cautious when they share information. In addition, this study found that emotional factors, interpersonal relationships, and perceived risk are the key factors that affect participant donation and information sharing. Based on the attribution theory, the influencing factors of user donation and information-sharing behaviour are divided into trait attribution and situation attribution.

Trait attribution

Trait attribution refers to the subjective feelings and judgments of social media users based on personal personality traits when accessing textile crowdfunding information. A total of 4 main trait attribution variables are extracted: personality traits (personal traits, social responsibility, behavioural habits), Past experience); emotional factors (empathy, self-efficacy, guilt, geographical distance); interpersonal relationships (personal relationships, degree of relationship); perceived risks (authenticity, transparency). Trait attribution has an impact on user donation and information-sharing behaviours. An interpersonal relationship is a key factor that users consider when making donations and information sharing.

The individual characteristics of users play a major role in their participation in crowdfunding textiles. Donations and information sharing are individual user behaviours. The user's personality traits, social responsibility, behavioural habits, and past experience affect their textile crowdfunding participation. The personality traits and behaviour habits of each user are different, and their attitudes towards textile crowdfunding donations and information sharing are very different. Some participants stated that the reason they made donations was entire that they were concerned for the condition of certain social groups and did not attempt to give back for free. And those with a strong sense of social responsibility believe that they have a responsibility and obligation to help those in need. Past donations and information-sharing experiences on textile crowdfunding projects often affect users' current judgments. Satisfied past users are more likely to participate in crowdfunding textiles.

Emotional factors in the process of user donation and information sharing for textile crowdfunding projects are the direct factors that prompt users to donate, which are mainly reflected in empathy, self-efficacy, guilt, and geographical distance. The text content of textile crowdfunding information released by patients can arouse the empathy and empathy of users, allow users to have empathy and promote user donations and information sharing. Or users who want to get praise, improve self-satisfaction or even reduce guilt can promote user donation behaviour. In addition, geographical distance will shorten the emotional distance between the two parties, and users are more willing to help people who are in the same place or close to themselves.

Interpersonal relationships are a key factor to consider when donating and sharing information. Before making a donation decision, participants evaluate the relationship with the patient. Almost all interviewers mentioned that the extent of the relationship is the most important factor for their donation consideration. The closeness of the relationship will promote donation and information-sharing behaviour occur. Some participants believe that donation and retransmission of textile crowdfunding projects are all human relationships. Human-based forwarding is self-interested, not altruistic. User donations are intended to reward the help received in the past and look forward to the help of others in the future. Human exchange should also follow the principle of reciprocity. The survey found that participants will not forward textile crowdfunding projects too much, so as not to owe too much human favour.

Crowdfunding textile, as an online funding model, also has risks. Perceived risk is an important factor that hinders users from participating in donations and

information sharing. It mainly reflects the two aspects of doubts about the authenticity of textile crowdfunding information content and the transparency of the use of funds. The phenomenon that textile crowdfunding information is difficult to distinguish and exaggerate the facts in social media occurs from time to time, leading to a decrease in users' trust in textile crowdfunding information. The textile crowdfunding platform has not continued to pay attention to the use of donations. Participants cannot see the use of their donations. This will affect the attitudes and behaviours of some potential participants, at least by showing the use of donations in front of them. This will increase users' trust in crowdfunding projects.

Situational attribution

In the discussion of the influencing factors of user donation and information-sharing behaviour, in addition to trait attribution, users are also affected by context attribution. In this study, these context attributions are summarized into four aspects: information content characteristics (text Content, project progress, user participation); characteristics of rescue targets (disease risk, rescuer status); organizational factors (organizational support, information source); self-presentation (perceived image, negative evaluation). Contextual attribution has an impact on user donation and information sharing, and self-presentation is a key factor that users consider when sharing information.

Information content characteristics will affect user willingness to donate and share information, which is mainly reflected in three aspects: text content, project progress, and user participation. Each project is equipped with pictures and text descriptions such as bed photos, ID cards, and hospital diagnosis certificates to prove the authenticity and reliability of the project and deepen the user's understanding of the project information. The size of the fundraising amount conveys to the user the fundraising target and difficulty of the rescued object, which is directly related to the success or failure of the fundraising purpose. The more followers a project has, the more supporters it will have in the process of project funding, and the more likely the project is to succeed. Users post their views and related questions in the project comment area. Projects with more comments have more opportunities to be seen by more people. This information can provide a reference and basis for users' participation in decision-making.

The characteristics of the rescue target will affect the user's willingness to donate and share information, which is mainly reflected in the two aspects of disease risk and rescuer identity. Judgment of disease risk will affect the user's perception of the value of the donation. When the rescue target is seriously ill and the textile expenses are unaffordable, users are more willing to participate in donations and information sharing. Participants are also concerned about the identity of the recipients. For example, if the recipient is a student, it is easier to get social attention and support. In addition, we also found that users are more willing to help someone who is hard-working and enterprising rather than lazy and not working hard.

Organizational factors affect user donation and willingness to share information, which is mainly manifested in the two aspects of organizational support and information source. The users of the textile crowdfunding project initiated by the unit organization or the leader are more enthusiastic. Seeing that colleagues and friends around them donate or forward information, psychological users who are out of the group and follow the crowd will also participate. Participants said that the close relationship can dispel participants doubts about the textile crowdfunding information and the authenticity of the patients, especially the messages released by people whom they usually respect and trust. Users are more likely to participate in donations and information sharing. News media has a certain influence as a social public platform, and its dissemination can improve the authenticity and attention of project information, weaken users' perception of project uncertainty, and increase user participation.

Self-presentation is a key factor that users consider when sharing information, and it also affects their willingness to donate, which is mainly reflected in perceived images and negative evaluations. Much of the textile crowdfunding information is difficult to distinguish. Users will consider the impact of sharing such news on a social media platform with themselves and others. Perceiving negative and low-quality information will damage their image and others. You don't necessarily want to see this information or donate because of emotional pressure. Some participants indicated that they are not accustomed to sending a circle of friends. Considering that helping participants is voluntary, there is no need to share in the circle of friends for others to donate. It will give others a sense of oppression and may be considered a charity show. In addition, some participants have different opinions. They believe that information sharing does not require time and money costs, and there is no requirement for media application technology. Sharing the news of textile crowdfunding in the circle of friends can not only express their ideas, but also let more people see the information, and then call for more people to participate in crowdfunding textiles.

CONCLUSION

Exploring the individual participants 'perceptions of user donation and information sharing in textile crowdfunding in the online social media environment and their influencing factors will help to better analyse the motivation of users' participation in behaviour and further provide a reference for the management and operation of textile crowdfunding projects.

First, strengthen the management of the textile crowdfunding platform and promote the standardized development of the industry. The textile crowdfunding

platform should strictly control the quality of the project information content, pay attention to the authenticity and comprehensiveness of the information presented on the website, and strictly require helpers to indicate the project title, project content, fundraising amount and time required when initiating the project. Contains content and highlights precautions to improve information quality from the source. In addition, the textile crowdfunding platform must regularly update the displayed information content characteristics, including project status, completion progress, and rescuer treatment conditions. For the phenomenon of fraudulent donations and fraudulent donations in social networks, the crowdfunding platform should establish its credit evaluation system based on the helper's family situation, textile expenses, fundraising amount, and use of fundraising, concerning user social network authentication. Use the credit evaluation algorithm to determine the credit level of each rescuer, and display it on the homepage of the website. A blacklist system is adopted for rescuers who have seriously violated the rules and shared among crowdfunding platforms.

Second, give full play to the power of social media and expand the influence of the platform. Textile crowdfunding platforms usually use social media channels such as Weibo and WeChat to promote textile crowdfunding information, but there are certain limitations in the way of relying on helpers and participants' connections to promote. The textile crowdfunding platform can widely carry out textile crowdfunding-related cultural propaganda, spread the concept of modern crowdfunding textiles, and create a cultural atmosphere to participate in crowdfunding textiles, allow people to get out of misunderstandings, eliminate public concerns, and truly understand the significance of crowdfunding textiles. Then form a strong sense of participation and social atmosphere. Third, improve the quality of information released by help seekers and enhance users' psychological perception. In the process of contacting crowdfunding textiles, helpers and users cannot communicate face-to-face but communicate information through online textile crowdfunding platforms. Therefore, in the process of information writing, helpers should try to shorten the psychological distance with the user as much as possible, and use text content that can resonate and empathize with the participants, so that the user has a sense of identity and belonging. Stimulate the feeling of helping others inside, making users more willing to help.

This article focuses on the issue of user donation and information-sharing behaviour research. It conducts theoretical exploration and analysis based on the existing literature and research. Future research can be discussed from the following two aspects. On the one hand, whether users' participation in textile crowdfunding behaviour is affected. The impact of gender, age, occupation, and education level; on the other hand, for the model proposed in this study, the causality and correlation between variables can be discussed and analysed through a wide range of data surveys.

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Authors:

XUEKE PEI[1], ZHENGWEI HUANG[1], YANNI YANG[2], OTHMAN BESTOON[3,4]

[1]College of Economics & Management, China Three Gorges University, Yichang, 443000, China

[2]School of Literature and Media, China Three Gorges University, Yichang, 44300, China

[3]Department of Business Administration, Koya Technical Institute, Erbil Polytechnic University, Erbil, Iraq

[4]Department of Business Administration, College of Administration and Economics, Nawroz University, Duhok, Iraq

Corresponding author:

YANNI YANG
e-mail: 814348293@qq.com