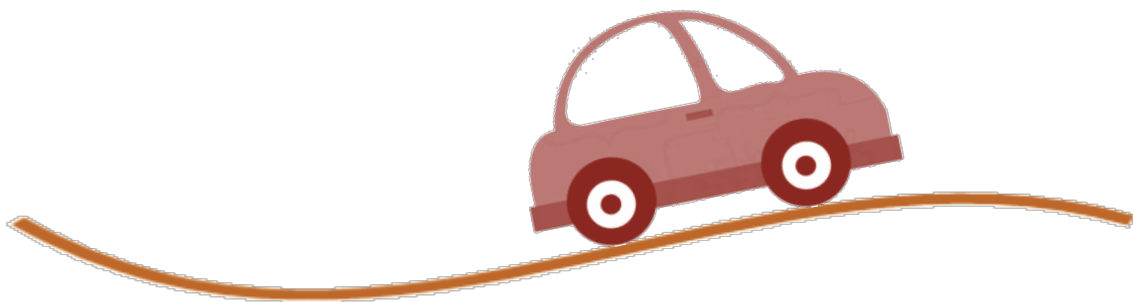# UPPSALA UNIVERSITET

"Why don't you have your own car?"

A master thesis investingating how Access-based consumption creates consumer-brand relationships for car brands.

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Abstract

Ownership-based consumption mode has been perceived as the normative ideal in how consumer-brand relationships are created. Today, Access-based consumption mode allows consumers to access brands among other consumers without needing to sole- or joint own them. Even though its popularity, there is a limited and quite unclear understanding of how Access-based consumption affects the consumer-brand relationship. The purpose of this study is to investigate to what extent an Access-based consumption mode creates a consumer-brand relationship, compared to an Ownership-based consumption mode in the context of car brands. In order to fulfill our purpose, both a quantitative and qualitative research method was conducted on members of carpools representing Access-based consumption mode, and car owners representing Ownership-based consumption. A theoretical framework Brand Relationship Quality, composed of six dimensions was used to understand the consumer-brand relationship.

Our research shows consistently that Access-based consumption creates a weaker relationship between consumers and car brands in all dimensions of BRQ-model compared to Ownership-based consumption. One group of dimensions identified to relate to emotional attachment; Intimacy, Brand-Self Connection and Love/Passion, have relatively higher difference between the two consumption modes. Another group of dimensions related to values of functionality and practicality; Commitment, Brand Partner Quality and Interdependence, have less difference.

Keywords*: Relationship Marketing, Brand Relationship Quality, BRQ, Fournier, Access-based consumption, Ownership-based consumption, Carpool, Car Brands, Ford, Skoda, Volkswagen, Toyota.*

Table of Contents

TABLE OF CONTENTS

Table of figures

1. Introduction

The phrase "We are what we have" is perhaps one of the most basic and well-known ideas within consumer behavior and has influenced the view on how consumers relates and identify with brands and products. The consumption mode of ownership has not only been central in consumer research, but has been considered the normative ideal among modes of consumption (Bardhi & Eckhardt, 2012). The ownership of a product becomes crucial in how to express your identity and extension of the self towards others, defining your group membership, and creating emotional and social bonds to the product (Belk, 1988:139; Bardhi & Eckhardt, 2012:883). Furthermore, the level of relationship towards the brand will increase the greater the control we believe we possess over the product (Belk, 1988:140). However the view of ownership as the ideal consumption mode is changing. Today more and more products in different industries are adapting their offerings to become more accessible and fluid in their consumption modes. Services such as music-and movie streaming programs and newspapers are examples of how it is possible to not need to own the product/content but still access it and share it among other consumers. This so called Access-based consumption (Bardhi & Eckhardt, 2012) has become a more pervasive and increasingly important phenomenon in the last decade which reflects consumers´ greater need to enable flexibility and adaptability in their lifestyles and identities. This flexibility corresponds with the idea of the liquid modernity (Bauman, 2000; Rifkin, 2000).

Bardhi and Eckhardt (2012:881) defines Access-based consumption as "Transactions that may be market mediated in which no transfer of ownership takes place", which differs from ownership by being temporary and circumstantial instead of full property rights through sole- or joint ownership (Bardhi & Eckhardt, 2012:882; Belk, 2007:126). The change in consumption modes from owning a product or brand to only have access to it, may affect the way consumers create relationship to the brands. Frei (2005) argues that Access-based consumption can have implications on the level of consumer commitment and identification with the products. Bardhi and Eckhardt (2012) show that consumers will have a lack of identification with the product in an Access-based consumption mode and instead create use-value and utilitarian values towards the product rather than any symbolic meaning. Furthermore, Chen (2009:932) realized

consumers are not as likely to derive value from the product unless they possess ownership over the product, with the consequences of creating more detached and non-engaging relationship with the product. Rifkin (2000:9) even argues that Access-based consumption will inhibit the consumers' attachment and connection to the product and the extended-self in opposed to using an Ownership-based consumption mode. However, Access-based consumption has also proven to create the need for collaboration with others, altruistic values (Belk, 2010), and creation of brand-relationship by enhancing an individual's extended self (Chen, 2009:938). Furthermore, Richins (1994:506) argues how repeated interactions with the products can generate meaning and value, which is still possible with Access-based consumption.

As can be seen, the understandings of how Access-based consumption affects the relationship to products and brands are limited and unclear compared to Ownership-based consumption. This is very well due to the fact that Ownership-based consumption has historically been seen as the dominant mode of consumption (Bardhi & Eckhardt, 2012:894). The previous research in Access-based consumption has mainly been focused on consumers´ attitudes and motivations for joining the services (Chen, 2009; Bardhi & Eckhardt, 2012). Hence it becomes essential to contribute to the understanding of how Access-based consumption affect how consumer relate and create relationships to a brand. Strong Relationship between consumers and brands becomes crucial by creating trust and loyalty through interdependence, commitment, intimacy and attachment to the brand. These aspects in turn make the consumer more reluctant to cross-buying and negative information, and more willing to engage in a long-term commitment (Papista & Dimitriadis, 2010:393).

One industry that has taken steps towards Access-based consumption is the car industry. Today so called carpools is becoming a huge trend around the big cities worldwide by letting people not having to invest in their own cars, but instead join a carpool and rent a car by the hour on a pay-as-you-go basis (The Economist, 2010). The motivations for joining carpools among the consumers are most often due to economical, environmental, social or practical reasons (Bardhi & Eckhardt, 2012; Schaefers, 2013). Due to the efficient distribution of the cars among the users, it is estimated that one car in the pool replaces up to 15 owned vehicles (The Economist, 2010). Even though most of the

carpools are third-party services (e.g. Zipcar, Moveabout, U Haul), several car manufacturers have started investing in fully/partly owned carpools such as Sun Fleet (e.g. Volvo in Sweden). This in hope to use carpools to improve the corporate image through green washing (Herodes & Skinner, 2005), and creating relationship to non-buying car groups - potential or "lost" customers - which in the future will return to the traditional car-market. Hence they are hoping for generating Lock-in effects and loyalty to the brand among the customers (Aluise, 2012; Goldmark, 2011; Leggett, 2012). It has long been recognized that the car is a fundamental part of peoples´ lives; showing to have strong emotional attachments for the consumers. Several researchers have illustrated how car brands in terms of ownership have a strong part of consumers´ extended selves e.g. through signs of status and expressions the identity (Bardhi & Eckhardt, 2012; Niederland & Scholevar, 1981; Baudrillard, 1981:66; Belk, 1988:151).

With the uncertainty about how Access-based consumption creates relationship between the consumers and brands when the factor of ownership is reduced, combined with the importance of creating relationship with the brand to achieve loyalty among the consumers; it becomes necessary to investigate this missing gap to determine how Access-based consumption creates consumer-brand relationships. If the contemporary trend of Access-based consumption modes increases in the market place, the understanding of its dynamics will have to be understood, perhaps especially for firms going from an Ownership-based mode to an Access-based where the "old" strategy may not be suitable for the new mode. Of course competitors, consumers and other stakeholders may be interested in the new consumption mode to fully apprehend the challenges and changes it may apply. Thus, understanding the dynamics of consumer-brand relationship through Access-based consumption is vital for a success in the marketplace.

1.2 Research Question

To what extent can Access-based consumption mode create consumer-brand relationship, compared to a traditional ownership-based consumption mode in the context of car brands?

1.3 Purpose

The purpose of this study is to examine how consumer-brand relationships are established in an Access-based consumption mode. Due to the different dynamics of the consumption mode compared to an Ownership-based consumption mode, the interaction between consumer and brand are naturally changed. Today ownership is taken for granted, at the same time Access-based services are continuously growing. It is therefore important to understand how consumers relate to brands when they no longer posses ownership. The concept will be studied through an Access-based consumption service represented by members of a group of carpools. This group will be compared with traditional, Ownership-based consumption within the same product category represented by a group of car owners. The theoretical foundation of Brand Relationship Quality by Fournier (1998) will be used to measure the relative relationship strength to understand and analyze the influence of consumption mode and potential differences in structure. The focus on car brands becomes intriguing to understand how the Access-based consumption mode creates relationship to brands that are high-involvement products and are deeply emphasized on branding and creation of consumer-brand relationships. Nevertheless this study will be used as a first attempt to understand how this emerging consumption mode create different relationship to the brand within a specific industry and specific set of brands, which can show indications for other brands and industries.

1.5 Context of Carpools

Years of increasing utilization of automobiles, in combination with a steady population growth concentrated in urban areas, have created a big deal of stress on an infrastructure not adapted for the high levels of traffic. Even though alternative transportations can decrease the demand of automobiles, many households depend on the automobile as a part of their transportation in their daily lives. Carpools are in this regard a smart solution to provide automobiles on a need-basis - decoupling ownership, making the transportation with automobiles a more effective alternative in urban areas and otherwise low rate users. Carpools mediate a number of cars to their members/customers with a combination with fix and variable costs. These fixed and variable costs are based on the amount of hours or mileage you use the car. Thus the financial requirements to use automobiles get lowered to the extent of the carpools' fee, making the usage

available for an otherwise financially stressed population. Obligations otherwise required for car ownership, such as car service, washing and cleaning are handled by the carpool.

So far carpools have been growing slowly and still accounts for a very small part of the automobile market. According to the motor industry, carpools are a "slowly expanding niche market, where the difficulty of changing customer behavior and overcoming individuals strong sense of ownership slow down the pace of growth" (Herodes & Skinner, 2005:5). Nevertheless, carpool-systems are operating in almost all European countries where more than 350 000 people are using car sharing systems in 600 cities in 18 countries worldwide during 2013- Sweden having about 17 000 members during year 2012 (Efthymiou et al, 2013:65; Trafikverket, 2012).

The structure of the carpool can manifest itself differently both in terms of openness which refers to what type of customers that can access the carpool (it can be individuals, employees of companies, or organizations), or the degree of commerciality: (A) Commercial- An enterprise which is profit oriented; and (B) Cooperative-Owned by individuals and/or companies not being profit oriented (Trafikverket, 2012). Both types are relatively similar for the members´ interaction with the cars regarding time-or mileage based fees, but differ for the cooperative in respect of additional involvement for the members in sense of administrative or practical assistance. Thus the interaction, attitudes and relations to the car brands should resemble each other regardless of the degree of commerciality due to the same exposure of the brand through the Access-based consumption mode. This study will base its quantitative and qualitative research on the cooperative-type carpools.

2. Theoretical Framework

2.1 Conceptual Background: Ownership and Access

In marketing and most business research available today, the concept of ownership of a purchased product is the very foundation of the purchasing process. The transfer of ownership finalizes the transaction between seller and buyer. In this paper ownership is declared as the traditional mode of consumption – where the owner and user have full property rights over the product including freedom and responsibility for the object. The new consumption mode, the Access-based, is not a new consumption mode per se, but the adaptation of it in many business contexts is new. The mode is popular in the IT-sector, and the concept has increased its popularity as a modern consumption mode decreasing unnecessary consumption (Bardhi & Eckhardt, 2012).

Access-based consumption is a temporary and circumstantial consumption that can be described as a concept close to sharing - where the mode of consumption do not involve ownership (Bardhi & Eckhardt, 2012:882). The consumption through an Access-based consumption mode could have multiple types of design, with a third party ownership or through communal ownership. Communal Access-based services could require a financial investment or down payment of a smaller sum, in order to grant membership. In research of Access-based consumption, the term sharing (Belk, 2010) and access should not be mixed with each other. Sharing in this regard refers to a joint ownership with no separate terms of distinguish partners (Belk, 2010), whereas in Access-based consumption mode no transfer of ownership is apparent - the consumer simply gains access to a product.

Historically, Access-based consumption modes were perceived as weaker modes of consumption (Bardhi & Eckhardt 2012:883), partly due to the perceived superiority of ownership and lack of technological platforms to market the products. Nowadays, due to technological development and more importantly a sociocultural shift - Access-based consumption is gaining interest in industries which not long ago could not be imagined - access to car brands through carpools being one of those services.

Since modern marketing theory completely is based on the premise of ownership – most theories and concepts does not take into account any alternative scenarios without ownership. Comparing an Access-based consumption mode without ownership with the traditional Ownership-based consumption has to capture the relative difference in how the modes interact with the customer or user. The only variable that is changed is in fact ownership, but the consequences changes many aspects of how and to what degree the brand and consumer interact.

2.2 Access-based consumption and Brand relationship quality

Brand Relationship Quality (BRQ) by Fournier (1998) will function as the methodological theory of the study to analyze how Access-based consumption creates different consumer brand relationship. An area, left undiscovered in previous research in Access-based consumption. The research of BRQ-model is originally based on an Ownership-based consumption relationship between the firm and consumer/user (owner). The Access-based consumption mode limits the possibility for the firm to actively interact with the consumers depending on the mediators´ (in this study, carpools) cooperation with the firm. Thus many of the essentials for firms to create strong relationships between consumers and brands are limited or even not existent through an Access-based consumption; making it an important topic to investigate to what degree brand relationships can be created. Consumer-brand relationship concept is an important research topic in terms of retaining the consumers. Several advantages has been indicated such as: reduced marketing costs, ease of access, acquiring new customers, customer retention, brand loyalty, stronger brand equity and more profit (Smit et al, 2006:627). It has been observed that consumers have no problem to identify and assigning personal traits to brands (Aaker, 1997) thus making the metaphorical view of relationships as a valuable tool to manage brands in a consumer-brand relation.

Fournier´s (1998) BRQ-model measures the overall relationship quality, depth, and strength. The model consists of a six-dimensional construct. The model consists of multiple dimensions that create a foundation for analyzing the very dynamic and broad concept that all types of relationships contain. The different dimensions capture varied variables that were identified to have an effect on a consumer-brand relationship. The dimensions have components ranging from the strength between the involved actors to

pure emotions all constructed to measure the strength and nature of relationships. With the six facets - Intimacy, Brand-Self Connection, Brand Partner Quality, Love/Passion, Commitment and Interdependence - the relationship is analyzed based on aspects from human relationships.
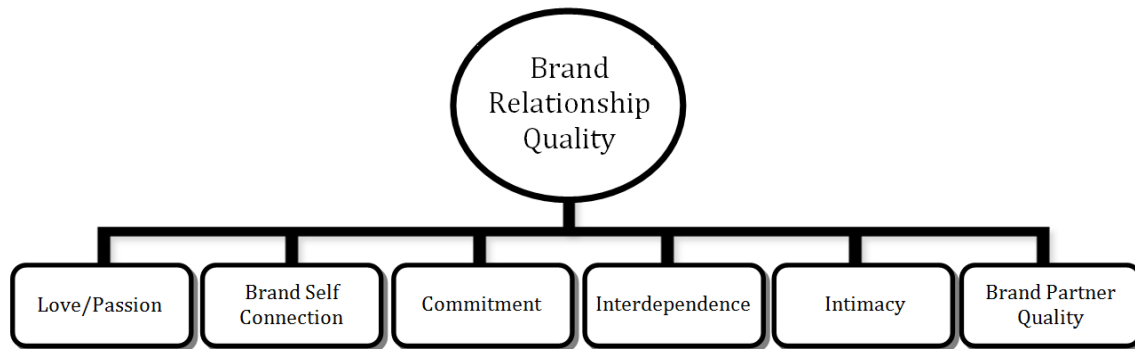
Figure 2.1: Model overview – Brand Relationship Quality

2.2.4 Intimacy

Intimacy, a dimension originally based on psychological relationship theory, refers to the feelings of closeness, connectedness and fondness in loving relationships (Sternberg, 1997:315). Fournier (1998) observed that stronger brand relationships illustrated richer levels of meaning reflecting deeper levels of intimacy, which in itself created more durable relationship bonds. This is illustrated by having detailed knowledge about the brand and special brand meaning for the customer, as well as the perceived depth of consumer understanding manifested by the brand (Guese & Haelg, 2009:1001; Aaker et al, 2004:7).

According to Reis and Shaver (1988), intimacy is developed through a dynamic process whereby the customer discloses personal information, thoughts and feelings towards the brand, including receiving a response from the partner, the brand. The disclosure can be divided to factual disclosures; personal information and facts, and emotional disclosures; feelings, opinions and judgments. Emotional disclosures are known to generate greater intimacy (Laurenceau et al, 1998:1239). Reis and Shaver (1988) argue how each individual difference, needs, motives and goals can influence each person's behaviors and the perception of the partner´s behaviors. Furthermore, Nobre (2011:278) argues that, compared to the aspect of Love and Passion, which is more related to attraction to a brand, the nature of the bond through intimacy can be considered to be more mature and

stable. Thus being more secure under situational adverse brand conditions. Moreover, Fournier (1998:365) explains that these bonds are often rooted in biased "brand relationship memories" – a narrative where the brand plays a central role which creates a very personal and strong bond. The effect of these emotional bonds creates a biased perception that supports stability over time.

2.2.2 Brand-Self Connection

Fournier (1998:364) argues that the level of relationship to the brand will be determined by how the brand delivers on important identity concerns, tasks or themes, thus how it expresses aspects of the self. The extent in which individuals have incorporated specific brand into their self-concept is defined as Brand-Self Connection (Escalas and Bettman, 2009:107). Park et al. (2009:328) adds to this by emphasizing how the individuals see the brand as being part of or personally connected to themselves and how the brand reflects who they are. There are also temporal aspects to consider – where brand connections span from past (nostalgic) to current to future (possible or desired) selves (Kleine et al. 1995). The more a brand is included in the self; the closer is the bond that connects them. Even though the consumers create cognitive links with the brand, it is inherently emotional by having complex feelings about the brand, including happiness and comfort from Brand-Self proximity, as well as sadness and anxiety from Brand-Self separation (Park et al, 2010:2). Additionally, the brand will not only work as expression of the self, but rather helping to build and enhance consumers´ self-identities (Park et al, 2009:111; Kim et al, 2001). Furthermore, it cultivates self-concepts by linking the brand to the consumers´ past, acting like symbols to personal accomplishments, provide self-esteem, aligned to personal goals and concerns, and differentiates themselves from others. The Brand-Self Connection will also become important to be a part of an in-group. If the brand is not associated with an in-group, it might affect the Brand-Self Connection by rejecting the brand (Papista & Dimitriadis, 2012:37; Park et al, 2009:107; Mittal, 2006). Park et al (2009:110) argue that consumers create intrinsic meanings of the brands, which become more important than the functional or instrumental values, for example how the first car will reflect the introduction to adulthood and freedom.

The development of Brand-Self Connection over time will be manifested by how brand-related thoughts and feelings become a part of consumers´ memories. The prominence

of these feelings and thoughts will be determined by how easy it is to retrieve them. Park et al (2010:2) claim that positive memories about a certain object are more outstanding for people that are highly attached to the object. In general it is stated that the brand´s prominence makes relationship-sustaining activities more salient which creates stronger behavioral commitment through positive word-of-mouth, and putting more time and money on the relationship (Park et al, 2010:2). However, Moore and Homer (2007) highlights that brands can reflect self-identity without creating any strong emotional attachment to the brand, for example if a brand ties closely to negative associations from reality.

2.2.5 Brand Partner Quality

This dimension describes the perceived overall relationship satisfaction and strength (Fournier, 1998). It can be seen from the perceived positive orientation of the brand; the overall brand reliability in performance as partnership role; the brand adherence to implicit rules in the consumer-brand relationship; the trust or faith in what the brand will deliver versus what is feared; and the comfort in the brands responsibility for their actions (Fournier, 1998:365).

An important variable that affect the relationship's quality is uncertainty stemming from multiple factors in the relationship environment, intangibility, complexity, and lack of service familiarity (Crosby et al, 1990:70). On one hand these types of uncertainty create a more complex environment for a relationship; on the other hand, they provide a foundation to build a meaningful relationship. Thus relationship quality can serve as a method to decrease any kind of perceived uncertainty (Roloff and Miller: 1987).

To control and maintain a meaningful relationship there are two fundamental qualities that has to be satisfied to some degree; trust and satisfaction. The importance of trust is justified in social psychology and other related fields to be a vital in interpersonal dyads to function (Crosby et al, 1990:70). The concept of satisfaction captures the temporal history of the relationship – where past experience can provides "the best assurance of future performance in a continuous history of personalized, error-free interaction. Framed by Westbrook (1981), satisfaction is an emotional state that occurs in response to an evaluation of these interaction experiences.

2.2.1 Love/Passion

Love/Passion is defined to be a range of feelings from warmth and affection to passion, infatuation, to the more extreme obsessive dependency (Fournier, 1998:22). Compared to positive feelings towards a brand, Love/Passion can achieve a much stronger cognitive force - as the sense of "something is missing" (Papista & Dimitriadis, 2010). According to Fournier (1998), brands with a high level of Love/Passion can create strong effects of perception of irreplaceability and even create separation anxiety. There is also indications that such strong feelings could create a general positive bias in consumer perception – creating a shield towards negative experiences that otherwise would have a greater negative impact on the brand perception and thus the relationship towards the brand (Fournier, 1998).

Some elements were discovered to contribute to Love/Passion (Ahuvia & Bagozz, 2012) such as passion-driven behaviors reflecting desires to use the product, a will to invest and past behaviors of doing so. Also it becomes important regarding self-brand integration by capturing the brand's ability to connect to the actual and idealized identities of its users. Further, the dimension allows the ability to connect to more profound life meanings, provide intrinsic rewards, and the frequency of these thoughts. Furthermore, it reflects a deeper sense of personal attachment to the brand, creating the feeling of being "right" through positive emotional connection, but also a degree of separation distress if the brand where to go away. Love/Passion also refers to long-term relationship including the motivation to extend use to an extensive future and a long-term commitment. Lastly, Love/Passion becomes apparent by the positive attitude valence by describing the satisfaction in the degree of correspondence with ideal product, like-dislike, expectations and other evaluations based on positive/negative dimension.

Smit et al (2006:632) identified that feelings corresponding to Love/Passion exists between brands and consumers. Smit et al (2006:632) identified that brands with an unique or exciting personality created a foundation for stronger emotions, such as love, in consumers' perception of the brand. In the BRQ-model, the strong emotions created by Love/Passion create a foundation for a strong partner quality, making it unlikely for weaker brands to achieve strong partner quality without a relatively strong emotional

connection.

2.2.3 Commitment

Commitment is here defined as the "intention to behave in a manner supportive of relationship longevity" (Fournier, 1998:23). In Fournier (1998), strong commitments were supported by the informants, in some cases these were explicitly expressed often in verbal announcements of only buying one brand or illustrated implicitly through loyal commitments to certain brand. Morgan and Hunt (1994) state that both Commitment and trust are vital variables to engage customers in a long-term relationship to preserve an active relationship; to avoid other alternative relations with other partners, and to reduce the perception of risk in the environment (Morgan & Hunt, 1994:316). Further, Commitment is the key for the longevity, desire and intention to maintain the relationship. It is commonly agreed within the field of relationship marketing that Commitment is a mediating construct that is dependent upon variables such as satisfaction and trust; which in the customer sphere directly influences behavior (Sung & Campbell, 2007).

Many of the dimensions of the BRQ-model are based on "human" relationships, thus the foundations of the emotional bond is found in social psychology or other similar fields. In social psychology, Commitment is central to the relationship-specific motive, and the feelings of Commitment were identified to foster pro-relation cognitions, motivations and behaviors (Sung & Campbell, 2007). The idea of Commitment in social psychology and relationship marketing is much alike where Commitment is perceived as a critical characteristic in the study of relationships.

2.2.6 Interdependence

Strong brand relationships typically have a relatively strong bond of Interdependence between the consumer and brand. This connection could be found in practical encounters such as a morning routine or more related to cognitive confrontations. According to Fournier (1998), Interdependence can have multiple sources, in many cases in could be created as a by-product of a habitual use or routine, which nonetheless creates a strong bond that can endure despite low levels of affective involvement and intimacy. The dimension of Interdependence the BRQ-model captures a behavioral dimension in the relationship that involves frequent brand interactions, increased scope

and diversity of brand-related activities (Papista & Dimitriadis, 2010:389). A high Interdependence is not necessarily needed to obtain a strong relationship. In Papista and Dimitriadis (2012), strong relationships were identified between brands that were used rather seldom, which in many cases were supported by a strong commitment or trust.

2.3 Summary of BRQ-Model

Fournier's model of Brand relationship quality serves as a theoretical tool to investigate how Access-based consumption creates different consumer-brand relationship compared to Ownership-based consumption. The model of BRQ distinguishes six dimensions – all factors to investigate the dynamics and relative strength of a consumer-brand relationship. The concept of Intimacy is based on the understanding that strong feelings of closeness, connectedness and fondness to a brand create a deep connection to a brand. To understand how consumer identifies and incorporate brands into their self-concept, there is the concept of Brand-Self Connection. Brand Partner Quality on the other hand is the overall perceived satisfaction of the relationship; a positive orientation towards a brand is vital for future interactions. Love/Passion captures stronger emotional aspects that consumers might have towards a brand. If these emotions are strong not only would other brands be neglected, but also the brand itself would be perceived as superior. Commitment is important to judge the basis for relationship longevity. Interdependence captures how, when, what the consumer and brand interact, may it be through routines or less frequent occasions, more is usually determined to increase the likelihood of a strong relationship quality. All dimensions are relative to one another, some could be less or more apparent even in the strongest of relationship depending on the type of product and consumer. Many variables are important and as "human" relationships even the slightest aspect could be the tipping point for the relationship to be more or less irrelevant for the consumer.

3. Methodology

In the following section the method of the paper will be reviewed. The chapter will start with a general discussion of the methodological approaches and scope. Succeeding with a description of the pre-study that was performed. The main topics of the chapter will describe the quantitative study, describing the setting, and the two respondent groups followed by an operationalization of variables. Lastly, the qualitative study will be explained in further detail, together with an operationalization of the variables.

The research is based on a deductive approach of exploratory nature. The deductive approach allows the researchers to develop a theory or hypothesis as the basis for the empirical investigation (Saunders et al, 2007:117). This enables the researchers to pursue a principle of scientific rigor by being independent of what is being observed. Furthermore, an exploratory study becomes useful when the aim is to gain a deeper understanding of a problem. Robson (2002:59) argues that an exploratory study enables to investigate what is happening, to seek new insights and assess phenomena in a new light. Due to the nature of the research question of exploring a new topic with relatively little existing literature, the exploratory study can be seen as a pilot study for future research. This would allow the foundation to generate new ideas, assumptions, and development of tentative theories or hypotheses and determine whether a study is feasible in the future (Saunders et al, 2007:134). Furthermore, the choice of having a deductive approach was beneficial by the possibility to create a clear framework in which already known theories and concepts within the subject area can be used. Thus devising a framework to help us to organize and direct the data analysis (Yin, 2003).

Due to the exploratory nature of our research, we found it necessary to have a mixed research method approach, which means we used different methods to collect our data (Saunders et al, 2007:145). In our research, a quantitative method was the primary approach whereas as a qualitative method would work as a complement to gain deeper understanding. The mixed method allowed the qualitative research to provide contextual information and understanding that supplements the findings from the quantitative study (Bryman & Bell, 2011:636). Bryman and Bell (2011:639) argue that by using the combination of mixed methods it allows the qualitative research to facilitate

interpretation of the relationship between variables and gain reasoning to the results of the quantitative research. Furthermore, qualitative interviews enabled us to understand the underlying causes for the respondents´ attitudes and opinions, hence increase validity and reliability (Denscombe, 2000:162). The mixed method is argued to enhance the credibility and conviction of the results by able to crosscheck and evaluate the results from both methods (Webb et al, 1966). A risk with using a mixed method approach might be the creation of confusion when trying to combine and analyze the data (Bryman & Bell, 2011:640). However, because the research question is relatively unexplored, it was necessary to gain a deep understanding of the reasoning behind the results from the primary research method, and thereby contribute greater to research without the risk of misinterpreting the data from only using one research method.

3.1 Pre-study

To ensure the quality and to gain insight in the subject of carpools, a qualitative pre-study was performed. Two telephone interviews were conducted with representatives from the two biggest carpools; Göteborgs Bilkooperativ and Lunds Bilpool. Both interviewees had positions on the carpools´ board, which provided important insights and understanding how the consumers perceive and use the car brands. The interviews were performed with a semi-structured interview guide, with a few fixed questions surrounding consumers´ relation to the cars and the structure of the carpools. The insights from the interviews were also used to improve the design for the questionnaire and interview-questions in the main study to gain relevant data for the research question. See Appendix I for interview guide for the pre-study.

3.2 Research Design

The primary, quantitative study was developed for statistical analysis besides the use of qualitative interviews as complement to the study. Using statistical analysis became necessary to ensure strong validity and reliability of the data, and to be able to answer the research question. The primary analysis was based on an Independent-sample T-test. Independent sample T-tests are used when you have two different (independent) groups (e.g. Access-based consumption and Ownership-based consumption) and you are interested in comparing their scores based on dependent variables, for example

dimensions from a theoretical framework (Pallant, 2007). The T-test allowed us to see how each dimension of the BRQ-model differs between the two consumption modes; represented by members of Carpools (Access) and Car owners (Ownership). Additionally, it enabled to understand the level of impact the change in consumption mode had on the results. By analyzing the differences between the two consumption modes it opens up the possibility to gain deeper understanding on how the consumption mode creates different brand relationship through the dimensions of the BRQ-model.

3.3 Quantitative research

As for the primary research method, the choice of questionnaire was beneficial to be able to understand the difference between the two consumption modes through statistical analysis; T-test. The method allowed for collecting a large amount of data from a sizeable population, which is required when using statistical analysis (Pallant, 2007). Questionnaires also allowed for an easier comparison against variables, as well as suggesting possible reasons for particular relationships between variables. This in turn enabled analysis quantitatively through descriptive and inferential statistics (Saunders et al, 2007:138). Additionally it is relatively time and cost efficient which was suitable for our limited resources (Saunders et al, 2007:138). The questionnaire was in the form of a self-completion questionnaire (See Appendix III, Appendix IV), which was aimed for the two groups representing each consumption mode: members of carpools and car owners. For Access-based consumption represented by members of carpools, the questionnaire was sent out by email to all members of four chosen carpools by the help of the board of directors from the different carpools. The boards of directors also helped out by encouraging the members to answer for the sake of the carpool. The questionnaire was sent out to approximately 600 persons and was answered by 144 (of 117 were completely answered) respondents. For Ownership-based consumption represented by car owners, the questionnaire was sent out by email to people selling their cars on a Swedish second-hand online marketplace, "Blocket.se". These people were selling similar car models as used in the carpools including similar geographical locations. The questionnaire was sent out to approximately 400 persons and was answered by 164 (of 116 were completely answered).

The questionnaire consisted of 48 questions (49 questions for car owners). We choose to

have a relatively short questionnaire because this tends to achieve greater response rate than longer ones due to more engaged respondents (Bryman & Bell, 2011:261). 30 of the questions consisted of closed questions with a 7-Lickertscale, which asked about the respondents´ attitude and feelings to the car brands in regard to the different dimensions of BRQ-model. The 7-Lickertscale allowed for easy implementation of the statistical analysis to investigate the research question. To enable comparability between the two consumption modes, each respondent needed to choose which one of the four most common car brands in the carpools (Ford, Skoda, Toyota and Volkswagen) that have been used the most the last two months (for members of carpools) or was currently owned (for car owners). Thus, the questions for members of carpools was not based on which brand is preferred, but rather which one that has been most available to avoid too strong bias due to emotional or personal relationship to the car. To make the comparison between the two groups reliable in terms of having similar exposure of the car; Car owners that have not owned their car a sufficient amount of time was filtered out.

The different car brands included in the surveys were the same between the two groups, with a set of four car brands that was leveled to ensure homogeneity. The set of car brands were Ford, Skoda, Toyota and Volkswagen. The set of car brands chosen were the most representative brands existent in all carpools, which were matched with car owners of the same set of brands. Furthermore, the set of brands were evaluated whether they had similar brand equity, price range, and reaching similar type of segments and markets to increase the homogeneity. Since the research question is focused on how Access-based consumption creates consumer-brand relationship compare to Ownership-based consumption, a set of brands could ensure validity and become more representative rather then investigating one specific brand.

In order to make it possible to examine how respondents´ relationship to the car brand differed between the two consumption modes, the questions were divided to investigate the relative strength of each dimension of the BRQ-model regarding the relationship to the car brand. Each dimension was represented by having three to six questions to gain broad understanding of the respondents´ attitudes, thus ensuring the questionnaire would have high validity. To increase the measurement qualities of the existing questions, we adopted questions from previous studies that have been done about Access-based

consumption and Brand relationship quality (Aaker et al, 2004; Fournier, 1998; Papista & Dimitriadis, 2010; Park et al, 2010; Smit et al, 2006). Saunders et al (2007:368) argue that you can assess greater reliability and validity more efficiently by adapting and adopting questions used in previous research about similar subject and respondents, which already have been empirically tested and validated. Furthermore, to ensure each dimension was represented and had high statistical significance, we performed reliability analysis on the dimensions to determine if it existed linear relationships between them (Newbold et al, 2007).

To maximize the validity and reliability of the questionnaire, Saunders et al (2007:356) recommend conducting pilot testing of the questionnaire prior to release it to the aimed respondent groups. Based on suggestions from Fink (2003), the pilot testing was conducted to ten respondents from one of the carpools where they evaluated the comprehension of the questions, the design of the questionnaire and the time frame. This allowed us to control the reliability and validity of the research. Additionally we let an expert on marketing research from the University comment on the questionnaire and gave suggestions to increase the reliability and validity (Saunders et al, 2007:387). To follow the recommendations of Saunders et al (2007:356) on how to create good questionnaires, we used a clear layout of the questionnaire form with clear and understandable wordings and terms.

Further, easy questions were used in the beginning to allow the respondents to have an open mind-set before starting with the questions that were based on their attitudes and perceptions (Saunders et al, 2007:354). These questions elaborated age, gender, years as members/car owners, and usage of the cars. Additionally, at the end of the questionnaires we used open questions to permit the respondents to answer more completely and to reveal the reasoning behind their answers. These questions allowed the respondents to discuss how they perceive their relationship to the car brands. The open questions also enabled the discovery of interesting insights and ideas that otherwise would not have been covered nor been anticipated by the researchers (White & McBurney, 2013:219).

3.3.1 The Setting

As the research question entails, it was crucial to enable the comparability between the two different consumption modes of Access-based consumption and Ownership-based consumption to ensure the comparability of variables regarding brand relationship. This resulted in two groups: (1) members of carpools and (2) car owners. To enable high level of reliability and validity, it was important that both groups were as similar as possible besides use of different consumption modes. Therefore we used a non-probability sampling method so we could ensure that the sample represented the population accurately (Saunders et al, 2007:226). The non-probability sampling was done both prior to the empirical study based on chosen variables, but mainly subsequently to the collected data. We tried to make the two groups as homogeneous as possible by controlling the distribution regarding gender, age and years you have been a carpool member/ owner of the car within each group. Furthermore, it was important that both groups used the same set of car brands to make the research valid. The non-probability sampling for each group will be explained in detail below.

3.3.2 Members of Carpools

The first group which represented the Access-based consumption mode, were members from four different carpools in Sweden; Göteborgs Bilkooperativ with 500 members, Stockholms Bilpool with 100 members, Lunds Bilpool with 230 members, and Bilpoolarnas with 80 members (See details about the Carpools in Appendix VII). The carpools are cooperative-based carpools, which still have the same structure as commercialized carpools regarding how the members interact with the car brands. To use four carpools with different geographical positions, we could gain higher reliability and credibility in the data by reaching wider spread of people with different backgrounds and life situations compare to only using one carpool. The four carpools were the biggest in Sweden, which allowed for a greater reach. Additionally, by accessing several carpools we could avoid biased results by using only one sampling.

All carpools had the specific set of four car brands in their disposal, with a few cars in exception. These four brands based on level of usage were: Toyota (34%), Volkswagen (29%), Ford (20%) and Skoda (17%) (See Appendix V: Question 9 (Q9). The respondents that used cars outside the chosen car brands were excluded. Because the research method would reach people that were using the car brand through an Access-

based consumption mode on a daily basis, we expected the respondents to be familiar with the chosen car brands and have clear attitudes and understanding about their relationship with the brand.

3.3.3 Car Owners

The second group, which represented the Ownership-based consumption mode, consisted of car owners of the same set of car brands as investigated in the carpool group. Unlike the first group where we could gain knowledge about the different carpools through their websites and by communicating with people head of the organizations; the non-probability sampling of car owners was more limited. Initially we picked the respondents by convenience sampling (Saunders et al, 2007:234) by contacting car owners of specific car brands that were selling their cars on the Swedish Online-Marketplace called Blocket (www.blocket.se). This approach enabled us to control which car brands would be selected to achieve better comparability to the first group. Additionally, the geographical areas could be picked to resemble the different geographical locations of the carpools. Due to the limitation to create similar sampling to the first group regarding gender, age and years of being car owner; complementary adjustments were conducted to ensure similar distribution to the first group. The fact that we reached out to people doing an active choice to leave the relationship with the car was seen as troublesome in regard of reliability and validity. However, due to the difficulties to reach appropriate respondents on that scale in any other way, it was seen as a suitable approach based on the limited time frame.

3.3.4 Operationalization of variables

By having a clear theoretical framework with well-explained dimensions that covered specific aspects of the BRQ-model, it allowed for creating a well-structured operationalization of variables. As mentioned before, the questions, which represented the different variables of BRQ-model, were adapted and adopted from previous research within BRQ-model to increase the validity of the research. Some adjustments to the questions were needed for them to be applicable for the specific focus of the research.

The primary, quantitative method had the operationalization as follows. Questions 1 to 11, and 42 to 48 involved subjects concerning the respondents´ personal information, reasons for joining the carpools, and the usage of the car brands. Furthermore, open

questions were used to gain overall information about their relationship to the car brands. Questions 12 to 41 in the questionnaire represented the different dimensions of BRQ-model (See Appendix III & IV). The questions for Intimacy (Q12-Q17) elaborated on how the emotional bonds might create biased perception of the brand in terms of detailed knowledge about the brand and having special brand meaning for the respondents. The questions for Brand-Self Connection (Q18-Q24) covered areas regarding how the brand delivers important identity concerns, and how it expresses aspects of the self and self-concept for the respondents. The questions for Brand Partner Quality (Q25-Q29) discussed how the respondents perceive the overall relationship satisfaction and strengths in terms of performance and trust in what the brand will deliver. The questions for Love/Passion (Q30-Q33) investigates the affection and dependency that might exist towards the brand by having biased perception about the brand compare to other brands. The questions for Commitment (Q34-Q38) elaborated on the respondents´ intentions to behave in a manner supportive of relationship longevity. Lastly, questions for Interdependence (Q39-Q41) concerns the respondents´ strong bond of interdependence towards the brand by understanding their needs for it in their daily routines.

3.4 Qualitative research

As mentioned before, the data collection was based on a mixed method approach; a quantitative survey for statistical analysis and qualitative interviews. The interviews were conducted with eight members of one of the carpools in the research; Göteborgs Bilkooperativ. The interviewees offered good level of variation regarding years as members, age, and gender which should represent the population good enough to gain important insights. The use of respondents from only one carpool was seen as sufficient enough due to the variation in respondents´ characteristics and the size of the carpool. The interviewees were selected with the help of Malin Dahlström, Information Manager of Göteborgs bilkooperativ, by her asking every 10th person on the member list. The topic of the interviews surrounded the members´ attitudes and relations to selected car brands (Ford, Skoda, Toyota and Volkswagen) and their general views on the carpools. Interviews with car owners were not conducted due to the research´s focus on to which extent Access-based consumption can create consumer-brand relationship. Hence it became most important to gain understanding of the underlying reasoning's for

consumer-brand relationship through the Access-based consumption mode.

The interviews were semi-structured which means the researchers have a list of themes and questions to be covered, but questions that are not in the guide might be asked (Bryman and Bell, 2011:467). Semi-structured interviews is explained to be used in order to understand the relationships between variables by being able to use "probe" questions which opens up the opportunity for the interviewees to explain, build on the responses. Saunders et al (2007:315) argue that this becomes helpful when you are concerned to understand the meanings and reasoning that the respondents ascribe. However Saunders et al. (2007) emphasize the importance to have clear sense of purpose and direction during the research process. Therefore an interview guide (See Appendix II) was designed based on the dimensions of BRQ-model, in order to control that all relevant subjects were covered with each interviewee. However, the questions were not directly aimed for each dimension in order to reduce the scope for bias, and avoiding respondents misunderstand the theoretical concepts (Saunders et al, 2007:325). Therefore we used open questions to encourage for more extensive and developed answers, which is better to reveal attitudes and obtain facts (Saunder et al. 2007:329). The structure also allowed for directing the discussions towards new angles that originally were not considered or anticipated by us (Saunder et al, 2007:330). Additionally, to avoid biases and incomplete interpretations, we tested our understanding by summarizing the explanations provided by the interviewees (Healey & Rawlinson, 1994:138). To enable the interviewees to feel more comfortable and build up more trust and confidence towards the researchers, it was advised to start up the interviews with least complicated topics, and gradually move to more complex and sensitive questions (Healey and Rawlinson, 1994:138). At the end, we used "catch-all" questions to encourage and allow the interviewees to comment on specific issues and personal opinions that have not been elaborated previously (Bryman and Bell, 2011:479).

3.4.1 Personal Interviews and Collection

The data collection was based on personal interviews that were conducted through telephone interviews. According to Saunders et al (2007:342) qualitative telephone interviews are convenient when the interview is structured or semi-structured. Telephone interviews became beneficial due to the organization´s wish to uphold the

members´ confidentiality and it enabled to reach hard-to-reach groups and it is time-and cost efficient (Bryman & Bell, 2011:489). Due to the limitation of acquiring understanding of the interviewees´ body language including discomfort, puzzlement and confusion (Bryman & Bell, 2011:489), it becomes more important to have well understood questions and clear communication. Saunders et al (2007:342) argue that establishing trust will become particularly important when you want to ask sensitive questions, however Bryman & Bell (2011:489) explain that the lack of physical presence of the researcher may be more beneficial for sensitive questions because the interviewees feel less distressed.

The age-range was between 36-59 with three males and five females participated. The duration of membership is rather different between the respondents, extending between two years to 22 years. To respect the confidentiality of the interviewees, they will only be mentioned by their first name in the empirical findings. The interviews were conducted in Swedish, but the transcriptions were translated to English to be well understood for other parties. The transcriptions were sent to each interviewee to confirm that it represented their answers correctly. Both researchers confirmed that the interviews had been interpreted correctly to increase the reliability. All interviews were audio recorded with the permission of the informants and took 30-50 minutes. This allowed us to focus more on what the interviewees were saying and gave better possibility to ask follow-up questions and be more prepared to comment on unprepared topics when required. Moreover, by using a recorder we could ensure that the data was interpreted in a correct way by controlling the data after the interviews (Patel & Davidson, 2003:101).

3.4.2 Operationalization of variables

The qualitative method followed a semi-structured approach, which meant it had less strict operationalization than the quantitative method. The questions were designed to evoke respondents´ attitudes and perceptions of the car brands in which aspects from the different dimensions could be identified afterwards. The questions also elaborated about respondents´ difference in relationship to the car brands when changing consumption modes from Ownership-based to Access-based consumption. Thus gain deeper understanding of the underlying reasoning for the relationship to the brands through the consumption modes. See Appendix III and IV for more details.

4. Empirical findings

4.1 Quantitative data

4.1.1 Scale´s internal consistency and Normality

As a first step in the statistical analysis, the sample needs to be corrected for normality and internal consistency. Because the sampling for the two consumption modes are done separately, the investigation of the distribution of the scales is presented for both groups.

4.1.1.1 Access-based consumption

Because the research is based on the different dimensions of BRQ-model, the variables representing each dimensions needs to be tested for internal consistency. One of the most commonly used indicators of internal consistency is Cronbach´s alpha coefficient, which ideally should be above 0,7 (Pallant, 2007:95). As seen in Table 4.1, all dimensions meet the requirements of Cronbach´s alpha except the dimensions "Love/Passion" and "Commitment". Pallant (2007,95) explains how short scales (with fewer than ten items) can create rather low Cronbach values, and refers to the Inter-Item Correlation as guidelines. Values under 0,3 in the Inter-Item Correlation indicates that the items are measuring something different from the scale as a whole. After conducting new Reliability tests without the items "L1, C1, C2 & C3", the Inter-Item Correlation shows more acceptable results, which approves for the next step of Normality Test.

Due to the confirmation of inter-correlation within each dimension, further analysis including the T-test has been done based on combining the variables within each dimension and calculate an average (e.g. IntimacyTotal, CommitmentTotal). As for the Normality Test, the group representing Access-based consumption; Carpool, violates the assumption of Normality based on Kolmogorov-Smirnov´s Significance value and the interpretation of the skewness and kurtosis of the distribution (See Table 4.2). All dimensions except "Brand Partner Quality" has positive skewness, meaning the distribution is clustered more to the left (Pallant, 2007). Regarding Kurtosis, which provides information about the peakedness of the distribution (Pallant, 2007), all of the dimensions have high scores. After evaluating the Histogram and Boxplot of each dimension, 12 cases are determined as outliers (from Intimacy, Brand-Self Connection,

Love/Passion and Commitment) which are excluded from the sample. Regardless of the violation of Normality, the influences from outliers in the different dimensions are determined to be weak based on *5% Trimmed Mean.* Trimmed mean shows if the extreme scores are having strong influence on the mean. Furthermore, Pallant (2007) argues that violation of the assumption of Normality is quite common with large samples, and the distribution being perfectly normal is an uncommon occurrence in the social sciences. Thus the reason for insignificant values regarding Normality can be explained by the size and nature of the research. Nevertheless three dimensions; Intimacy, Brand-Self Connection and Interdependence show very high values in skewness and kurtosis, which indicates an abnormal distribution. Due to this a non-parametric alternative to T-test; Mann-Whitney Test, are used on these dimensions to allow for a credible analysis. Mann-Whitney Test differs from Independent-sample T-test by investigating the difference in median between two groups compare to using the mean (Pallant, 2007:220). Furthermore, eta-square evaluates how great effect the two groups (Access-based consumption and Ownership-based consumption) have on the variance in mean. Eta-square will be used to show the effect size between the consumption modes (Cohen, 1988:284-287). On the dimensions that are analyzed through Mann-Whitney Test, a non-parametric alternative to eta-square is used (Pallant, 2007:223). The results from the alternative analysis is embedded in Table 4.3.

4.1.1.2 Ownership-based consumption

As seen in Table 4.1, all dimensions meet the requirements of Cronbach´s alpha. However the dimension of "Commitment" has a negative correlation between C2 and C4. To ensure the scales between the two consumption modes are identical, the same variables which are excluded in the group representing Access-based consumption, are excluded in the group representing Ownership-based consumption. This leads to acceptable Cronbach values for both the dimensions "Love/Passion" and "Commitment". Additionally the negative correlation between C2 and C4 is avoided.

Regarding the normality test, three of the dimensions; Intimacy, Brand-Self Connection and Commitment, shows to be significant whereas the rest of the dimensions violate the assumption of Normality. The dimensions "Intimacy" and "Brand Partner Quality" have distributions more focusing on the right side of the scale, however with a relatively

normal distribution. "Brand-Self Connection" and "Love/Passion" have positive skewness with mean values of 3,16 and 2,79. "Commitment" with acceptable significance value has a normal distribution. The dimension "Interdependence" has strong positive skewness and kurtosis towards the left right of the scale. After evaluating the Histogram and Boxplot of each dimension, 9 cases are determined as outliers (from Brand Partner Quality and Commitment), which are excluded from the sample. Regardless of the violation of Normality, the influences from outliers in the different dimensions are determined to be weak based on *5% Trimmed Mean.* As explained before, not reaching a normal distribution is fairly common in the social science, which used as reasons to accept the sample. Furthermore, a non-parametric alternative for the Independent-sample T-test is conducted on the dimensions in which have abnormal distribution in the first group representing Access-based consumption. This is presented in Table 4.3.

Table 4.1: Reliability Test for the groups representing Access-based Consumption & Ownership-based Consumption

Dimension	Cronbach´s Coefficient	Inter-Item Correlation if low Cronbach´s Cofficient (under 0,5)	Exclusion of variables	New Cronbach´s Cofficient after Exclusion	New Inter-Item Correlation after Exclusion
Access-based Consumption					
Intimacy	0,898				
Brand-Self Connection	0,805				
Brand Partner Quality	0,883				
Love/Passion	**0,412**	0,241	L1	0,413	0,334
Commitment	**0,571**	0,275	C1, C2, C3	0,695	0,545
Interdependence	0,749				
Ownership-based Consumption					
Intimacy	0,873				
Brand-Self Connection	0,905				
Brand Partner Quality	0,875				
Love/Passion	**0,854**		L1	0,834	
Commitment	**0,721**		C1, C2, C3	0,850	
Interdependence	0,749				

Table 4.2: Final Normality Test for the groups representing Access-based Consumption & Ownership-based Consumption

Dimensions	Mean	5 % Trimmed Mean	Skewness	Kurtosis	Test of Normality: Kolmogorov-Smirnov Sig. value
Access-based Consumption					
IntimacyTotal*	2,01	1,91	1,189	0,681	0,000
Brand-Self ConnectionTotal*	1,32	1,26	2,116	5,172	0,000
BrandPartnerQualityTotal	2,99	2,97	-0,113	-0,643	0,010
Love/PassionTotal	1,34	1,30	1,036^^	0,154	0,000
CommitmentTotal	1,88	1,84	0,611	0,087	0,015
InterdependenceTotal*	1,06	1,02	3,948	15,584	0,000
Ownership-based Consumption					
IntimacyTotal	4,25	4,27	-0,347	-0,216	0,200
Brand-Self ConnectionTotal	3,16	3,11	0,408	-0,527	0,082
BrandPartnerQualityTotal	4,83	4,86	-0,388	-0,321	0,022
Love/PassionTotal	2,79	2,70	0,837	-0,109	0,000
CommitmentTotal	3,25	3,23	0,252	-0,544	0,078
InterdependenceTotal	2,12	2,04	0,829	-0,662	0,000

*The dimensions Intimacy, Brand-Self Connection and Interdependence have very high values of skewness and kurtosis compare to the other dimenions, thus a non-parametric alternative, Mann-Whitney Test is determined to be more suitable to use.

4.1.2 Independent-samples T-test

Some general assumptions need to apply for the samples before conducting the Independent-samples T-test (Pallant, 2007:204). Level of measurement, random sampling, and independence of observations meet the requirements for parametric techniques. As seen previously, both samples (Access-based consumption & Ownership-based consumption) lack significant level of normality. However, Pallant (2007:204) argues that a lot of research in social science is not normally distributed. Furthermore, the technique of Independent-samples T-test is reasonably robust against violations of assumption when having larger samples (e.g. 30+). With the combined sample size of 212 cases after excluding outliers, it should arguably not cause any major problems (Pallant, 2007:204). Regarding homogeneity of variance, this assumption is relatively robust to violations if the two-samples sizes are similar (largest/smallest=1,5) (Stevens, 2009:249). Furthermore, the assumption of the power of the test, meaning to correctly determine whether in fact there is a difference between the groups, is argued by Stevens

(2009:6) to be irrelevant when having large sample sizes (e.g. 100 or more cases). Nevertheless, as argued previously, three dimensions; Intimacy, Brand-Self Connection and Interdependence are determined to have highly abnormal distribution in terms of skewness and kurtosis, therefore a non-parametric alternative to Independent-sample T-test are used to allow for more credible results. See Table 4.3.

4.1.2.1 Presentation of the T-test

Table 4.3 illustrates the differences in the respondents´ relationship to car brands based on the different dimensions of Brand Relationship Quality in use of the two consumptions modes of Access-based consumption and Ownership-based consumption. There are significant differences between the two consumption modes in all dimensions, at the $p=0,000$ level. Additionally the eta-square is between 26% and 48 % in all dimensions which shows that the consumption modes have extremely large effect (14 % is considered large effect). In the dimensions, which used the non-parametric alternative to eta-square, show as well extremely large effect, between 57% and 75 %, where 50% is considered large effect (Pallant, 2007:236; Cohen, 1988).

Concerning the level of Intimacy towards the car brand among the respondents, it has the highest significant difference among the dimensions between the two consumption modes (Access: Md=1,66 ;Owners: Md=4,33 ;Diff:61,7%, p=0,000). The effect size test on 0,67 (67%) shows that this difference is in extremely large extent explained by the type of consumption mode.

Furthermore, the difference in how respondents valued the Brand-Self Connection is as well significantly determined being affected by the consumption mode with the highest effect size of 75 %. The medians are lower compare to the dimension of Intimacy (Access: Md=1,14; Owners: Md=3,00), however it has the highest difference between the two consumption modes with 62 %.

In comparison to the other dimensions of the BRQ-model, the two dimensions of Brand Partner Quality and Love/Passion has moderate levels of eta-square (37 % and 35 % respectively), meaning how much of the difference in means can be explained by the consumption mode. However, Brand Partner Quality has higher scores on the mean. The

difference in means regarding Brand Partner Quality is 4,83 (Access) and 2,99 (Owners) with 38,1 % difference. Love/Passion has relatively moderate levels of mean in each group with 3,00 (Access) and 1,44 (Owners) with very high difference of 52 %.

The dimension of Commitment shows similar results as Brand Partner Quality, but has lower eta-square (31%) meaning the difference in consumption mode has relatively lower effect on respondents´ values compare to other dimensions. The differences between the two consumption modes are similar to Brand Partner Quality with 40,5 % difference.

Finally, the aspects that surrounds the dimension Interdependence is valued relatively less important regarding the relationship to the car brands (Access: Md=1,00; Owners: M=1,67), however the consumption modes have relatively high effect on the difference compared to other dimensions (effect size 57 %). The percentage difference is 40,1 % between the two consumption modes.

Table 4.3: Independent-sample T-test Overview: Access-based Consumption & Ownership-based Consumption

Dimensions	Mean		Diff	Std. Deviation		Diff	Equal Variance	Sig.	T-value	Eta Squared
	Access	Owners	(%)	Access	Owners	(%)	Assumed	(2-tailed)		
IntimacyTotal	1,66*	4,33*	61,7	1,11	1,33	16,5	-	0,000	-13,25	0,67**
Brand-Self ConnectionTotal	1,14*	3,00*	62,0	0,48	1,27	62,2	-	0,000	-13,91	0,75**
Partner QualityTotal	2,99	4,83	38,1	1,23	1,17	-5,1	Yes	0,000	-11,20	0,37
Love/PassionTotal	1,44	3,00	52,0	0,55	1,41	60,9	No	0,000	-10,62	0,35
CommitmentTotal	2,93	4,92	40,5	1,40	1,56	10,3	Yes	0,000	-9,78	0,31
InterdependenceTotal	1,00*	1,67*	40,1	0,23	1,26	81,8	-	0,000	-8,59	0,57**
Total Avg.	**1,86**	**3,63**	**48,8**	**0,83**	**1,33**	**37,6**				
Total Respondents	CarP:105 CarO: 107									

*A non-parametric alternative to the T-test was conducted called Mann-Whitney Test due to violations to normal distribution on certain dimensions which compares medians instead of means.

**The effect size is calculated by the Z-value/square root of N (number of cases) for the dimensions with non-parametric alternative Mann-Whitney Test; 0,1=small effect; 0,3=medium effect; 0,5=large effect

4.1.3 General findings from Questionnaire

The two surveys have a few questions that treat subjects outside the primary focus of the BRQ-model. In the following text a brief summary will conclude the findings from the two surveys. For an extended overview see Appendix V and VI.

The carpool survey respondents tended to be older 49/50 years (men/women) compared to car owners who were 39/40 years. Both groups have a long experience of driving illustrated by a long experience in the car pool where a majority have been members of 5 years or more and the car owners 74 % have been a car owner for 8 years or more. Regarding driving habits, the group representing Ownership-based consumption uses the car more often, and the primary drive is transportation to work and shorter spontaneous drives. The group representing Access-based consumption on the other hand uses the cars a couple of times a month (45 %) and 44 % uses the car even less frequent. For the group using Access-based consumption, a majority drives the cars to take shorter planned drives, transport objects or weekend trips. Very few use the carpool as a mean of transportation to work. The reason for using carpool among the group using Access-based consumption are most of all related to cost (cost of ownership, economical freedom and parking) and environmental reasons. Functional aspects, comfort and parking are other reasons. For the group using Ownership-based consumption, 39 % of the group has never considered to decrease their car usage. When respondents were asked to describe their preferences of different types of transportation the results were divergent. The group representing Access-based consumption tends to prefer bicycle as the preferred choice, compare to the group using Ownership-based consumption that preferred the car as their primary choice of transportation.

Regarding the relationship to the car, both groups see functionality and/or practicality as important. However, among the group representing Access-based consumption, 50 % explicitly stated not to have any kind of relationship to the car brand. The group using Ownership-based consumption has more positively loaded descriptions as quality, freedom, time and safety. Comparing the answers between the groups, the group representing Ownership-based consumption describes the car in more positive phrasing (safety, image, status, fun, comfort, independence). The group representing Access-based consumption does not only focusing on negative aspects (environmental regards,

expensive, cost), but also on non-loaded answers as transportation & functional aspects. Lastly, among the group using Access-based consumption, 74 % had previously owned a car and the same amount 74 % answered not wanting to go back into car ownership.

4.2 Qualitative Study

The qualitative interviews elaborate about the respondents´ relationship to the carpool as service, the relationship to cars and car brands, and effects on perceptions and attitudes about the brand for future purchases. The respondents will be represented by their first name. See Table 4.4 for details about the respondents.

Table 4.4: Age and membership overview of interview respondents

Interviewee	Anders	Anna	Anna-Lena	Helena	Lisa	Mats	Sten	Ulla
Age (Years)	37	45	47	51	36	59	43	56
Membership (Years)	2	15	15	10	2	5	3	22

4.2.1 Motives to join the carpool

All interviewees see three main reasons for joining the carpool; economical benefits, environmental improvement and convenience. The economical benefits comes in place due to the realization how expensive it becomes to own a car where the ambition is to cut down the amount of driving. This relates to the respondents´ current lifestyles and wish to improve their impact on the environment by avoid using the car as much as possible. Another aspect that many interviewees highlight is the avoidance of responsibility for- and independence to the car regarding potential reparation costs, where it is parked, and the need of having cognitive thoughts about the car when not using it. Anna-Lena expresses "First and foremost (...the reason to join the carpool...) was that I needed to get access to a car and not be held accountable for it, but instead share it with others".

Furthermore, other aspects that were previously not expected become more apparent after accessing Access-based consumption through the carpool. Helena argues how she is less stressed by not owning a car due to the fact that the spontaneousness that ownership creates also creates a less planned lifestyle with many decisions being made as it comes. With the carpool she is forced to plan her errands, which gradually has

become an improvement in her lifestyle. Ulla also believes "when you have a car, its kind of psychological. When you own a car, you drive more". However Sten expresses the frustration of not be able to be spontaneous.

When choosing the car in the carpool, all of them see the proximity of the car as most important, then practical concerns such as the size of the car depending on the occasion of the use. Less important aspects are the brand- and performance of the cars.

4.2.2 Relationship to the car brands

4.2.2.1 Purpose and meaning

The strongest purpose of relating and having a car, are functionality and practicality. This perception and attitudes is said to exist already before using Access-based consumption through the carpool. Lisa and Mats among others explain that they do not really care about cars and their brands, as long as they go forward in a sustainable way. The cars´ meaning are to go from point A to point B. If the different car brands would be replaced, the interviewees would not be bothered.

The purpose of car in general becomes as expressed "a necessary evil" (Anna-Lena). Two of the interviewees have never owned a car. One of them expresses that the car has never been perceived as something that show your position in society, or a status symbol compared to car owners´ perception. The ones being previous or current car owners have felt before the need for constantly feel responsibility or care about the car when not using it.

4.2.2.2 Connection to the car

Even though the purpose of the car is more focused on practical and functional aspects, many of the interviewee's express delightment towards the cars that they use the most. Anders prefers one of the hybrid cars due to their comfort, environmental benefits and performance. Many say it is easier to drive a car that has been driven before. However the connection to the car is based on functional aspects for individual cars regardless of brands. Anna says, "If you were to ask me what color it is on the car, then I would say 'no clue'". Ulla says she is unsure of which brand she uses. The relationship to the brand is explained to be about dissociation towards the brands.

4.2.3 Differences between ownership and Access through Carpools

Most of the interviewees agreed that owning a car creates stronger freedom and spontaneousness. However Helena says "even tough I know I could go to Copenhagen in an hour, I would probably never do it". Many say that owning a car makes you use it more than needed. The interviewees believe that if you own a car, aspects of social class, image and symbolic meanings become more valuable. It becomes central in the lives. Two of the interviewees express their belief that the ownership will generate more of constructed values towards the car to motivate the reasons of the investment. Access-based consumption through carpools in other hand allow for a more transparent and objective understanding and values for the car. Furthermore, Anna says that the carpool makes the car become more of a practical tool for the everyday life, which loses the car´s symbolic value of becoming an extension of oneself regarding personality or image. Instead Anna sees herself as a person who does not own things. The Access-based consumption mode of carpool is said to allow for an economical freedom or planned freedom. Helena talks about how the car´s connection to the personality, thoughts and ideologies disappears the longer you are in the carpool, and instead starting to focus on practical aspects. Helena says "Now I see the car less as a car". The interviewees say the car brand becomes more important when you own the car due to the investment and the active choice.

4.2.3.1 Difference in usage

A majority of the interviewees argue how the carpool makes them aware of how much the usage of the car costs and also how it more directly affects the environment. However it creates less freedom to do be spontaneous. Anna-Lena explains that many people find it hard to adapt to not having the car always available, but argues that it is something you have to force yourself to get used to.

4.2.4 Carpool´s impact on future relationships/ investments

Many of the interviewees argue that the carpool might be beneficial for creating relationship to a car brand by trying it out and get to know it. Helena says the usage might even generate a personality for the car. She emphasizes that driving a certain car might only generate a relationship to that individual car and not to the actual car brand. Anna-Lena actually explains that the car brand (Toyota) she leases today is directly influenced from using the same brand in the carpool due to better knowledge about the

brand and its features. However, some of the interviewees express how they would not invest in any of the car brands from the carpool because they feel those cars lack personality and are less fun to drive. Furthermore, three of the interviewees see the benefit of carpools to promote new technologies or types of cars that you normally would not have tried due to economical or personal reasons, for instance environmental friendly cars or electric cars. However, Anna believes the introduction to carpools and changes in values for using cars, might create less likability to invest in a new car in the future. Many of them do not want to own a car in the future, and if it is needed, renting will be more preferable.

5. Analysis

5.1 Introduction

In this section the results of the quantitative and qualitative data will be analyzed further in a theoretical setting. First each dimension of the BRQ-model is thoroughly analyzed based on the empirical findings from the quantitative findings followed by gaining deeper understanding of its underlying reasons by combining it with the qualitative findings. The analysis will later lead to a combined analysis connecting all dimensions.

5.2 Intimacy

As can be seen in the quantitative results, Intimacy becomes one of the most important dimensions regarding how the relationship to the car brands is developed. It is clear that the aspects that constitute the creation of Intimacy is highly appreciated and valued among the group representing Ownership-based consumption, meaning this consumption mode allows for great closeness, connectedness and fondness towards the brand. In regard of how Ownership-based consumption is manifested, it is well in line with Reis and Shaver´s (1988) explanation how Intimacy is developed; through disclosure of personal information, thoughts and feelings through a dynamic process. It creates a more intimate relationship with the brand due to the connectedness that is developed through having an active participation in your choice of car, continue interaction, and responsibilities for it. Furthermore, because of the financial and emotional investment or disclosure towards the brand, the Ownership-based consumption creates a need to gain detailed knowledge about the product and the brand (Guese & Haelg, 2009). The results show that Intimacy with the median value of 4,33 states that this dimension becomes one of the most crucial aspects in the creation of the brand relationship among the group representing Ownership-based consumption (Table 4.3).

Furthermore, as opposed to previous elaboration, Intimacy also has one of the greatest differences between the two consumption modes with median value of 1,66 in the group representing Access-based consumption with percentage difference of 61,7 % (Table 4.3). Hence, when the consumption modes are compared to each other, it has relatively

drastic differences. It can be perceived as if Access-based consumption lacks the aspects in which becomes crucial to create strong Intimacy; for example the dynamic process of reciprocal exchange of thoughts, personal information and feelings with the brand (Reis & Shaver, 1988). Because the group experiencing Ownership-based consumption has very strong values regarding Intimacy, and the group experiencing Access-based consumption has relatively low values, it shows that the consumption mode has a direct effect if the relationship can be strengthen through Intimacy. This can also be seen in the level of effect size with 67 % (Table 4.3) showing strong effect on the differences in levels of Intimacy.

To connect the results from the T-test with the qualitative interviews, many respondents emphasize how the relationship to the car brands becomes more of a functional and practical nature, which is stressed to have developed when joining the carpool. This can be connected to how Fournier (1998) explains that Intimacy is strengthen through positive skewed "brand relationship memories" where the brand plays a central role in the daily lives, hence creating strong personal bonds to the brand. By disconnecting with the car brand and using it less often; the group using Access-based consumption does not make the car as central and important in their lives. Hence through the consumption mode of ownership, the creation of dependency and having access to the car continuously; allows for skewed positive brand memories and becoming a part of their daily narratives. This creation becomes limited when the respondents have not a constant accessibility through Access-based consumption. Additionally Reis and Shaver´s (1988) explanation how each individual´s differences, needs, motives and goals can influence each person's behaviors and the perception of the brand. This is directly in line with previous elaboration in terms of how the group using Access-based consumption gradually realizes the unnecessary need of the car which affects their perception of the car regarding needs, motives and goals. This in term enhances the perception of the car as a functional and practical tool on one hand and looses aspects of symbolic meaning and emotional attachment on the other hand. The respondents express this by explaining how the Access-based consumption allows them to achieve the goals and motives of becoming more environmental friendly and not be accountable for anything. In contrary, because of the ownership of the car; the group using Ownership-based consumption have created stronger needs, motives and goals for the car brand,

which increase the Intimacy to the car brand. However, some of respondents representing Access-based consumption express how the usage of the car brand might create potential relationship in the future, but that is more connected to the car you use the most and lacks the appreciation for a certain brand. Instead it is explained to create dissociation towards the brand, which differs greatly to what the Ownership-based consumption can generate.

5.3 Brand-Self Connection

From the results of the T-test, it shows that the dimension of Brand-Self Connection has the biggest difference between the two consumption modes with 62 % including having the strongest effect size of 75 %. The median level among the group representing Ownership-based consumption is 3,00. This indicates that the connection to the brands including how the brands can deliver important identity concerns, express aspects of the self and incorporate brand into the self-concept (Escalas & Bettman, 2009), is generated on a relatively average level compared to how the other dimensions are valued in the BRQ-model. Nevertheless, this dimension still has the greatest difference when comparing the two consumption modes (62 %). This indicates that the level of median for the group representing Ownership-based consumption is rather related to how the connection to these specific brands are generated compared to other car brands or other brands. Therefore it is clear that the two consumption modes generate greatly different Brand-Self Connections.

To continue, the questionnaire shows different relationships towards the car brands where the group using Ownership-based consumption associate them to freedom, self-image, status and independence, compare to the group using Access-based consumption that create associations related to practical and functional benefits. Hence one group has a more emotional and personal attachment with the car brands and the other having a more distant relationship. For the group representing Ownership-based consumption, the car brands generate more of the aspects which Park et al (2009), Papista and Dimitriadis (2012) and Mittal (2006) argue; representation of who you are, personality, acting like symbols to personal accomplishments and goals and freedom. On the contrary, the group that use the Access-based consumption mode create a Brand-Self Connection which lies in line with Park et al (2010) argument on how instrumental and functional values lack

the possibility to create intrinsic meaning of the brand. Hence the Access-based consumption mode creates more practical and functional associations with the brand in oppose to Ownership-based consumption. Additionally, Access-based consumption enhance the self-concept of not being accountable or dependent on something where the carpool as a service becomes the means to express yourself - not the car brand.

To connect the analysis above with the results from the qualitative part, many respondents emphasize how the introduction of the carpool has led to the view of the car as a practical tool where the symbolic meaning disappears. Level of prominence in terms of being able to retrieve the brand from memories seems to also be lost in regard to how some respondents using Access-based consumption cannot remember the color or the car brand they drive (Park et al, 2010). This might be explained by the fact there is neither accountability nor responsibility towards the car. That is in line with Mittal´s (2006) argument about how the level of connectedness will be determined by how incorporated the brand has become into one´s sense of self and personal goals. Interesting enough, the respondents that have owned a car previously clearly state how their perception and association towards the brand were more central around the symbolic meaning and representation of yourself and image. One respondent, Helena, says how use of Ownership-based consumption for a car previously created a relation to personality, thoughts and ideologies, but this extension of yourself disappeared when using Access-based consumption. This change in perception from being an owner of a car and eventually becoming a carpool member shows how important the consumption modes become in keeping and entertaining the relationship towards the brand. Hence the Ownership-based consumption makes it possible to express aspects of the self and how it incorporates into the self-concept by linking to consumers´ past, become symbol to personal accomplishment and goals, self-esteem and differentiate yourself from others (Escalas & Bettman, 2009; Papista & Dimitriadis, 2012).

As a contrast to this, the respondents explain how the Access-based consumption allows an objective and transparent understanding of the values of the car, which as a consequence removes emotional values. This in turn has created the self-concept of being a person that does not need to own things, hence becoming disconnected to brands. However the respondents do say that these practical and functional views on car

brands have existed before joining the carpool which shows this type of segment that choose to join carpools might have different ways to connect to the brand compared to other consumers, thus limiting the aspects of Brand-Self Connection to take place.

5.3 Brand Partner Quality

The dimension of Brand Partner Quality illustrating the highest average of both groups compare to the other dimensions with the average of 2.99 for the group representing Access-based consumption and 4,83 for the group representing Access-based consumption. It is relatively low difference between the groups with 38,1 % including a relatively low effect size of 37 % (Table 4.3). The high levels of Brand Partner Quality illustrate that the two consumption modes still can generate overall good satisfaction and trust towards the car brands in terms of reliability to the brands´ performances, trust and faith what the brand will deliver (Fournier, 1998). However, Crosby et al (1990) mention certain aspects of uncertainty that can affect the perception of Brand Partner Quality, for example environment, complexity and lack of familiarity. These aspects might be limited due to the nature of Access-based consumption when the usability of the car becomes more limited and complicated, but more importantly how the Access-based consumption excludes the possibility for the car companies to communicate and interact with the consumer. Hence the small differences between the groups might be due the similarities of using the car brands, but lacking a deeper interaction with the company.

Furthermore, the qualitative results show that many respondents gain a good understanding about how the individual cars´ performances through Access-based consumption, and the consumption mode is explained to be beneficial to try new technologies and brands. Thus increasing the brand awareness and trust for the brand. The Access-based consumption mode still offer similarities to a "normal" driving habit, which therefore creates a "natural" environment for the product and brand to be integrated in real life. Further, this gain in trust towards the brand can be connected to Fournier's (1998) explanation on how Brand Partner Quality becomes apparent in avoiding the fear that the brand will not deliver by offering a consumption mode that decreases the perceived risk of having to invest financially or emotionally in a car.

To continue, some respondents express how the consumption mode allows them to create transparent and objective understanding of the cars´ performances and qualities, which in turn also creates clear understanding of their reliability and quality in terms of practical and functional values. Even though these values correspond with many of the aspects mentioned by Fournier (1998), it might loose the possibility to generate greater perceived Brand Partner Quality through closer interaction with the brand, which ownership-based consumption offers.

5.4 Love/Passion

Love/Passion is compared to other dimensions relatively distinct in its clear definition of the range of feelings from warmth and affection to passion, infatuation to more extreme obsessive dependency (Fournier 1998:22). In the independent T-test, the group representing Access-based consumption consistently illustrates a lower average compared to the group representing Ownership-based consumption - with the means 1.44 compared with 3.00. The difference of 52 % illustrates a relatively strong difference between the groups. On the other hand a relatively low eta-square of 37 % decreases the consumption modes´ effect of the dimension. The low value for the group using Access-based consumption was expected. Due to the "loss" of ownership and process of purchase, a strong emotional connection cannot be created. In this regard, this dimension could be depending on an ownership mode, whereas such strong emotional connections are not likely to exist or be founded in an Access-based consumption mode. Due to the fact that the group using Access-based consumption perceive the car in a functionalistic manner, it becomes more difficult to achieve a deeper emotional connection. As Ahuvia and Bagozz (2012) mention in their elements contributing to brand love, a "positive emotional connection", "long term relationship" or "passion driven behaviors" could not manifested in an Access-based consumption without an emotional connection.

The overall low levels of the dimension suggest there could be factors outside the consumption mode explaining the low levels. Respondents from the interviews claimed there to be no existence of strong emotional connection to the car; any substance of the sought emotional connection could be identified in the surveys either. The low values could possibly have a negative effect since the kind of strong emotional connections that

Love/Passion require is developed during regular, and long-term use that especially is triggered by positive emotional experiences (Ahuvia & Bagozz, 2012). Consequently due to the irregular and limited use of the product in the Access-based consumption mode through the carpool; the strong emotional links are naturally limited. The Access-based consumption thus makes it difficult to create strong links in the dimension, especially the strong emotional connection that has strong benefits for the brand creating a kind of preference - that could protect the brand from negative affections.

5.5 Commitment

Commitment is a dimension that illustrates a medium strong difference of 40.5 % between the two consumption modes. The group representing Access-based consumption has an average mean of 1.88 and the group representing Ownership-based consumption has an average of 3.25 (Table 4.3). The divergence is apparent yet not very strong, supported by relatively low eta-square value of 0.31 (Table 4.3). In general, Commitment was neither ranked as weakest nor strongest, it was rather close to the total average (Table 4.3). The low levels of Commitment among the group using Access-based consumption illustrates the lack of ownership create a weaker form of Commitment. As for the general industry hypothesis that Access-based consumption in the form of carpools could be a bridge to transform non-car owners into becoming one, a weak commitment does not support the argument. As described by Morgan and Hunt (1994), Commitment is crucial to (a) preserve an active relationship and (b) to avoid alternatives, indicating that low Commitment generated by Access-based consumption would not support the bridging argument.

As for the qualitative study, some respondents explain how the access to cars can generate knowledge and liking for certain cars. One even chooses her rented car based on the experiences from the carpool. If this was to be judged as a type of Commitment or not, is difficult to pin down, however some level of trust had been established, which is a crucial step for Commitment. Commitment is based on the foundations of longevity and the quality of regular interference with the brand (Fournier, 1998). Since the consumption time naturally is one aspect that fundamentally changes in an Access-based consumption services; Commitment will be affected from the reduced frequency of the consumer-brand interaction. Shown in the quantitative study, 88,8 % of the group using

Access-based consumption uses the car once a month compare to every day as for the majority of the group using Ownership-based consumption.

As several respondents in the interviews have explained, the way of using and perceiving the car changes fundamentally when starting to use Access-based consumption through carpool. The car is no longer the given mean of transportation, but one alternative of many others. This behavior makes the product more functional, the cost of usage could easily be calculated to each particular drive. These aspects are possible aspects contributing to the perception of the car as a mean of transportation through Access-based consumption. Another aspect that is different between the consumption modes is how the product is consumed in an Access-Based consumption mode. The consumption is disruptive and infrequent compared to the stable ownership process.

The distant relationship that characterizes Access-based consumption modes, especially in the case of carpools makes it difficult to create the bonds necessary for a committed relationship. The consequences mentioned above could decrease the threshold – motivated by an increased awareness of brand and product, increased trust unique for the brand. However even though these factors are positive for potential car buyers – it does not matter much if the users don't consider buying cars (21.2 % of carpool members are considering buying a car when 78 % of them have owned a car earlier). Thus the use of Access-based consumption do not seem to convert doubting car users – rather the other way around, i.e. decreasing the will to invest in Ownership-based consumption. However the evident intentions of joining Access-based consumption has to be leveled with the unconscious effects that the exposure of Access-based consumption creates. As mentioned by the respondents, which even tough they did not plan or wanted to buy a car now, they could be forced by natural conditions in their life situation – where the choice of car brand would be affected by their experience in the carpool.

5.6 Interdependence

The respondents of both groups illustrated low levels of Interdependence, which also was the dimension with the lowest values. The difference was relatively low in absolute numbers, due to the low average of both groups, 1.67 for the group representing

Ownership-based consumption and 1.00 for the group representing Access-based consumption. In percentage the difference is about 40 %, which is lower then the average difference of all dimension of 48.8 %. The relatively low difference could indicate that both groups perceive themselves not to be strongly Interdependent to their brands. Another reasons of the low values of Interdependence could have to do with the group of brands in this study or how the questions of how Interdependence was measured, which then resulted in the low average. Another group of car brands, perhaps with stronger brands could have illustrated a higher perceived Interdependence, but this is a hypothesis outside this study. However, since both consumption modes illustrated low levels of Interdependence; both groups perceive the dimension to have a low impact on their relationship to the brand. The low average is surprising for the group representing Ownership-based consumption, since strong Interdependence in earlier research has been identified in brands that were used in relatively high frequencies, routinely or otherwise often (Fournier, 1998). Since 78 % of the group representing Ownership-based consumption uses their car daily, it does not to seem to have a big impact of how they perceive their brand. A possibility to have a negative impact of their understanding is how the car is used mainly for driving to work (60 % drive to work as main reason using the car among the group using Ownership-based consumption) which could create negative associations due to their daily commute.

However, Papista and Dimitriadis (2012) do explain that Interdependence is not a necessity to obtain a strong relationship, which makes it difficult to interpret and understand the results. Nevertheless, some difference exist between the two groups where the Ownership-based consumption generates the strongest values, hence having access to the car continuously and create a habitual use or routine will be beneficial to create a higher level of Interdependence towards the car brand (Fournier, 1998). If compared to the results of the other dimensions, the effect size of 57 % (Table 4.3) shows that the difference in consumption mode will generate very large effects on the results, thus the lack of frequent interactions and routines with the brand which the Access-based consumption emphasize on; will affect the possibility to create Interdependence.

Even though the qualitative interviews shows how the respondents might create some kind of relationship to the cars that have been used the most, this is still not connected to the car brand, but rather to an individual car. Even though Fournier (1998) explains how habitual use of a brand can create strong endurable brands, the Access-based consumption cannot generate a deeper relationship to the car brand as a whole. This can also be seen in the T-test where the median value is 1 out of 7 on the Lickert-scale regarding level of Interdependence towards the car brands. Furthermore, the aspects that are needed to create deeper Interdependence are hindered by the fact that the group using Access-based consumption actually avoids using the cars too much. The respondents in the qualitative part express how the Access-based consumption allows them to see the costs behind the driving and the environmental impact, which makes them avoid using the cars even more. Thus making it struggling to create dependency towards the brand through frequent usage. Some of the respondents also argue that when they were using Ownership-based consumption, the access to a car made them drive more, hence creating a dependency to the car through habitual behavior and the idea of achieving a more spontaneous lifestyle.

5.7 Combined Analysis

With dimensions of the BRQ-model, the creation of consumer-brand relationship could be measured and assessed for the consumption mode of Access-based consumption in comparison to Ownership-based consumption. Calculating the average mean of the whole model (see Total Avg. in Table 4.3), the group representing Access-based consumption have a mean value of 1.86, compared to the group representing Ownership-based consumption with mean value of 3.63 with 48.8 % difference between the groups, demonstrating a relatively high difference between the two consumption modes. Comparing the levels between the two groups, two distinguishing groups of difference can be found.

First, the dimensions Intimacy, Brand-Self Connection and Love/Passion show very strong differences when comparing the two consumption modes with a percentage difference of approximately 59 % with effect size of approximately 59 %. Even though Love/Passion has relatively low effect size, the difference between the two groups is still very high. These three dimensions can be related to each other regarding aspects such as

level of closeness, connectedness and fondness towards the brand; hence how it represents who you are, personality, symbolic meaning, identification, and how it creates strong feelings and positive bias in consumer perception. Hence all three dimensions touch upon aspects that evaluate a consumer´s emotional attachment of the brand to the self. As for the Ownership-based consumption, which involves greater active participation and responsibilities for the consumer, and a higher level of dynamic process; not only generate greater understanding of the brand, but also allows for better emotional attachment and association towards the brand. Furthermore, the quantitative results show how Ownership-based consumption allows for great desire to use the car frequently, but also how it connects to idealized identities and goals such as freedom and independence. In contrary, the Access-based consumption generate more transparent and objective values and perception of the car brands that are more towards the functional and practical values, and lack of accountability and responsibilities. The functional and practical values in turn limit the possibility to create intrinsic meaning of the brand. The research even shows that the respondents that have been exposed to Ownership-based consumption previously clearly state how their perception and association towards the brand were more central around the symbolic meaning, representation of oneself and image, but changed when exposed to Access-based consumption. Thus, by disconnecting with the car brand, using it less and avoiding responsibilities and accountabilities that includes in Ownership-based consumption; the Access-based consumption makes the car less central and important in their lives, which lower the *emotional attachment* towards the brand compared to Ownership-based consumption.

Secondly, the dimensions Brand Partner Quality, Commitment and Interdependence show relatively low differences between the two consumption modes, with approximately 40 % in difference, below the total average, and with in average 42 % in effect size. Thus making the consumption modes having relatively lower effect on the difference compared to the first group of dimensions. Interdependence stands out regarding its low mean values and strong effect size which might be due to the type of brands and their segments they represent, or the lack of strong brand relationships, but also by the fact that Interdependence is not necessarily needed to obtain a strong relationship, hence under-valued. Just like the group of dimensions analyzed previously, this group of dimensions also elaborates about similar aspects of the BRQ-model. All of

them elaborate about the behavioral part of the level of brand relationship in terms of intentions to behave in a manner that are supportive to relationship longevity, perceived overall relationship satisfaction and brand reliability through continues interaction, and creation of interdependence in daily routines and habitual use. The low differences in values between the consumption modes illustrate that both modes still are sufficient to create reliability and commitment towards the brands. By still offer the possibility of using and interacting with the brands through habits and routines; the Access-based consumption can create understanding of the *functional and practical values* of the cars which generate similar levels of Commitment, Brand Partner Quality and Interdependence as Ownership-based consumption. Hence, these dimensions will differ less even though lack of responsibilities and accountability for the brand, and lack of deeper interaction or understanding of the brand and the companies.

To conclude, Access-based consumption will generate lower values in terms of Intimacy, Love/Passion and Brand-Self Connection in the consumer-brand relationship due to decrease in *emotional attachment* and responsibilities/accountabilities for the brands. However, Access-based consumption will still maintain relatively good consumer-brand relationship in terms of *functional and practical values* through aspects connected to Commitment, Brand Partner Quality and Interdependence.

6. Discussion

6.1 Concluding Discussion

Access-based consumption, which is defined as transactions that may be market mediated in which no transfer of ownership takes place, differs from Ownership-based consumption by being temporary and circumstantial. The research question was investigated using a theoretical framework based on the model of Brand Relationship Quality. We conducted a mixed research approach with primary method of statistical analysis based on Independent-sample T-test from questionnaires with members of carpools, which represented Access-based consumption, and car owners that represented Ownership-based consumption. This was combined and reasoned with through a qualitative study of semi-structured interviews with members of a carpool representing Access-based consumption. Our results consistently indicate that all dimensions of Brand Relationship Quality create lower relationships between the consumer and the car brands when comparing Access-based consumption with Ownership-based consumption. The results can declare that two groups of dimensions from BRQ-model create different levels of relationship to the car brands, one having relatively more difference, and the other having relatively less difference; (1) the dimensions of Intimacy, Brand-Self Connection and Love/Passion differ between the two consumption modes through the decrease in emotional attachment; (2) the dimensions of Commitment, Brand Partner Quality and Interdependence decrease less due to the remaining values of functionality and practicality.

6.2 Overall Discussion

The study demonstrate how Access-based consumption creates different types of consumer-brand relationship compared to Ownership-based consumption in terms of overall decrease in brand relationship. However, the structure of the Access-based consumption not only limits the possibility for consumers and brands to interact, but it seems to alter consumers´ values of ownership. What was most apparent, and also confirmed in more elaborate modes in several interviews; was an "elevated" or "heightened" level of reflection of the consumption habits for the group using Access-based consumption. Even tough there were indications that these ideas were present

before many of the respondents joined a carpool they would most assuredly be affected by the Access-based consumption mode itself. The increased awareness had a fundamental impact on how the product was consumed but also perceived. As one example, the cost-of-ownership is very transparent in an Access-based consumption mode, making the cost of one single drive in the carpool almost equal to the real cost – no hidden or fixed costs or economical risks. These aspects create a functional and practical view of the brand, which was elaborated in the analysis. The increased reflection, quite naturally, increases the awareness of negative aspects of car ownership and driving; aspects that directly is influenced by the membership of a carpool. On an even higher-level, the concept of ownership is questioned and in many cases reflected as a weaker type of consumption only providing negative aspects without any gains for each individual owner.

6.2.1 Positive brand aspects of Access-based consumption

As mentioned earlier in the analysis, Access-based consumption might be able to achieve levels of trust and awareness through Commitment, Brand Partner Quality and Interdependence. In combination with low risk, the consumption mode makes a good testing ground for products that are considered new, unfamiliar or otherwise perceived with a risk component. In interviews and comments in surveys, a number of respondents mentioned to be "forced" to get familiar with a hybrid-driven car - as a new concept. This could be performed through other consumption modes as test-drives, passively through a taxi or rental cars. However by making these cars available with Access-based consumption through carpools; the driving becomes close as possible to the normal driving habits based on the members´ own needs without adapting to the needs of rental companies. Even tough the interest for cars altogether becomes quite limited through Access-based consumption; the risk of trying something new is very low. Although one could also argue why to make new and more expensive products available in Access-based consumption modes such as carpools when very few want to buy cars in the future. However a number will still do it either way or those customers will be affected by the brands through the consumption mode.

6.2.2 Achieve freedom by product or through consumption mode

A popular saying and long time marketing cue of car manufactures is the freedom that is achieved by a car – the unlimited places it could take you to, whenever and wherever

you want. This practical fact achieved by having a car may not be so important in practical living – as one respondent said "even tough I know I could go to Copenhagen in an hour, I would probably never do it". Even tough there is an emotional value of the freedom that may create the most value – just knowing the fact creates a value of satisfaction. However when implementing an Access-based consumption, the idea is not longer valid – at least not to its full potential rather other cues and aspects becomes more important, such as sharing, consumption, environment as a few examples. Interestingly, people using Access-based consumption have illustrated a kind of (enhanced) understanding regarding ownership – most of them satisfied with the absence of ownership. In other words the ownership, or lack there of, create a freedom in itself that was valuable for the people using Access-based consumption. This freedom is very different from the freedom first mentioned which was an effect of ownership over a certain product – thus other products which lack the type of associations that cars have, may not be affected as much – thus in best cases create a positive value both ways – not as car ownership versus Access-based car consumption – a zero sum game.

6.3 Managerial Implications

As the development of Access-based consumption services are increasing in a number of product categories, it is vital for these firms to understand how the change in consumption modes can affect the firm. As the shift implies the customer effectively becomes more distant towards the firm, by either partly or not all take part of the purchasing, hence potentially decrease usage through sharing and only consume through access compared to always have the product available. These consequences decrease the involvement of the brands both in pre & post-purchase behavior, which decreases the possibility for the firm (manufacturer) to interact with the customers to create a strong connection with the brand. The shift in consumption mode could potentially make high-involvement products become low-involvement due to the distancing factors the Access-based consumption mode implies. The platform of creating a consumer-brand relationship is undoubtedly altered – instantly transforming the relationship to an arms-length relationship between the brand and user/consumer. As another weakening factor of the relationship, is the decreasing interaction otherwise common intentional interactions during the user-period, through service or other customer related actions. This is another consequence of how Access-based consumption services decrease the

interaction and therefore increase the gap between the firm and customer.

Additionally, between the partners a third party is mediating the product, which depending on the Access-based consumption mode could be more or less connected to the customer; either through active/passive involvement or financially invested as part of a community. Since access-based firms/communities are mediating the product to their customers (i.e. members), the purchasing behavior becomes closer to a business-to-business rather then business-consumer. This might generate the consequence of making a big shift of the importance of acquirer and user of the product – which not only changes how the customer will perceive the product but also the sellers communication and how the product is sold.

The many implications and differences between the two consumption modes are apparent and provide firms with an arguably very different platform to conduct their Business-Consumer business. As the Ownership-based consumption mode weakens and changes, the type of relationship between the firm and customer/user could decrease the degree of importance of relationship building and change the common strategies of how to achieve these relationships.

As a concept, it is quite easy to understand how Access-based consumption makes sense for most people in today's society. A more effective, less resource dependent and even cheaper type of consumption sells itself. With development of smart online solutions, Access-based consumption services can be available for more products then ever imagined before. One of the driving forces behind this development could be the increased demand of a flexible lifestyle, the fashion driven, the latest edition and consumption driven society where we're in today. However, as illustrated in this paper, the group using Access-based consumption mode are well aware of the aspects of their new choice of consumption, illustrating another side of the flexible lifestyle. This lifestyle is focused on the effectiveness, environmental and ethical notions of not owning something they do not need.

People want to become more flexible in today´s "liquid modernity" where the Access-based consumption mode probably tells more about us than we think. Ownership-based consumption can begin to be perceived as "inferior" and conservative from consumers´

and firms´ point of view. They might request for more Access-based consumption modes without be aware of the fundamental differences in consumer-brand relationship that are found for example in this study. The aspect of ownership could be disregarded and scarified by both consumers and firms a bit too quickly if the value of ownership itself is misunderstood. Even tough ownership itself is not always perceived as important, but rather the "value in use" are in focus in the product; ownership does indeed have an important role. As the results of this study indicate – ownership has an apparent role in consumer-brand relationship.

6.4 Limitations

This study is investigating to which extent a consumer-brand relationship can be established in an Access-based consumption mode compared to Ownership-based consumption in the context of car brands. As mentioned before, many industries and companies are implementing business models surrounding the Access-based consumption mode. Although, even though the relationship that are created between consumer and car brand through carpools might show indications how consumers relates to brands through Access-based consumption in other industries, the results of the study cannot be generalized to other industries. Additionally, the car as a product differ also regarding the level of financial investment for consumers, being a high-involvement product (Charles, 1998), and as an industry investing greatly on marketing and branding (Austin, 2012); which might affect consumers´ relationship to the brand differently compare to other products. Also, the study is based on cooperative-based carpools, which might differ to commercialized-based carpools in terms of creating and establishing consumer-brand relationships. Further, the study focus a certain set of car brands, which the consumers might have different relationship with compare to other sets of car brands such as premium or low cost cars. Furthermore, the BRQ-model as theoretical framework might emphasize on different relational aspects than other brand relationship theories, which might result in different understanding of the consumer-brand relationship. Theories such as Brand Loyalty, Brand Attachment or Customer Engagement might be examples of other interesting theoretical frameworks that can reveal important insights.

6.5 Further research

The research field of Access-based consumption in regard to brands is still a quite unknown field that has not been studied in too large extent – which was of the main reasons for this thesis. Concurrently other theories within marketing considering the brand effect is required to fully understand the effects on brand with this emerging consumption mode; Access-based consumption. Other types of consumption modes or combinations of Access-based, renting, ownership or other modes could shed further light on the effects of how products are consumed.

The study has indicated that consumers using Access-based consumption modes seem to share similar ideas and values, in which affected their choice of consumption mode, thus research investigating these customer segments or types of customers could be interesting, to investigate potential differences between industries, demographics or brands. Since this research was focused on the car industry another product providing the consumption modes would be beneficiary. Especially interesting would be to investigate products with different perceived risk and level of involvement.

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8. Appendix

Appendix I - Interview guide (Representatives from the Carpools)

Background questions
Describe your position at the carpool/Age/Education/Previous experiences

Questions related to customers/members
What do you think are the reasons of joining a carpool today?
Have you identified any customers segments? Groups of customers'?
Does the age of the carpool customers/members seem to be an important variable?
How does the customers that previously owned a car differentiate towards "new" car users?
How do you think the customers relate to the carpool as a service?
Do you believe the customers have another type of relationship to the car compared to car owners?
Have you identified any kind of communion between carpool users?
Is this something you communicate or otherwise actively encourage?

Questions related to carpools, Access-based consumption and ownership
How do you believe the usage of the service (carpool) create differences compared to own a car?
(functionally, socially, emotionally) (related to the usage and the car (product))
E.g. - more focus on the car as transportation from A to B/environmental reasons etc.
How does the customers interact and relate to the car?
To your knowledge how does carpools decrease the possibility to create a bond to the car?
How do you think the customers/members relate to the car brands in the carpools?
How does the carpool increase/decrease the possibility to create an interest towards the users?

Questions related to carpools and the connection to car brands
Have you ever had any kind of partnerships with car manufacturers?
Are you willing to engage in such a partnership? In what mode could this materialize?
What could be their objectives to involve themselves with carpools?
To what degree would it be possible for car manufacturers to reach your customers/members?
What factors are important in the decision of choosing a car brand to be represented in the carpool?
To what degree and how does the customers affect the cars in the pool?

Appendix II - Interview guide for Carpool members

Personal questions
- Name, age, work.
- Membership in carpool, duration.
- Reason for entering the carpool.

My car

Could you please explain how you go ahead deciding which car to use in the carpool?

Do you have a car you are using more frequently then others?

How would you describe your relationship to your car brand? (Answer from the question above).

Do you have the perception that your car brand reflects who you are? How?

Have your car usage changed after entering/as a consequence of the carpool?

How willing are you to delay your car usage in order to have a certain car?

To what degree do you feel a responsibility for the car you are using? How?

General car

How do you believe your attitudes differ from a person owning a car?

What do you believe is the reasons for people NOT to enter a carpool?

What aspects do you believe is important for the people buying a car? How do these factors differ from a carpool member?

What is the meaning of the car for you?

Community

How do you perceive the relationship/contact you have to other members?

Outside the actual driving, do you engage yourself in the carpool in any way?

Connection to the car/service/sales/manufacture

How do you perceive your relationship to any branches of the car manufacture?

How involved are you in the process of acquiring of new cars?

Future

Do you plan to or do can you see yourself buying a car in the future?

Appendix III - Survey for carpool users

Control questions - personal questions

1. Gender?

2. Age?

3.Education?

Control questions - related to carpool usage

4. To which carpool do you belong?

5. How long have you been a member of a carpool?

0-1   1-2 years   2-3 years   4-5 years   5+ years

6. How often do you use a car for the carpool you are you member of?

Several times a week/Once a week/A couple of times a month/Less frequent

7. Why did you enter a carpool? (Multiple answers possible)

Cost of ownership/Convenience/Environmental reasons/Economical independence/Political reasons/Functional reasons/Was recommended to join/Other

8. Please rank the following reasons of using a car from your carpool.

Commuting to work/Weekend-trips/Transportations of goods (e.g. furniture's)/Shorter trips/Shorter spontaneous trips/Longer trips

9. Which of the following car models have you been using most during the last 6 months?

Ford/Skoda/Toyota/Volkswagen

10. How often do you use other car models in the car pool? (Except the car you chose above)

I never use the same car --- Never

11. Why do you differentiate car models in the carpool?

The car I prefer isn't available/I don't care which car i choose/I want to test other car brands/Practical or functional reasons/Other

Notes to the survey taker

Important to read!

When you answer the following questions please have the car brand you chose in question 9 (Which of the following car models have you been using most during the last 6 months?)

The following questions will pose a number of statements. The alternatives can be answered on a 7-degree scale from 1 to 7.

Questions related to Brand relationship quality

Intimacy:

12. I have good knowledge of my car brand's history and background.

13. I know what My Car brand stands for.

14. I feel I have more knowledge about My Car brand than the average consumer.

15. I know my brand and have more knowledge about it compared to other car brands.

16. I feel comfortable describing My Car brand to someone else.

17. My Car Brand understands my needs.

Brand Self Connection

18. To what degree do you have an emotional contact/relationship to Your Car brand?

19. To what degree can you identify with Your Car brand?

20. To what degree does Your Car brand say something about who you are?
21. To what degree does Your Car brand create a community to fellow owners?
22. To what degree do you have regular thoughts about Your Car brand?
23. To what degree do Your Car brand create positive thoughts and associations?
24. To what degree do you have unconscious thoughts of Your Car brand?

Brand Quality Partner
25. I found My Car brand reliable.
26. I can always count on My Car brand does what is best.
27. That My Car brand would disappoint me would be against my expectations?
28. I have a positive option of My Car brand.
29. My Car brand goes beyond my expectations.

Love/Passion
30. I have a feeling of emptiness when not driving My Car brand for a while.
31. I love My Car brand.
32. My Car brand is my favorite car brand.
33. I have unique feelings for My Car brand.

Commitment
34. I am ready to make small sacrifices to use My Car brand.
35. I am willing to delay my driving if My Car brand isn't available.
36. I am loyal to My Car brand.
37. I can imagine continue to use My Car brand in the future.
38. I would strangely recommend My Car brand to my friends.

Interdependence
39. I feel a strong need for My Car brand.
40. My Car brand is important in my daily routine.
41. I feel a great dependence on My Car brand.

Open questions and questions related to car usage and carpools
42. Have you previously owned a car?
43. Do you have plans to buy a car in the future?
44. Please rank the following alternatives of transportations in order of preference.
45. Car/Bicycle/Public transport/Walking
46. How would you describe your relationship to Your Car in one sentence?
47. How would you describe the importance of the Car in three worlds?
48. Other comments?

Thank you text and contact information.

END

Appendix IV - Survey for car owners

Control questions – personal questions

1.Gender?

2. Age?

3. Education?

Control questions – related to car usage

4. Which of the following car brands do you own today?

Ford/Skoda/Toyota/Volkswagen/None of the above

5. How long have you been a car owner of the car you have today?

0-2 Years/ 2-4 Years/4-6 Years/6-8 Years/8+Years

6. How long have you been a car owner?

0-2 Years/ 2-4 Years/4-6 Years/6-8 Years/8+Years

7. How often do you use your car?

Every day/A few times a week/A few times a month/Less frequent

8. Have you ever considered decreasing your car usage? Why? (Multiple answers possible)

Cost of ownership/Environment/Economical independence/Political reasons/Functional reasons/No, I have never considered decreasing my car usage/Other

9. Please rank the most common reasons for using your car

Shorter planed trips/Work commuting/Longer trips/Shorter spontaneous trips/Transporting something (e.g., furniture's)/Weekend-trips

Questions related to BRQ

Question 10-39 same construct as survey for carpools users (see Appendix III).

Open questions and other questions related to car usage

40. To what degree have you considered to use other transportations alternatives? (E.g. carpool, public transport, bicycle)

41. Please rank the following transportations alternatives after preference.

42. How would you describe your relationship to Your Car brand in one sentence?

43. How would you describe the importance of the car with three words?

44. Other comments.

Thank you text and contact information.

Appendix V - Results of Carpool survey

Q1. Gender?

Men	n=48 (44 %)
Woman	n=59 (55 %)
Total	N=107 (100%)

Men 47%

Woman 53%
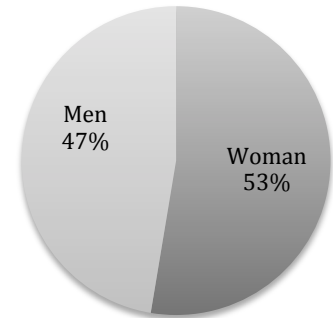
Q2. Age?

Men	Average 49 years (St.dev. 11 years)
Woman	Average 50 years (St.dev. 12 years)

Q3. Education

Education

University or equivalent	96
Professional/vocational education	4
High School	7
Elementary	0
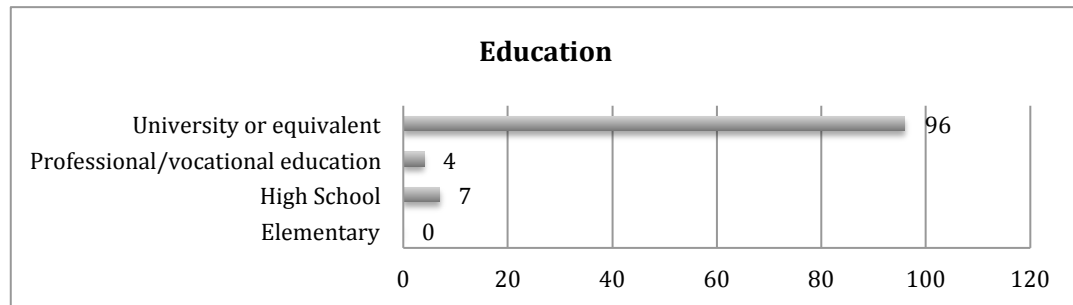
University or equivalent	89.7 %	96
Professional/voc. education	3.7 %	4
High School	6,5 %	7
Elementary	0 %	0
Total		107

Q4. To which carpool do you belong?

Stockholms bilpool	31
Lunds bilpool	41
Göteborgs bilkooperativ	9
Bilpoolarna	26
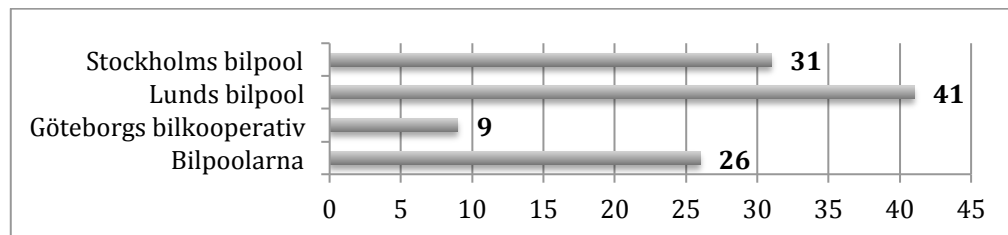
Stockholms bilpool	30 %	31
Lunds bilpool	38 %	41
Göteborgs bilkooperativ	9 %	9
Bilpoolarnas	24 %	26
Total		107

Q5. How long have you been a member of a carpool?
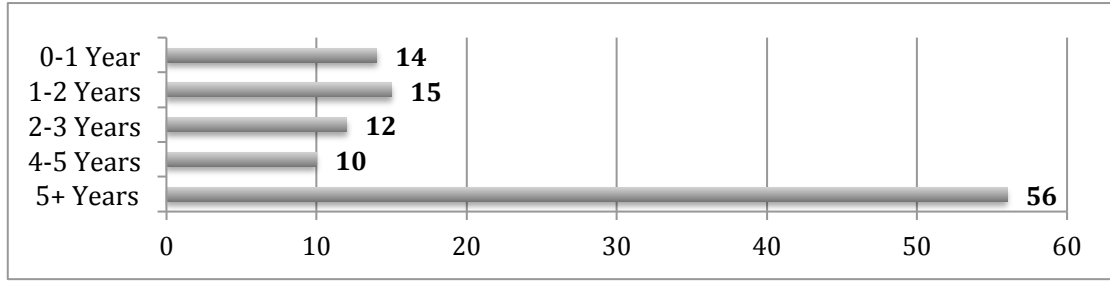
0-1 Year	13 %	14
1-2 Years	14 %	15
2-3 Years	11 %	12
4-5 Years	9 %	10
5+ Years	52 %	56

Q6. How often do you drive a car for the carpool?
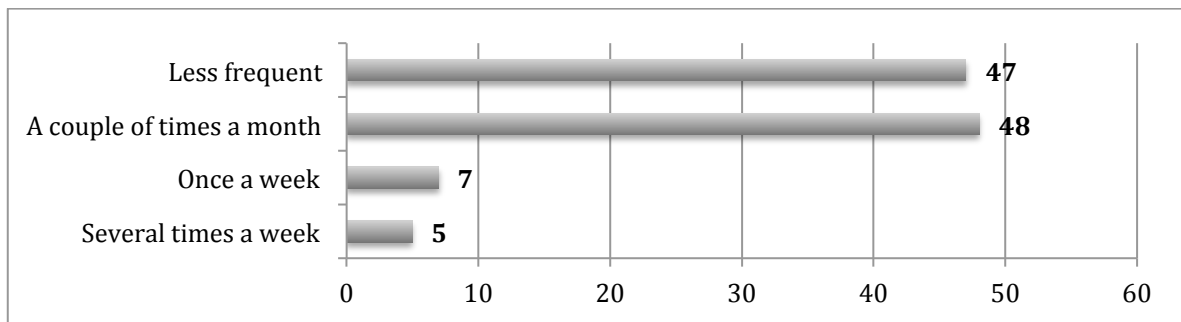
Less frequent	43.9 %	47
A couple of times a month	44.9 %	48
Once a week	6.5 %	7
Several times a week	4.7	5

Q7. Why did you decide to join a carpool?
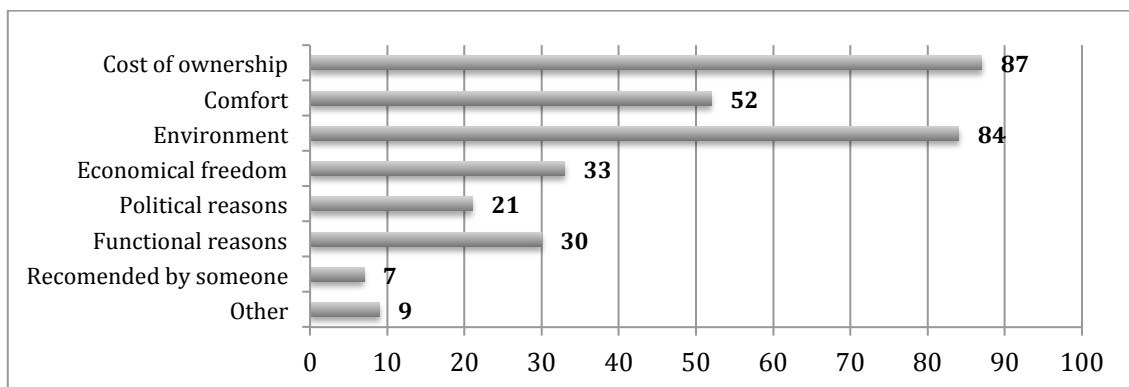
Cost of ownership	81.3 %	87
Comfort	48.6 %	52
Environment	78.5 %	84

Economical freedom	30.8 %	33
Political reasons	19.6 %	21
Functional reasons	28 %	30
Other	8.4 %	9

Categorisation of commentaries from answering "Other" (total 9 of 9 respondents wrote a commentaries)

Membership through work ("my firm joined as a support member", "a part of my firms environmental policy")	3
Reasons related to parking, cost and time consuming ("looking for parking", "cost of having a parking space")	2
Positive feelings towards the carpool idea (don't like to own my own car", "like the idea")	4

Q8 – Please rank the following reasons of driving best describing your driving habits in the carpool.

Alternatives:
Drive to work
Weekend trips
Transporting something (e.g. furniture)
Spontaneous drives
Shorter planed drives
Longer trips
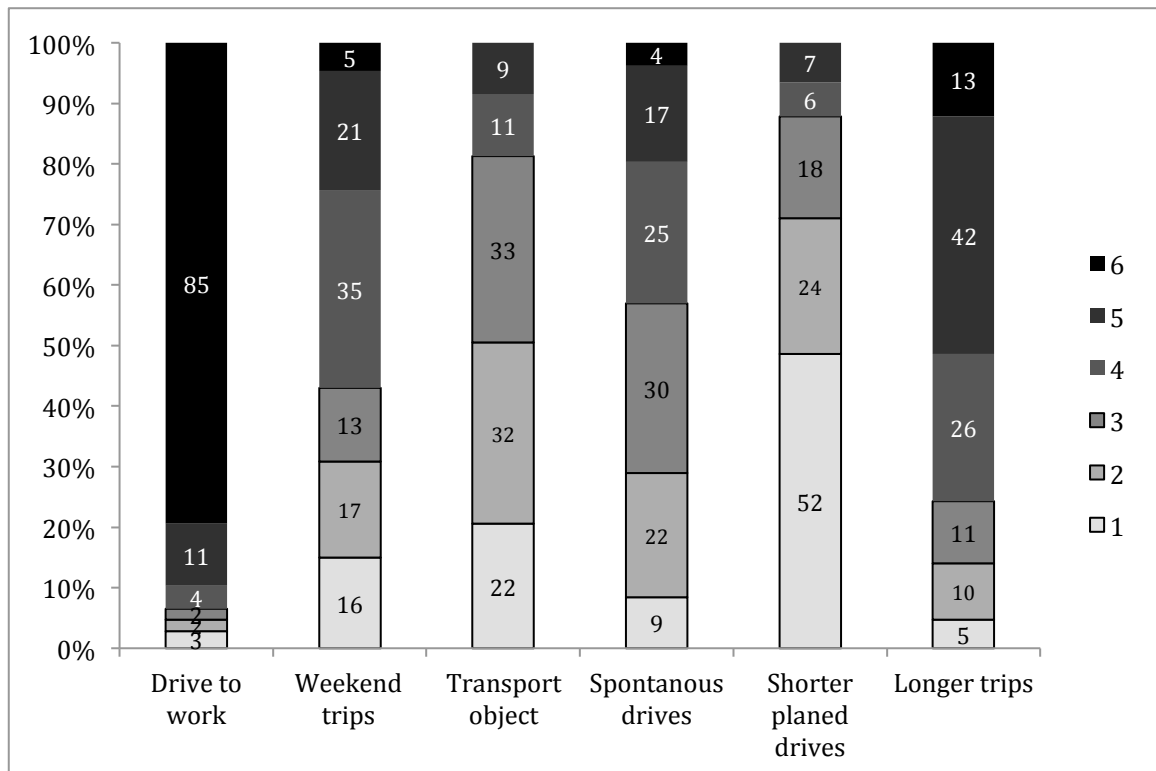
(OBS: 1 equals the respondents first alternative - meaning the alternative that best describes the respondents driving habits. 6 equals last alternative, describing the alternative that least describes my driving habits.)

Q9. Which of the following cars have you used the most during the last 6 months in the carpool?
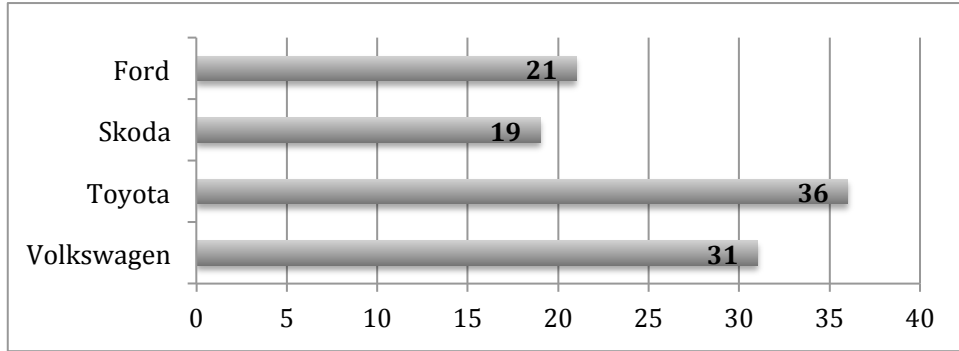
Ford	19.6 %	21
Skoda	17.8 %	19
Toyota	33.6 %	36
Volkswagen	29 %	31

Q10. How often do you use different types of cars in the carpool? (except the brand you chose above in question Q9)

I always alternate	26.2 %	28
I alternate several times a month	9.4 %	10
I alternate a few times a month	10.3 %	11
Less often	44.9 %	48
Never	9.4 %	10

Q11. Why do you alternate cars? (Multiple answers possible)

The car I prefer is not available	62.6 %	67
I don't care what kind of car I chose	37.4 %	40
I want to try different types of brands	3.8 %	4
Practical or functional reasons	43 %	46
Other (please specify)	19.6 %	21

Specifications of respondents responding other
Proximity to the car	10
Size of the car or other specifications	3

Q12. I have good knowledge of my car brand's history and background.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
41.1%	20.1%	9.4%	11.2%	12.1%	2.8%	2.8%
44	22	10	12	12	3	3

Q13. I know what My Car brand stands for.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
44.9%	20.6%	14%	9.4%	6.5%	1.9%	2.8%
48	22	15	10	7	2	3

Q14 I feel I have more knowledge about My Car brand than the average consumer.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
54.2%	19.6%	12.2%	6.5%	5.6%	0.9%	0.9%
58	21	13	7	6	1	1

Q15. I know my brand and have more knowledge about it compared to other brands.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
51.4%	25.2%	9.4%	8.4%	5.6%	0	0
55	27	10	9	6	0	0

Q16. I feel comfortable describing My Car brand to someone else.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
43%	24.3%	15%	8.4%	4.7%	1.9%	2.8%
46	26	16	9	5	2	3

Q17. My Car brand understands my needs.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
38.3%	12.2%	15.9%	23.4%	6.5%	1.9%	1.9%
41	13	17	25	7	2	2

Q18. To what degree do you have an emotional contact/relationship to your Car brand?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
69.2%	15%	4.7%	3.7%	7.5%	0	0
74	16	5	4	8		

Q19. To what degree do you identify yourself with Your Car brand?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
77.6%	13.1%	1.9%	2.8%	4.7%	0	0
83	14	2	3	5		

Q20. To what degree does Your Brand say something about who you are?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
76.7%	13.1%	2.8%	3.7%	3.7%	0	0
82	14	3	4	4		

Q21. To what degree does Your Car brand create a community to fellow owners?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
79.5%	13.1%	5.6%	1.9%	0	0	0
85	14	6	2			

Q22. To what degree do you have regular thoughts about Your Car brand?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
81.3%	13.1%	2.8%	2.8%	0	0	0
87	14	3	3			

Q23. To what degree do Your Car brand create positive thoughts and associations?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
46.7%	19.6%	15%	13.1%	3.7%	1.9%	0
50	21	16	14	4	2	

Q24. To what degree do you have unconscious thoughts about Your Car brand?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
70%	21%	3.7%	4.7%	0.9%	0	0
75		4	5	1		

Q25. I found My Car brand reliable.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
13%	9.35	18.7%	29.9%	9.35%	11.2%	8.4%
14	10	20	32	10	12	9

Q26. I can always count on My Car brand does what is best.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
20.1%	11.2%	23.4%	30.9%	3.7%	7.5%	2.8%
22	12	25	33	4	8	3

Q27. That My Car brand would disappoint me would be against my expectations.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
26.2%	11.2%	27%	25.2%	5.6%	3.7%	0,9%
28	12	29	27	6	4	1

Q28. I have positive associations to My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
15%	13%	14%	37.4%	9.4%	8.4%	2.8%
16	14	15	40	10	9	3

Q29. My Car brand goes beyond my expectations.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
30.9%	18.7%	19.6%	29%	0.9%	0	0.93%
33	20	21	31	1		1

Q30. I have a feeling of emptiness when not driving My Car brand for a while.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
92.5%	5.6%	0.9%	0.9%	0	0	0
99	6	1	1			

Q31. I love My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
44.9%	19.6%	12.2%	17.8%	5.6%	0	0
48	21	13	19	6		

Q32. My Car Brand is my favourite Car Brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
76.6%	12.2%	3.7%	4.7%	1.9%	0	0.9%
82	13	4	5	2		1

Q33. I have unique feelings for My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
87%	10.3%	1.9%	0.9%	0	0	0
93	11	2	1			

Q34. I am ready to make small sacrifices to use My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
77.6%	12.2%	4.7%	2.8%	1.9%	0,9%	0
83	13	5	3	2	1	

Q35. I am willing to delay my driving if My Car brand in the future.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
61.8%	86%	5.6%	2.8%	0	0	0
68	92	6	3			

Q36. I'm loyal to My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
83.2%	8.4%	4.6%	2.8%	0	0.9%	0
89	9	5	3		1	

Q37. I could see myself continue to use my Car Brand in the future.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
21.5%	12.2%	11.2%	29%	11.2%	6.5%	8.4%
23	13	12	31	12	7	9

Q38. I would recommend My car brand to my friends.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree

28%	20.6%	17.8%	18.7%	8.4%	5.6%	0.9%
30	22	19	20	9	6	1

Q39. I feel a strong need to My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
86.9%	7.5%	1.9%	3.7%	0	0	0
93		2	4			

Q40. My Car brand is an important part of my daily routine.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
92.5%	3.7%	2.8%	0.9%	0	0	0
99	4	3	1			

Q41. I feel a great dependence on My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
93.5%	2.8%	2.8%	0,9%	0	0	0
100	3	3	1			

Q42. Have you previously owned a car?

Yes	73.8%	79
No	26.2%	28

Q43. Are you planning to buy a car in the future?

Yes	28%	30
No	73.8%	79

Q44. Please rank the following methods of transportation after preference.
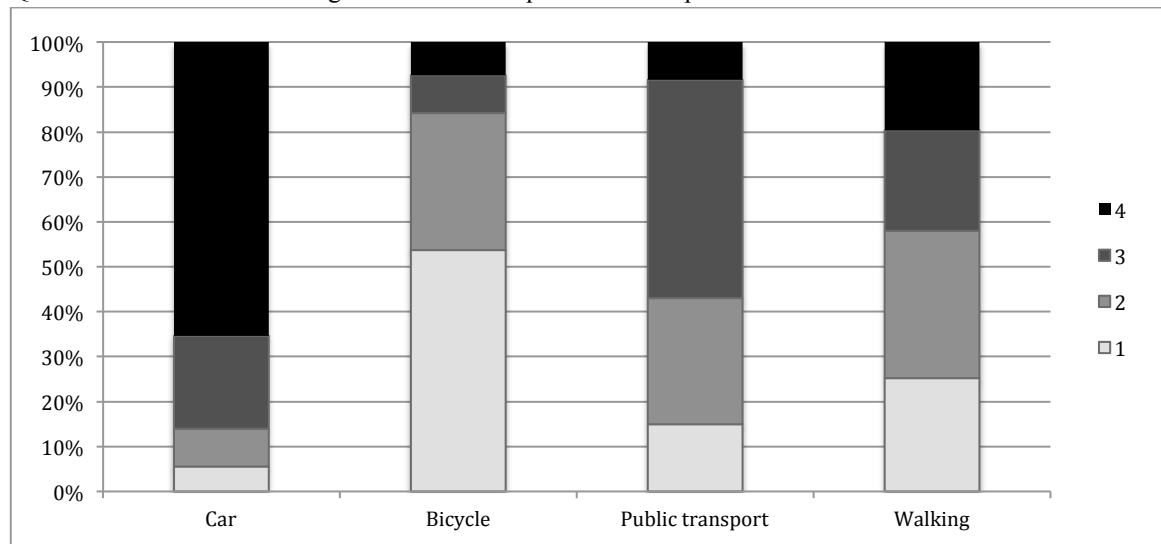
(1. Primary preference method of transportation – 4. Least preference of transportation.)

Q45. How would you describe your relationship to Your Car brand with one sentence? (Open question)
   (Response-rate 89/18)

Summary of most common answers

No relationship (e.g. "relationship?" "No relationship at all".	38
A tool (e.g. "A transportation", "A necessary evil"	6
Functional/practicality	6
Safety and reliability	5

Q46. How would you describe the meaning of cars with three words? (Open question)
Overview over the most common answers

Freedom	14
Transportation	13
Practicality	13
Safety	8
Functional	5
Negative effect of environment	4
Simple	3
Eco-friendly	2
Cheep	1
Expensive	1
Status	1

Appendix VI – Results of Car owner's survey

Q1. Gender?

Gender	n
Men	84 (76.4 %)
Woman	26 (23.6 %)
Total	110 (100%)

Q2. Age?

Gender	n
Men	39 (St.dev. 11.6)
Woman	40 (St.dev. 10.6)

Q3. Education
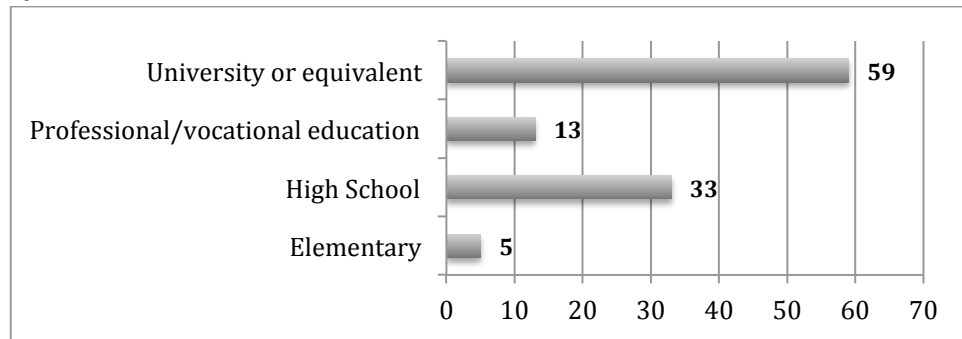
Alternatives	Percentage	n
University or equivalent	53.5%	59
Professional/voc. education	12 %	13
High School	30 %	33
Elementary	4.5 %	5

Q4. To which carpool do you belong?
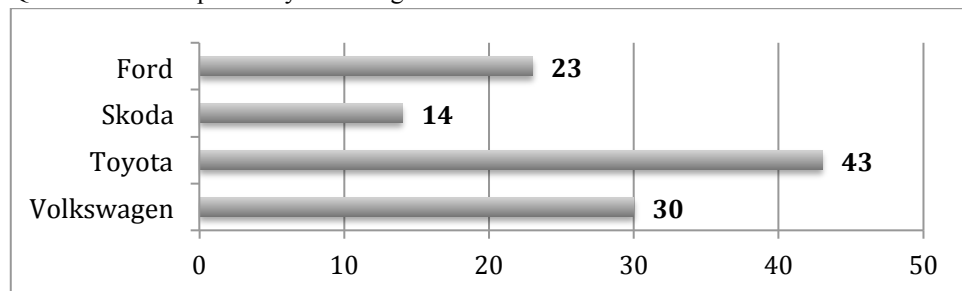
Alternatives (brand)	Percentage	n
Ford	21 %	23
Skoda	13 %	14
Toyota	39 %	43
Volkswagen	27 %	30

Q5. How many years have you had the car in ownership?
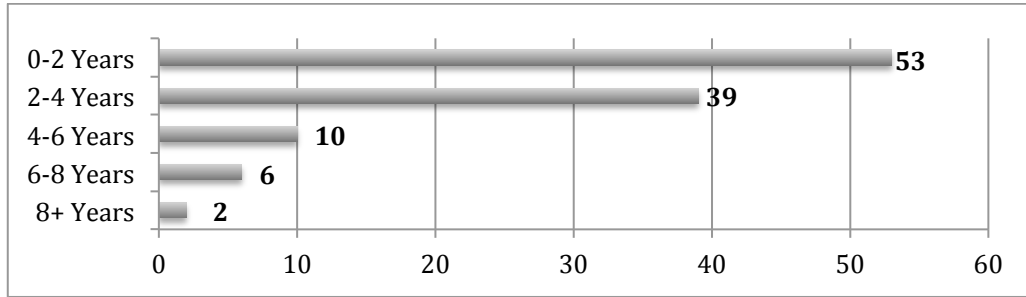
Alternatives (years)	Percentage	N
0-2	48 %	53
2-4	35.5 %	39
4-6	9 %	10
6-8	5.5 %	6
8+	2 %	2

Q6. For how many years have you been a car owner?
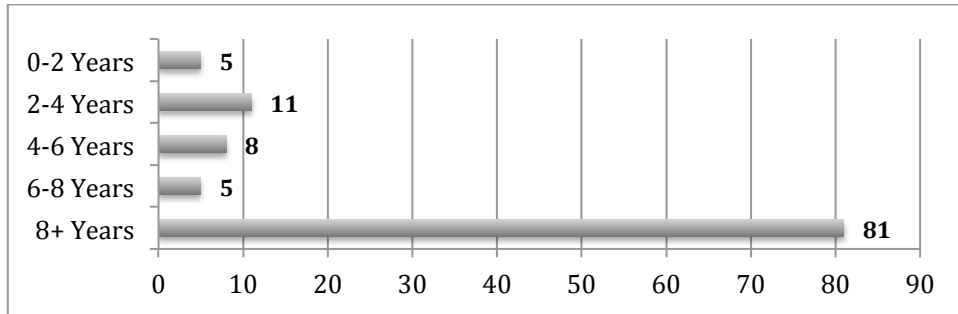
Alternatives (years)	Percentage	n
0-2	4.5 %	5
2-4	10 %	11
4-6	7 %	8
6-8	4.5 %	5
8+	74 %	81

Q7. How often do you use your car?
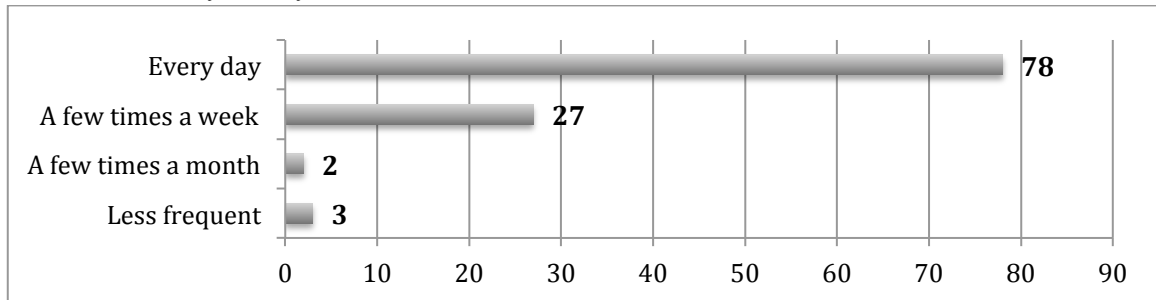
Alternatives	Percentage	n
Every day	71 %	78
A few times a week	24.5 %	27
A few times a month	2 %	2
Less frequent	2.5 %	3

Q8. Have you ever considered decreasing your car usage? (multiple answers possible)
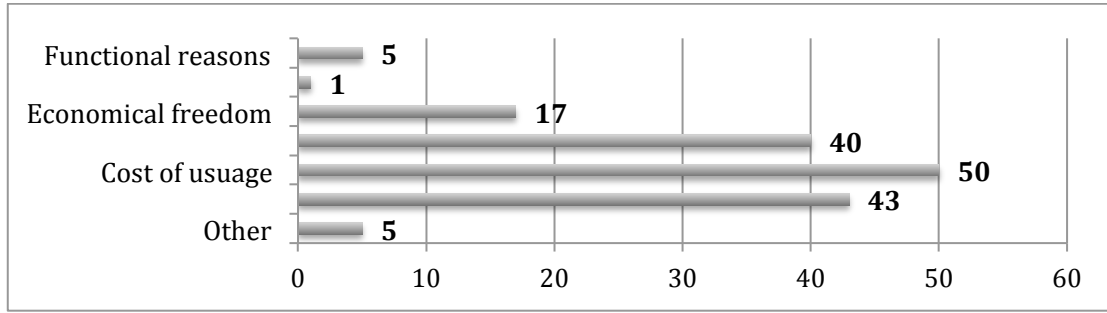
Alternatives	Percentage	n
Functional reasons	4.5 %	5
Political reasons	1 %	1
Economical freedom	15.5 %	17
Environment	36.5 %	40
Cost of usage	45.5 %	50
No, I have not considered to decrease my car usage	39 %	43
Other	4.5 %	5

Specifications for respondents answering other (answering rate 5/5)

Health related reasons ("biking")	2
Worries regarding damage or theft	2

Q9. Please rank the following reasons using your car.
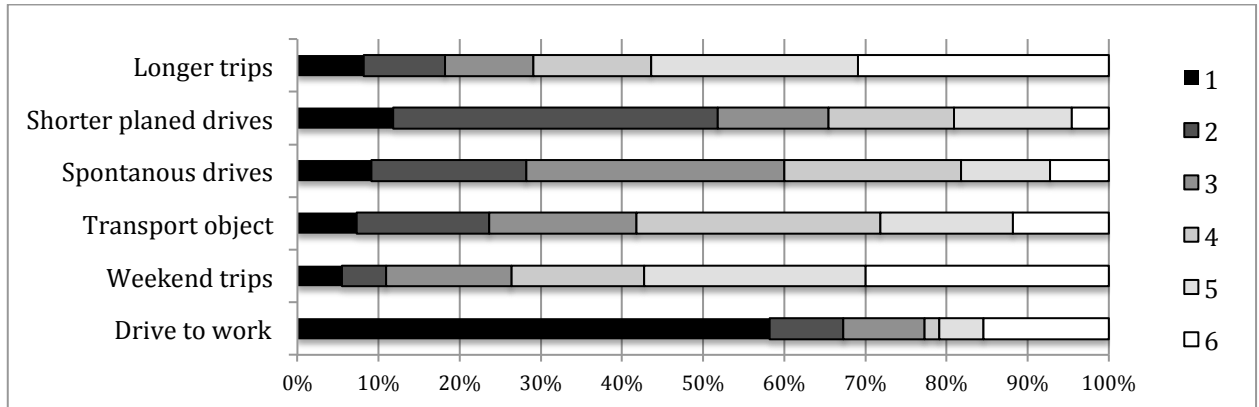
	Highest					Lowest
	1	2	3	4	5	6
Longer trips	9	11	12	16	28	34
Shorter planed drives	13	44	15	17	16	5
Spontaneous drives	10	21	35	24	12	8
Shorter planed drives	13	44	15	17	16	5
Longer trips	9	11	12	16	28	34

Q10. I have good knowledge of my car brand's history and background.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
3.6 %	10.9%	15.5%	21.8%	20%	15.5%	12.7%
4	12	17	24	22	17	14

Q11. I know what My Car brand stands for.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
8.2%	7.3%	9.1%	27.3%	20%	15.5%	12.7%
9	8	10	30	22	17	14

Q12. I feel I have more knowledge about My Car brand than the average consumer.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
8.2%	15.5	11.8%	22.7%	17.3%	10.9%	13.6%
9	17	13	25	19	12	15

Q13. I know my brand and have more knowledge about it compared to other brands.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
8.2%	12.7%	16.4%	28.2%	19.1%	7.3%	8.2%
9	14	18	31	21	8	9

Q14. I feel comfortable describing My Car brand to someone else.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
2.7%	10%	10.9%	16.4%	20%	20%	20%
3	11	12	18	22	22	22

Q15. My Car brand understands my needs.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
1.8%	8.2%	14.5%	24.5%	21.8%	14.5%	14.5%
2	9	16	27	24	16	16

Q16. To what degree do you have an emotional contact/relationship to your Car brand?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
21.8%	17.3%	14.5%	13.6%	15.5%	8.2%	9.1%
24	19	16	15	17	9	10

Q17. To what degree do you identify yourself with Your Car brand?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
16.4%	18.2%	19.1%	17.3%	15.5%	5.5%	8.2%
18	20	21	19	17	6	9

Q18. To what degree does Your Brand say something about who you are?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
14.5%	21.8%	16.4%	16.4%	19.1%	8.2%	3.6%
16	24	18	18	21	9	4

Q19. To what degree does Your Car brand create a community to fellow owners?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree

27.3%	26.4%	13.6%	14.5%	7.3%	8.2%	2.7%
30	29	15	16	8	9	3

Q20. To what degree do you have regular thoughts about Your Car brand?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
19.1%	29.1%	12.7%	20%	11.8%	5.5%	1.8%
21	32	14	22	13	6	2

Q21. To what degree do Your Car brand create positive thoughts and associations?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
3.6%	10.9%	20%	23.6%	20%	14.5%	7.3%
4	12	22	26	22	16	8

Q22. To what degree do you have unconscious thoughts about Your Car brand?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
21.8%	19.1%	26.4%	20%	7.3%	2.7%	2.7%
24	21	29	22	8	3	3

Q23. I found My Car brand reliable.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
0.9%	1.8%	8.2%	11.8%	28.2%	29,1%	20%
1	2	9	13	31	32	22

Q24. I can always count on My Car brand does what is best.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
1.8%	3.6%	11.8%	16.4%	25.5%	27.3%	13.6%
2	4	13	18	28	30	15

Q25. That My Car brand would disappoint me would be against my expectations.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
1.8%	10.9%	15.5%	19.1%	17.3%	21.8%	13.6%
2	12	17	21	19	24	15

Q26. I have positive associations to My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
0.9%	4.5%	11.8%	12.7%	20.9%	28.2%	20.9%
1	5	13	14	23	31	23

Q27. My Car brand goes beyond my expectations.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
8.2%	5.5%	11.8%	29.1%	21.8%	10%	13.6%
9	6	13	32	24	11	15

Q28. I have a feeling of emptiness when not driving My Car brand for a while.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
54.5%	10.9%	9.1%	10%	6.4%	3.6%	5.5%
60	12	10	11	7	4	6

Q29. I love My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
3.6%	19.1%	11.8%	17.3%	20%	15.5%	12.7%
4	21	13	19	22	17	14

Q30. My Car Brand is my favourite Car Brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
29.1%	23.6%	12.7%	11.8%	9.1%	8.2%	5.5%
32	26	14	13	10	9	6

Q31. I have unique feelings for My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
45.5%	19.1%	14.5%	7.3%	7.3%	1.8%	4.5%
50	21	16	8	8	2	5

Q32. I am ready to make small sacrifices to use My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
34.5%	24.5%	10.9%	11.8%	7.3%	7.3%	3.6%
38	27	12	13	8	8	4

Q33. I am willing to delay my driving if My Car brand in the future.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
61.8%	18.2%	4.5%	6.4%	2.7%	2.7%	3.6%
68	20	5	7	3	3	4

Q34. I'm loyal to My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
43.6 %	20.9%	9.1%	10%	6.4%	7.3%	2.7%
48	23	10	11	7	8	3

Q35. I could see myself continue to use my Car Brand in the future.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
0.9%	8.2%	11.8%	13.6%	22.7%	15.5%	27.3%
1	9	13	15	25	17	30

Q36. I would recommend My car brand to my friends.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
1.8%	8.2%	11.8%	11.8%	19.1%	21.8%	25.5%
2	9	13	13	21	24	28

Q37. I feel a strong need to My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
46.4%	21.8%	5.5%	16.4%	7.3%	0,9%	1.8%
51	24	6	18	8	1	2

Q38. My Car brand is an important part of my daily routine.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
40.9%	17.3%	9.1%	10.9%	11.8%	3.6%	6.4%
45	19	10	12	13	4	7

Q39. I feel a great dependence on My Car brand.

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
60%	11.8%	7.3%	12.7%	4.5%	0.9%	2.7%
66	13	8	14	5	1	3

Q40. To what degree have you considered other types of transportations except driving?

1. Strongly disagree	2	3	4	5	6	7.Strongly agree
31%	14.5%	12.7%	11%	15.5%	5.5%	10%
34	16	14	12	17	6	11

Q41. Please rank the following methods of transportation after preference.
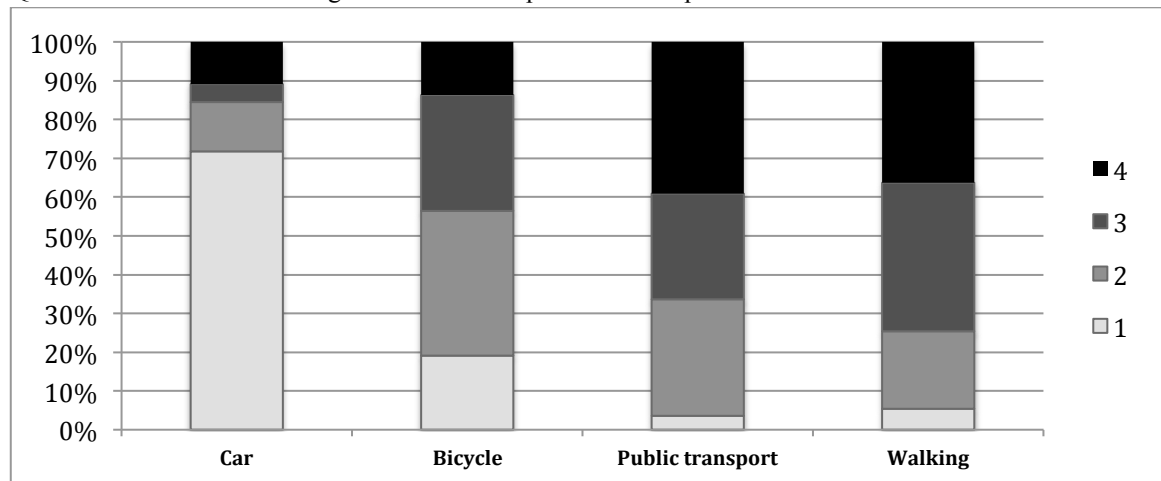
(1. Primary preference method of transportation – 4. Least preference of transportation.)

Q42. How would you describe your relationship to Your Car brand with one sentence? (Open question)
   (Response-rate 79/31)
Summary of most common answers

Economy	6

Quality	5
Functional/practicality	6
Love my car/positive remarks	4

Q43. How would you describe the meaning of cars with three words? (Open question)

Overview over the most common answers

Freedom	13
Safety	8
Time	5
Expensive	5
None	3
Image/Status	3
Work	3
Fun	2
Comfort	2
Independence	2

Appendix VII - Details about the Carpools

	Göteborgs Bilkooperativ	**Stockholms Bilpool**	**Lunds Bilpool**	**Bilpoolarnas**
City	Göteborg	Stockholm	Lund	Uppsala
Members	500	100	230	80
Cars	**30 Cars:** (Opel, Skoda, Toyota, Volkswagen	**14 Cars:** (Ford, Toyota, Kia)	**11 Cars:** (Fiat, Ford, Skoda, Toyota, Volkswagen	**7 Cars:** (Volkswagen, Toyota)
Source	http://www.goteborgsbilkoop.se/	http://www.stockholmsbilpool.nu/	http://www.lundsbilpool.nu/	http://bilpoolarna.se/