

Friendship for Rent

Can friendship be monetized? Can money fight loneliness?

**A quantitative study about monetary exchange for friendship
as a possible solution to loneliness**

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Abstract

This report is investigating whether renting a friend could reduce the societal problem of loneliness. *Is there a demand in Sweden for friendship rental? If yes, who and under which circumstances would someone engage in the monetary exchange for friendship?* Through two surveys conducted for this thesis it can be concluded that people are not likely to rent a friend. However, it is found that people are more positive towards renting a friend if an intermediary is involved, and they are more likely to rent a friend for someone else than for themselves. Furthermore, this report proves that lonely people are more likely to engage in friendship rental compared to people not feeling lonely and lonely people also have a tendency of finding it more difficult to meet new friends in an everyday setting. Loneliness is stigmatized and admitting to loneliness and social isolation is difficult. This would be a potential reason why people are not willing to rent for oneself, but could consider doing it for someone else. The idea of renting a friend as a way of handling loneliness for others is not foreign, and especially if it is done through the state as an intermediary.

Keywords: loneliness, friendship, sharing economy, collaborative consumption, rent a friend, rental, friendship platforms, friends, collaboration, economic aspect, ownership, sharing, government, Sweden

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1. Introduction

What is a feasible and good solution to reduce loneliness and involuntary isolation in Sweden? Could monetary exchange for friendship be the solution? When asked if respondents felt lonely during the last four weeks, over 500,000 people in Sweden reported that they felt lonely (SCB, 2020). Loneliness, even though it is described as a subjective feeling, has an impact on people's physical health. Loneliness is twice as harmful as obesity and as harmful as smoking, alcoholism, and sedentary behavior (Thelander, 2020). As a consequence, governments worldwide have taken actions to reduce loneliness among their populations. The United Kingdom recently implemented a Befriending Program, allowing volunteers to socialize with people who otherwise would be at risk of social isolation (Befriending Network, 2022). It also appointed a *loneliness minister* in 2018 whose most pressing task is to reduce the number of people feeling lonely (Yeginsu Ceylan, 2018). The same trend of increased loneliness is seen in Japan. Japan is well known for its social culture where large social networks are seen as a success story, and a small social network could be considered a sin for the family (Colin, 2016). In Japan, the term "Hikikomori" is defined as people who stay at home for six months or longer without going to school, work, or going out socially. Over half a million young Japanese live as "hikikomori", which could be a reason for the large market penetration of renting a friend in exchange for monetary compensation (Kremer, Hammond 2013). Even though loneliness has been an issue for many decades, during the Covid-19 pandemic in 2020-2022, social isolation was one of the actions the government took to reduce the risk of spreading the disease, which is why this topic is of interest for many parties, such as governments and organizations.

In Sweden, different apps and platforms where people meet new friends have increased, both in terms of the total number of apps and platforms on the market as well as the number of users on each app/platform. As a spin-off of this idea, the phenomenon of renting a friend in exchange for monetary compensation has emerged in the Western world (Shen, 2021).

The idea of renting each other is for many an absurd idea, but it happens regularly. Almost every service job on the market is connected with renting another person to conduct a service in exchange for monetary compensation - massage therapists, psychologists, nannies, and personal trainers. Customers pay them for touching their bodies, listening to their problems, taking care of and playing with their children, or to work out with. In society, these types of

relationships are not uncommon, nor are they controversial. Since a friend per definition is “one attached to another by affection or esteem”, it is understandable that it becomes more controversial when renting a friend than renting, for instance, a personal trainer. By definition, the relationship between friends should be built on affection and/or esteem, not monetary compensation.

Considering the trend of increased loneliness, presenting new ways of coping with this issue is of great interest and importance. Countries worldwide have implemented different strategies on how to reduce the number of people feeling lonely, one of them being the concept of renting friends. For that reason, this report is focusing on how the service of renting friends would be received by the Swedish population. Would the Swedes be willing to rent a friend to combat the problem of loneliness?

1.2 Purpose

The purpose of this report is to contribute with research to a new way of reducing loneliness in Sweden. Loneliness and social isolation are growing issues globally, and even though previous studies have provided understanding for why and in which ways people are feeling more lonely, they have failed to provide solutions. This report will provide a nuanced picture of the new phenomena of friendship rental and examine whether the concept of renting a friend is a solution to reduce the feeling of loneliness. This will be done by two quantitative studies (surveys) distributed a small representation of Sweden. Our aim is to investigate if there is a demand for this type of market penetration and under what circumstances renting a friend would be accepted.

The research question that the report aims to answer is:

Is there a demand in Sweden for friendship rental? If yes, who and under which circumstances would someone engage in the monetary exchange of friendship?

1.3 Delimitation

This report solely focuses on the Swedish market. Only people residing in Sweden were invited to take part in the survey conducted for the purpose of this report. The respondents are all above 18 years old, and live in different regions in Sweden.

This report has consciously not conducted or included research about why there is an increase in loneliness. Furthermore, this report is not examining the romantic relationship between people, but solely focusing on friendship relationships. In those cases where apps facilitating dating are brought up, it is done to show a new behavior that people meet each other online. Furthermore, it is outside the scope of this report to examine the consequences that the rental of friendship would have on the mental health of people being part of it. In those cases where rent-a-friend platforms are examined, the website “RentAFriend.com” has been used as a template to understand the market, since this is the most used platform for the purpose, in the western world (Rosenbaum, 2022).

1.4 Disposition

For the purpose of this report, two quantitative studies have been conducted. Study 1 examines the attitude towards friendship apps. Here, questions about loneliness and the perceived difficulty in meeting friends in an everyday setting are asked. The survey further examines who is perceived to use these apps, and for what reasons. Furthermore, the perception towards paying for premium services is examined. Study 2 investigates the attitude towards renting a friend in general and in different settings. Study 2 also investigates whether the person would consider it being more acceptable to rent a friend if the friend was rented for someone else, and if other parties were included in the rental.

In the report, the theory underlying each study will first be presented. Secondly, the methodology and the results from each survey are presented. Finally, the results are discussed together with practical implications, limitations of the study and suggested future research.

2. Theoretical framework

2.1 Loneliness

In this section, a brief introduction to loneliness is provided together with the evolution of how people find new friends.

2.1.1 What is loneliness

Loneliness can be described as a subjective feeling for an individual who experiences that social relations do not fulfill expectations or wishes of that individual (De Jong-Gierveld, 1998). The quantity or quality of an individual's social interactions may differ from the individual's desires (Newall & Menec, 2017; Taube et. al., 2015), for instance when an individual's wish for an increased amount of social relations is greater than the actual amount or in situations where the individual's wish for intimacy is not met (Neves et al., 2019; De Jong-Gierveld, 1998). Emotional and social loneliness have proven to lead to deteriorating psychological and physical well being (De Jong-Gierveld & Van Tilburg, 2010; Cornwell & Waite, 2009). Elderly people can suffer from this as a consequence of lack of regular contact with relatives, small social networks, and a lack of diversity within the social network (Cornwell & Waite, 2009).

Humans, as social species, rely on a safe social environment to survive and thrive (Hawkley & Cacioppo, 2010). Despite this, loneliness is a common experience; as many as 500,000 of the Swedish population stated that they felt lonely continuously during 2020 and among people over the age of 80 years old, more than 10% felt lonely “all the time” or “for most parts” during the last four weeks (SCB, 2021). Loneliness is connected to emotional aspects such as desperation and shame. It is hard for people to admit that one is lonely as it is seen as something shameful (Yanguas et al., 2018). Involuntary loneliness harms a person's mental, as well as physical health, due to the low-intensity stress that activates the body's warning system. This results in depression and anxiety, which in the long run makes people physically sick. Involuntary social isolation is the most dangerous type of loneliness - it is considered twice as harmful as obesity, and as harmful as smoking, alcoholism, and sedentary behavior. In Sweden, 4% of the population above 16 years old, and as many as 10% between the ages of 75 to 85 years old, are considered living in involuntary social isolation (Thelander, 2020). The age groups that suffer most from loneliness are the elderly and children (e.g Bartelink et

al. 2021; Thelander, 2020; Bris 2020). For the elderly, a lack of close relations, less regular participation in activities, and living alone are increasing factors for the feeling of loneliness (Bartelink et al., 2021). For children, the norm and pressure from society to have many friends is a common factor in children's feelings of loneliness (Bris, 2019).

2.1.2 Digitalisation and loneliness

Digital communication tools are replacing a lot of physical interaction (Arampatzi, Burger & Novik, 2018) and there is an increasing focus on the consequences that digital society has on people's health. The usage of the internet and corresponding digital communication tools can have a varying impact on the well-being of the individual, depending on which form and for what use the digital tools are for. **Time spent online is commonly associated with more feelings of loneliness** (Szabo et. al., 2019). Notwithstanding, **digital communications tools used in communications can relieve the feeling of loneliness** and social isolation by providing a platform for the individual for social support and a feeling of belonging (Francis et. al., 2018; Szabo et. al., 2019; Malcom et. al., 2002; Neves et. al., 2019). Moreover, these platforms have a proven effect of encouraging individuals to engage in the community and can support them to find activities and support related to their interests and needs (Szabo et. al., 2019).

2.1.3 How Swedes are finding new friends

Sweden is appointed the most difficult country in the world to meet new friends and Swedes are perceived as closed towards engaging in new friendships (InterNations, 2021). Today, more than 400 000 people in Sweden over the age of 16 do not have a close friend (SCB 2022). Previously, people met new friends through work, school and sports (Asker 2006; Bergesen Dalen & Seippel, 2021) but since the establishment of the Internet, a new way to meet friends has been expedited. People meet new friends on different platforms where Facebook and World of Warcraft are the most common (Askvall and Westerberg, 2016). In the late 2010s, new friendship apps and platforms entered the Swedish market, which enabled a conducive way to meet new friends (Lejon, 2018).

As a result of the aforementioned research about loneliness and the development of friendship apps and platforms, it is hypothesized that:

H1: People feeling lonely find it difficult to meet new friends in an everyday situation, outside of the internet.

2.2 Current market analysis

To minimize loneliness amongst the population, countries globally have implemented various strategies. To investigate how Sweden can minimize loneliness in the future, an understanding of the current situation in the country is necessary. Furthermore, the situations in Japan and the United Kingdom are presented to gain a more nuanced overview of the problem and different ways of managing it, either through government's involvement or private actors. Japan and the United Kingdom are two good examples of countries that have worked actively to fight loneliness, but with very different strategies. They illustrate the possibility of having an authority as an intermediary when trying to reduce loneliness.

2.2.1 Sweden

Recognizing the need to unstigmatized loneliness, Sweden has initiated projects to discuss the subject and help people feel less lonely (Sirén, Lindberg 2021). Most of the initiatives are based on digital meetings, either through phone calls or video links, such as Äldrelinjen (in English *elderly line*), Jourhavande medmänniska (in English *on-call fellow human*), and, for children, BRIS (in English *childrens' right in society*). Debates related to whether a *loneliness minister* should be appointed have occurred, and motions have been delivered to the Swedish Government where initiatives such as the one in the United Kingdom - Befriending program - are stated as a way of fighting loneliness (Forssmed, 2018). In 2021, the company *Gubbe.com* was founded in Sweden. Gubbe.com is an elderly service with the mission “to help elderly live a happier and more active old age”. The idea is that through a sense of meaning and belonging, prevent loneliness through close human relationships, meaningful things to do and hobbies. The process is similar to any type of ‘paying for help’-services. The employees of Gubbe.com are educated by the company, and provide services and support for elderly with everything from making sure that the elderly eat and drink, to do grocery shopping or an activity together (Gubbe.com, 2022).

2.2.2 Japan

In Japanese culture, the rental of friends is more common than in other countries. A reason for this could be that a large social network is important in how one is perceived by others

(Colin, 2016). Japan ranks among the top 20 most prosperous nations in terms of social and economic wellbeing. However, Japan was ranked number 143 out of 167 countries when evaluated on the social capital rating, measuring the strength of relationships between people. (Legatum Prosperity Index, 2021). In Japan, 31% of people aged 60 or more do not have any close friends (Kyodo News, 2022). Furthermore, more than half a million young Japanese have chosen to live in isolation, and it has come to the degree of normalization that the phenomenon has received its own name - “hikikomori”. ‘Hikikomori’ is defined by the Japanese Ministry of Health, Labor, and Welfare as people who stay at home for six months or longer without going to school, work, or going out socially (Kremer and Hammond, 2013). Hikikomori should not be confused with laziness but is rather a state of mind where one would like to go out to make friends but are unable to do so (Agerholm, 2016). In a society where people are becoming more and more isolated, whilst society puts pressure on creating and maintaining large social networks, the market for renting friendships is undoubtedly seen as a solution (Colin, 2016). Japan has doubled its rent-a-friend agencies to 10 agencies in the past 8 years, where the best-known, Office Agent, has 1,000 people ready to be rented out for various occasions. Another well-known agency, The Family Romance, has currently 1,200 actors who can be rented for any given role (Pugh, 2021). The agencies are part of a growing service sector that rents out for instance fake spouses, best men, relatives, or friends. It is common to act as a child's mother or father if the birth parents divorced or if one of the birth parents passed away. A child who is having only one parent is at greater risk of being bullied by friends in school or discriminated by the school faculty (McCurry, 2009). Japan is a country that values nuclear families, and a single parent is at large risk of encountering discrimination because of the marital status. Agencies offering family rentals such as Family Romance act as a service that challenges the problematic and judgmental society that Japan has (Pugh, 2021).

2.2.3 United Kingdom

More than nine million people in the United Kingdom are experiencing problems with loneliness (Jopling, 2017). The previous Prime Minister, Theresa May, appointed a Minister for Loneliness in 2018 (Yeginsu Ceylan, 2018). As a consequence, the Befriending Program was realized to offer support and reliable relationships to people who otherwise would be at risk of social isolation. This was established through volunteers, named *befrienders*. The Befriending Network is the overhead organization in the Befriending Program, responsible

for providing training, support and resources to local subdivisions. The subdivisions are in turn responsible for supporting people at risk of social isolation. The Befriending program is partly financed through grants from the state, and its main objective is to maintain an effective and supportive network for its constituent members. Befriending is an emotional supportive one-to-one relationship with volunteers who are recruited, trained, supported and supervised by volunteer coordinators. 80,000 people were supported by the Befriending Program in 2019 (Befriending Network, 2022). Befrienders satisfy the unmet need of social interactions and fulfill the wishes for a specific kind of relationship: facilitated friendship (Jane et al., 2021).

Aforementioned studies shows that there is a large number of people relying on befrienders to establish and uphold social connections. However, it also provides insights into the need of having these types of services controlled and regulated by authorities. Based on this, it is hypothesized that:

H2: People are more likely to engage in rental friendship if a reliable intermediary is involved.

2.3 Friendship platforms

As previously shown, one new way of meeting new friends is through friendship platforms. The number of platforms that enable people to meet new friends has increased in recent years. As a consequence, the amount of users across various platforms has been increasing, globally as well as in Sweden (Shen, 2021). The platforms are either [1] connecting people who are searching for new friends through a platform using a free or premium membership or [2] enabling one person to rent a friend (another person) in exchange for monetary compensation. The differences between the two different platforms, their users and their economic models is described below.

2.3.1 Friend Community Platforms and its economic model

Description of the service

Platforms such as Bumble BFF, Hey!Vina and Gofrendly, allow people to, through membership, become part of a community to meet new friends with similar interests (Lejon,

2018). Investors show interest in these companies, as they are proven to have a successful business model as well as operating for a good cause. For instance, Gofrendly raised SEK 10 million in its latest investment round in 2021 (Olsson Jeffery, 2021). Most platforms/apps offer the users free membership with basic features to connect with other members. Most companies also offer a premium membership with various price ranges from 5,99 USD / month to 29,99 USD / month (Friender, 2022; Techboomers, 2022; VINA, 2022; Healthy Framework, 2022). Through a premium, subscription members are offered additional features not available in the free membership. These features include, among other, larger exposure to the profile, being able to see who is interested in being friends, and connecting with a friend in another city (VINA, 2022). Most platforms/apps operate on a global scale with hundreds of thousands of members with the common goal to connect people with similar interests and meet new friends (Sun, 2021).

Description of the economic model

The friendship platforms/apps are operating with the same economic model as dating apps, such as Tinder, where the platform/app facilitates meetings between people. The platform provider enables people to engage with each other on a certain app or platform, and in some cases takes out a fee for doing so. The suggested connections for the users are based on geographical location, interests, and common requirements on each other - such as sex and age. This is the same for both dating apps as well as friendship apps. The difference between them is what the users are looking for - friendship or future partners. Since dating apps have more frequently been the topic of research in comparison to friendship platforms/apps, it is more scientifically grounded to examine the economic model of friendship platforms/apps from the perspective of dating apps, such as Tinder. As previously mentioned, the service provided is identical between the two platforms/apps.

Understanding the business model of these platforms/apps is important for further comparison between other types of business models facilitating friendship and creating new social connections. Tinder is classified as a part of the sharing economy because of how the business model operates. The platform is acting as a marketplace, where peer providers and users exchange value in some sort with each other (Scaraboto and Figueiredo, 2021). Similarly, friend community platforms enable the same service as mentioned before, and considering that the two peers engage on the platform with a common goal, the relationship

early on becomes built on mutual relationships and trust between peers (Hofmann, Hartl et al., 2017).

Based on the previously presented information about the current market for friend community platforms and the fact that the friendship apps/platforms are growing, it is reasonable to expect acceptance for the monetary exchange for premium services. Therefore it is assumed that people do not recognize the monetary exchange for premium services as an issue. It is therefore hypothesized that:

H3: People are more positive than negative towards the fact that companies charge money for premium services on friendship platforms/apps.

2.3.2 Rent a friend and its economic model

Description of the service

The phenomenon of people renting friends for a monetary exchange is growing. The main difference between renting a friend and the friend community platforms described in section 2.3.1 is that when renting a friend, a person is paying another person to meet a new friend. Common reasons to rent a friend are to learn a new skill, gain personal advice, or to find company for a restaurant visit, sports event, or concert. In those cases where the renter has an extra ticket to, for example, concerts, ballet, or similar activities, the monetary payment is often discarded and payment is instead the ticket. Today, people use these services to rent friends for themselves, and not for others. This is worth noticing because that would mean that the people using it do not care about it being stigmatized and shameful (Rosenbaum, 2022). The rental of friends is done through websites such as Rentafriend.com, rentlocalfriend.com, rentacyberfriend.com, papa.com, and bestfriend4rent.com. These companies are experiencing a growing member base as well as competition from other actors (Shen, 2021).

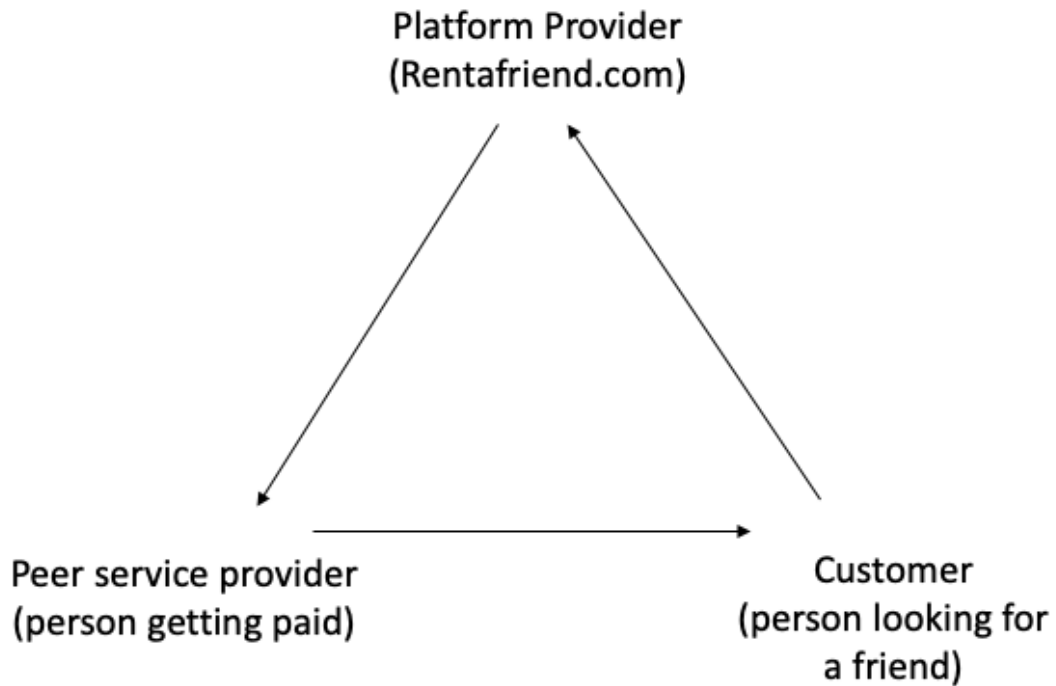
The first encounter between a customer and a friend usually lasts for about an hour and if there is a good match, the next encounter normally lasts longer. The average price for renting a friend is 15-25 USD per hour (Rosenbaum, 2022). The largest website, rentafriend.com, has presently over 620 000 registered friends (RentAFriend, 2022). Most friends on the website

can be found in the United States, followed by Canada and the United Kingdom. Most people renting a friend are found in the United States. Rentafriend.com has seen an increase of both registered friends and paying customers during the last years, with more virtual connections post the Covid-19 pandemic (25% compared to 5% before the pandemic) (Rosenbaum, 2022). However, this phenomenon of renting a friend has not yet been successful in Sweden. In the capital of Sweden, Stockholm, where 2.4 million people live (SCB, 2021), only 54 friends are registered on rentafriend.com (RentAFriend, 2022).

Description business model /economic model

To understand the platforms providing friendship rental and their future development on the Swedish market it is necessary to place them somewhere on the economic market spectrum. The business model of the different platforms is based on a monetary exchange between a paying customer and a peer service provider (the friend). The monetary compensation is transferred through the platform provider where it charges the customers to get access to the service (friend). This business model is equated to the definition of collaborative consumption which is defined as an exchange between a platform provider, a peer service provider and a customer (Luri Minami et al., 2021).

The phenomenon of renting a friend can be analyzed using the theoretical framework of the consumption triangle with a platform provider (Rentafriend.com), peer service provider (a friend) and a customer (the person renting a friend) (Benoit, Baker et al. 2017).



Considering that renting a friend for a monetary exchange is a new phenomena in Sweden, as well as the fact that other, well-establish platforms/apps for meeting friends on a mutual basis exist, it is hypothesized that:

H4: People are unlikely to rent a friend.

Moreover, people experiencing loneliness are hypothesized to have a larger need of meeting new friends, and find themselves in a situation where they are more open to try new ways of doing so. Therefore, it is hypothesized that:

H5: People are more likely to rent a friend if they feel lonely than if they do not.

H6: People are more likely to rent a friend for children or elderly if the person they rent for feels lonely.

3. Preparatory studies

Prior to the collection of data through two different surveys, two test surveys were created. The test surveys were distributed to five people each, whereupon feedback of the survey was collected afterwards. This ensured that the survey was easy to follow and to understand by the respondents. Furthermore it ensured that what was desired to be captured actually was captured through the survey. The pilot-tests ensured that the surveys had high quality and enabled minimization of errors when conducting the main studies. Afterwards, the two different studies were adjusted by professionals in the industry of insights, surveys, and questionnaires.

4. Study 1

4.1 Methodology

In this section, the design of study 1 is explained, how the study was conducted and the results from it.

4.1.1 Study design

To ascertain people's attitude towards friend community platforms and apps, and people's attitude towards companies charging a monetary fee for premium memberships, data through a quantitative survey has been collected. This approach was chosen as it simplifies the broad collection of data as well as the ability to draw generalized conclusions for a large population (Bell et al., 2019a).

A deductive approach was chosen as the theory is the basis for the hypotheses, and further data was collected to test the hypotheses (Bell et al., 2019b). Furthermore a deductive approach is best adapted for quantitative research, and is thereby in line with this thesis research method (Bryman, 2018, p.50).

4.1.2 Survey design

The survey consisted of a questionnaire including 13 questions in total of which 4 demographic questions, 8 questions regarding loneliness, friendship and friend community platforms and 1 control question.

Respondents were first asked demographic questions about their gender, age, location of residence and living situation. Followingly, respondents were asked about their current circle of friends, their perception of loneliness, if they knew about friend community apps/platforms and their attitude towards the apps/platforms and the users of them. When measuring the perception of loneliness, circle of friends and attitude to the friend community platforms/apps, a 10-Point Likert scale was adopted. This compelled respondents to choose an opinion, and not choose a neutral opinion (Söderlund, p.93, 2005). When using the 10-Point Likert scale, validity was ensured by using response options consistent with previous research (Söderlund, p.136, 2018).

4.1.2.1 Survey Distribution

The survey was distributed by Origo Group, one of the leading Swedish companies specialized in collecting answers to questionnaires from the Swedish population in exchange for monetary compensation. The survey was distributed across the entire country, covering different demographics. Origo Group has several safety factors to secure a reliable data set. This includes ISO 20252, manual data controls, and GeoIP to secure the IP-addresses of the respondents. To increase the validation of the data set further (Oppenheimer et al., 2009), an instructional manipulation check, asking respondents “what was the survey you just answered about?”; A) Motorcycles, B) Loneliness and apps to meet friends, C) School meals, was employed (Söderlund, p.96, 2018).

4.1.3 Sampling

The survey was public between April 27 and May 5 and the data set contained (n=1025) without any modifications. The number of females was (n=518), males (n=503), and others (n=4). The number of respondents within the age group 18-34 was (n=274), age group 35-49 (n=265), age group 50-64 (n=262) and age group 65-84 (n=224). The sample consisted of people from different regions in Sweden and with different types of living situations and aimed to represent the Swedish population. This sample was chosen to obtain attitudes and opinions from various people, both people who potentially could rent a friend (for oneself and/or others) and people feeling lonely. Furthermore, a representation of the Swedish population was aimed for as this thesis wants to investigate the acceptance among the Swedish population. Hence, the sampling has not focused on simply lonely people in Sweden.

4.2 Results

In this section, results for testing H1 and H3 are presented. A significance level of 0.05 was used throughout the analysis.

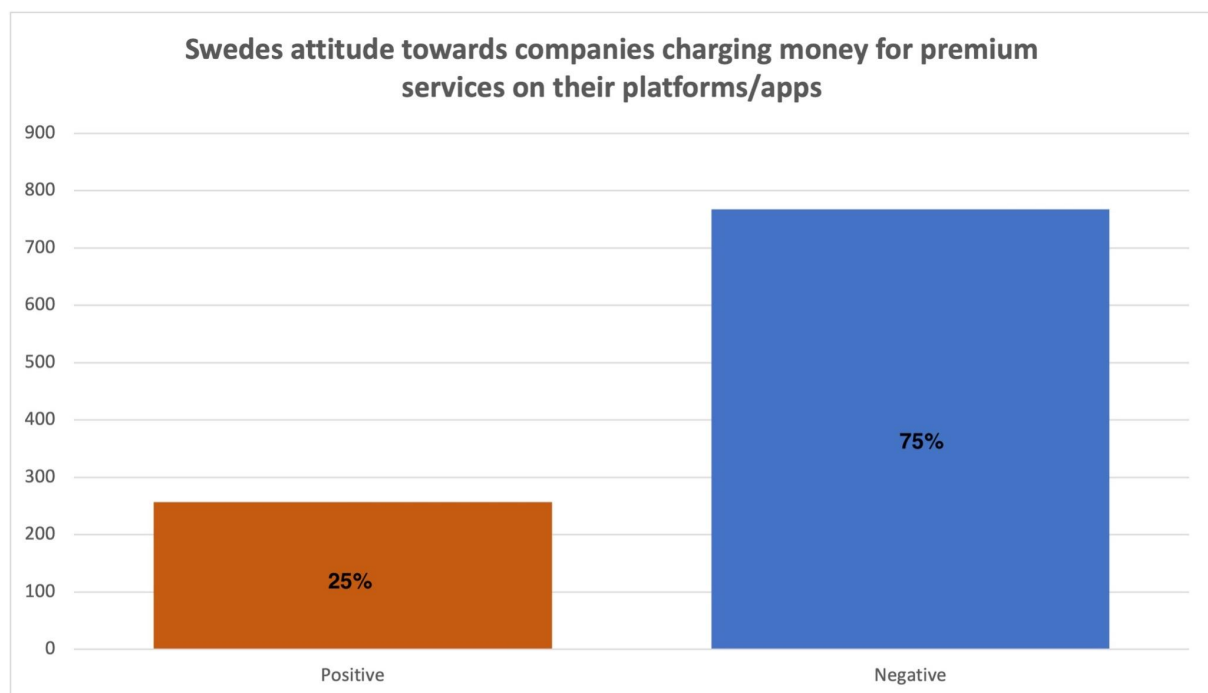
Hypothesis 1

To understand if people feeling lonely find it difficult to find new friends, outside of the internet in an everyday situation, a bivariate correlation test was made.

The test showed a positive relation ($n=1025$, $r=0.444$, $p<0.001$) between the two variables. Therefore, it is concluded that people feeling more lonely find it more difficult to find new friends in an everyday situation outside of the internet. Thus, H1 is supported.

Hypothesis 3

To understand if people are more positive than negative towards the fact that companies charge money for premium services on their platforms/apps, a one-sample t-test was made on the question “What is your attitude to the company charging for its premium services?”. The test was executed against a test value of 6. Respondents could answer on a 10-Point Likert scale with endpoints “Very negative” and “very positive”. The test showed that people's attitude is more negative than positive ($N=1025$, $M=4.09$, $SD= 2.289$, $p=0.036$) towards companies charging money for premium services. Furthermore, a frequency test was made, showing that 75% ($n=768$) was negative towards companies charging money for premium services on their platforms/apps while 25% ($n=257$) was positive. Thus, **H3 is rejected**.



4.3 Concluding Remarks

	Hypothesis	
H1	People feeling lonely find it difficult to meet new friends in an everyday situation, outside of the internet.	Supported
H3	People are more positive than negative towards the fact that companies charge money for premium services on friendship platforms/apps.	Not supported

5. Study 2

5.1 Methodology

In this section the design of study 2, how the study was conducted and the results from it is explained.

5.1.1 Study design

To ascertain how people define friendship and their likelihood to rent a friend for different causes, we collected data through a quantitative survey. This was for the same reasons previously mentioned in section 4.1.1. Furthermore, a deductive approach was used for Study 2 as well.

5.1.2 Survey design

The survey consisted of a questionnaire including 22 questions. The questions included demographic questions, Likert scales questions, multiple-choice questions, and one open-ended question. First, the survey asked respondents about their demographics and how they shortly would define “friendship”. Followingly, the survey asked [1] if a person one has a relation to but pays for could be considered a friend, [2] how lonely the respondent felt, and [3] how important it is to have many friends according to the person. Afterward, respondents were asked different questions about renting a friend. Respondents were exposed to different scenarios of renting a friend, including different independent variables. When measuring the likelihood to rent a friend in various situations, a 10-Point Likert scale was adopted. This compelled respondents to choose an opinion, and not choose a neutral opinion (Söderlund, p.93, 2005). When using the 10-Point Likert scale, validity was ensured by using response options consistent with previous research (Söderlund, p.136, 2018).

5.1.2.1 Independent variables

To measure the likeliness of people renting a friend, respondents were exposed to scenarios with different independent variables.

Situations when one feels lonely

A battery of two questions was indexed as the Cronbach alpha of the reliability analysis was 0.805. This alpha level is considered acceptable as it is higher than 0.7 (Söderlund, p.136, 2018). The two questions included in the index were:

1. On a scale from 1-10 (1 not likely and 10 very likely), how big is the probability that you would rent a friend for yourself if you experienced that you did not have any friends?
2. On a scale from 1-10 (1 not likely and 10 very likely), how big is the probability that you would rent a friend for yourself as a plus 1 for an event (company event, wedding guest, etc.) if you were the only one who would attend the event alone otherwise?

Situations when one does not feel lonely

To measure the likelihood to rent a friend for oneself if not feeling lonely, a battery of four questions was indexed, with a Cronbach alpha of the reliability analysis of 0.891. This alpha level is considered acceptable as it is higher than 0.7 (Söderlund, p.136, 2018). The four questions included in the index were:

1. On a scale from 1-10 (1 not likely and 10 very likely) how big is the probability that you would rent a friend for yourself?
2. On a scale from 1-10 (1 not likely and 10 very likely) how big is the probability that you would rent a friend for yourself to meet new friends (expand your circle of friends)?
3. On a scale from 1-10 (1 not likely and 10 very likely) how big is the probability that you would rent a friend for yourself as a plus 1 for an event (company event, wedding guest, etc.)?
4. On a scale from 1-10 (1 not likely and 10 very likely) how big is the probability that you would rent a friend to go to a concert/cinema/theater/sports event with?

Situations when someone else feels lonely

To measure the likelihood to rent a friend for others if feeling lonely, a battery of three questions was indexed as the Cronbach alpha was 0.892. Given that the alpha level is higher than 0,7, it should be considered an acceptable level of reliability (Söderlund p. 136, 2018). The three questions included in the index were:

How well does the following statement fit you?

1. I could rent a friend for my child if they were bullied, alone, and/or felt bad. (If you do not have children, imagine the situation and answer based on how you think you would have reacted if you had children).
2. I could rent a friend for my child who has a disability if they did not have any friends. (If you do not have children, imagine the situation and answer based on how you think you would have reacted if you had children).
3. I could rent a friend for my parent (widow) if he/she was lonely and did not have anyone to socialize with. Remember: the friend that is rented can be assumed to be the same age and with similar interests.

Respondents could answer on a 10-Point Likert scale with endpoints “Not at all” and “very likely”.

Situations when a reliable intermediary is involved

To measure the likelihood to rent a friend for others if it was done by another actor (such as the school or elderly home), a battery of two questions were indexed. This was done as the Cronbach alpha from the reliability analysis was 0.769, which is considered good (Söderlund, p.136, 2018).

The first question that was included in the index was “If my child had a hard time in school to get friends I would think it would be acceptable for the school to rent a friend to my child as a way to handle the loneliness. Remember: the friend that is rented can be assumed to be the same age and with similar interests.”.

The second question included in the battery was “If my parents lived at a retirement home I would think it would be acceptable for the retirement home to rent a friend for my parent as a way to handle the loneliness. Remember: the friend that is rented can be assumed to be the same age and with similar interests.”.

Respondents could answer on a 10-Point Likert scale with endpoints “Not at all” and “very likely”.

5.1.2.2 Survey Distribution

The survey was distributed by Norstat Sverige AB which is a Swedish company specialized in collecting answers to questionnaires from the Swedish population in exchange for

monetary compensation. The survey was distributed across the entire country, covering different demographics.

5.1.3 Sampling

The survey was public between March 22 and March 27 and the data set contained (n=1032) without any modifications. The number of females was (n=517) and males (n=515). The number of respondents within the age group 18-29 was (n=264), age group 30-49 (n=345), age group 50-64 (n=230) and age group 65+ (n=193). The mean age was 47.72 (SD=18.020) and the sample consisted of people with different levels of education, income, and living area.

5.2 Results

In this section, results for testing H2 and H4-H6 are presented. A significance level of 0.05 was used throughout the analysis.

Hypothesis 2

To understand if people are more likely to engage in the rental of friends if a reliable intermediary is involved, a paired samples t-test was made. The test included the index previously mentioned in section 5.1.2.1. The results of the intermediary were compared to the results from renting a friend without any variables.

The results show that people are more than twice as likely to rent a friend if a reliable intermediary is involved (M=4.1050) compared to if no variables are included (M=1.8584). The results show significance (N=925, $t=27.69$, $p<0.001$) and the intermediary affected participants in the intended direction. Thus, **H2 is supported**.

Hypothesis 4

Firstly, a one-sample t-test was conducted to see on a scale from unlikely (1) to very likely (10) to rent a friend, how likely people are to engage in this kind of service. People scoring below 5 were assumed to be unlikely to engage in friendship rental, and people scoring above 5 were assumed to be likely to engage in friendship rental. The test was executed against a test value of 5. No independent variables were included in this test and all respondents who had answered “Don't Know” were excluded. The sample consisted of (n=1006). The

likelihood of 'renting a friend for oneself' had a mean of 1.49 on a 10-Point Likert scale, with endpoints "Not at all" and "very likely" (SD = 1.378 and $p = 0.0215$). The test showed significance, thus **H4 is supported**.

For exploration reasons, a chi-square test was also made to see if people think that a person one has a relation to but pays for, can be considered a friend. The test showed significance ($p < 0.0001$). 60,1% ($n=620$) think that such a person can be considered a friend while 39,9% ($n=412$), do not believe so. Thus, it can be concluded that the majority of people think that a person one has a relation to but pays for can be considered a friend.

Hypothesis 5

As mentioned in section 5.1.2.1, lonely situations when renting a friend for oneself and renting a friend in situations when not feeling lonely were indexed. To understand if people are more likely to rent a friend for oneself if they feel lonely compared to if they do not feel lonely, a paired sample t-test was made.

The test showed that people are more likely to rent a friend if they feel lonely ($M=1.9708$) than to rent a friend for oneself if not feeling lonely ($M=1.7106$). The test shows significance ($n=1012$, $t=8.89$, $p < 0.001$), thus **H5 is supported**.

For exploration reasons, a chi-square test was made to see how many people (age 18-84) in Sweden do not have any close friends. The test showed that 7% ($n=72$, $p < 0.0001$) of the Swedish population between the ages of 18-84 years old do not have any close friends.

Hypothesis 6

To understand if people are more likely to rent a friend for children or elderly (others) feeling lonely than for children or elderly not feeling lonely, a paired sample t-test was made.

The test showed that people are more likely to rent a friend for others if the person they rent for feels lonely ($M=3.6103$) than to rent a friend for someone else if the person they rent for does not feel lonely ($M=2.33$). The test shows significance ($n=872$, $t=20.1$, $p < 0.001$), thus **H6 is supported**.

5.3 Concluding Remarks

All hypotheses are supported by the study. See the summarized results in the table below:

	Hypothesis	
H2	People are more likely to engage in rental friendship if a reliable intermediary is involved.	Supported
H4	People are unlikely to rent a friend.	Supported
H5	People are more likely to rent a friend if they feel lonely than if they do not.	Supported
H6	People are more likely to rent a friend for children or elderly if the person they rent for feels lonely.	Supported

6. Discussion

In this section, the findings of the study will be acknowledged and discussed. The chapter begins with a conclusion of the study results about the research questions. This is done by discussions concerning three topics that have proven to be the most relevant to the result of the study; [1] monetization of friendship, [2] engaging in friendship rental if an intermediary is involved, and [3] loneliness and renting. The thesis concludes with limitations of the study, implications for practitioners, as well as suggestions for future research.

6.1 General Discussion

The results from the studies show, in accordance with what was hypothesized before, that people are not likely to rent a friend in Sweden. These results are not unexpected considering the low market penetration of this type of service on the Swedish market. To feel lonely is stigmatized and is usually connected with a feeling of embarrassment and shame. It is hard to admit that one is lonely, and especially to oneself. This could be one potential reason why people are not willing to rent a friend for oneself. However, the idea of renting each other's time is not foreign. A large majority agreed to the fact that relationships that emerged from monetary compensation, could be considered friendship, if the service provided was other than the friendship per se. One such example is that a personal trainer is considered a friend - even though the relationship first was established by paying for work out time together. Another aspect of this is that people in Sweden are more likely to engage in friendship rental, if it is done for someone else, or if it is done by an intermediary, in the shape of the state, to handle loneliness.

6.1.1 Monetization of friendship

Concluded in this report is that friendship today is monetized. On the Swedish market, people are offered to both rent a friend for a monetary exchange as well as paying a member fee on different friendship platforms or apps. A monetary exchange is occurring for people to find new friends via the internet and companies make money as a consequence. This study shows evidence that people are neither willing to rent a friend for a monetary exchange nor positive towards paying a monetary membership fee in order to use a company's premium services when trying to find new friends. This indicates that the Swedish market is not mature for this new phenomenon if it occurs under these circumstances.

When comparing the Swedish population and its willingness to pay and use monetized friendship services with countries such as the United Kingdom and Japan, both similarities and differences can be found. In Japan, in contrast to the Swedish market, companies have penetrated the market and successfully monetized on friendship. The difference is that in Japan, there is a large demand and willingness to pay for these types of services. One factor behind this can be that results from study 2 that concluded that 7% of the Swedish population between the ages of 18-84 do not have any close friends, which is low in comparison to Japan (Kyodo News 2022). This should also be put in perspective of the social pressure of large social networks in Japan, which could be seen as another factor why the monetization of friendship is successful.

In contrast, in the United Kingdom there is no monetization of friendship. Instead, the friendship is subsidized by the government through volunteers. In this case, there is both an intermediary involved, namely the government, and there is no need for a monetary payment from the person seeking a friend. As proven in this report, people are more willing to be involved in a rental of friendship if it is under the conditions of having an intermediary and the receiver of the friend does not need to pay monetary exchange for the service. Therefore, it can be concluded that the Swedish market is not ready for the pure rental service of friendship. However, people are more willing to engage in this type of service under different circumstances. This is further developed below.

6.1.2 Engaging in friendship rental if an intermediary is involved

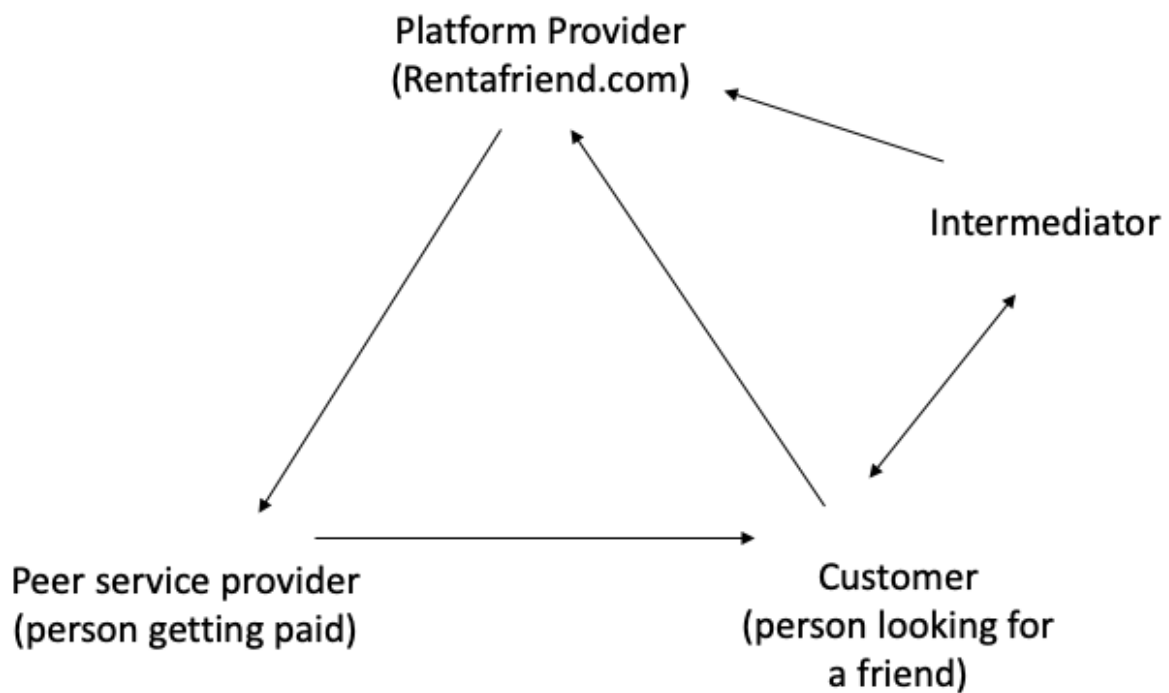
The argument is further supported by the fact that people are four times more accepting towards the concept if it is pushed away from oneself, and the service is instead provided to someone else, such as one's child or parent. This shows that it is not necessarily the service itself which is the problem, but that it would go against the moral of some people to rent friends and become embarrassing. However, if it was necessary in a situation where one's child is feeling lonely, or one's parent does not have social interaction, then the idea is not foreign. This is supported by this study as people are more likely to rent a friend for someone else, namely their kid or parent, if this person feels lonely compared to if the person does not.

The idea of doing it for someone else is seen in the United Kingdom, where the Befriending Network helps approximately 80,000 people yearly to avoid social isolation. The difference is

that the service in the United Kingdom does not involve a monetary exchange, but is instead subsidized by the state. If, and to what extent, the non-monetary exchange has an impact on the usage of the Befriending Network falls outside the scope of this research paper, however what can be concluded is that since people are quite negative towards paying for similar services such as friendship platforms/apps, the payment of the service could play a significant role in how it is received by customers.

The research concerning the success of the Befriending Program in the United Kingdom alongside the result from the studies conducted for the purpose of this report shows that if the service is done including an intermediary, which is defined as the state (in the broadest sense), people are more open to it. This could for instance be the school renting friends for children who are bullied, disabled or finding themselves in some kind of difficult situation, or elderly home renting friends for increasing the social interaction the elderly receive on a daily basis. The latest is similar to the business model of the Befriending Network.

Drawing from the finding of people being more willing to rent a friend if an intermediary is included and seen from the framework of the consumption triangle (Baker et al., 2017), the framework has been modified to be adaptable for this kind of services. The new framework does not only consist of the three original parties (platform provider, peer service provider and a customer), but also includes a fourth party, namely an intermediary. The intermediary plays an important role as this party “handles” the service. For instance this could be the state that subsidizes the monetary exchange for a person feeling lonely, in need of a friend, and the peer service provider who becomes the friend. Furthermore, the intermediary plays an important role as it symbolizes safety for the person feeling lonely and who is in need of social interaction.



6.1.3 Loneliness and renting

As previously mentioned, people are not likely to rent a friend. However, people that are feeling lonely are more open towards renting a friend in comparison to the ones that are not feeling lonely. This result is not unexpected, as people who are feeling lonely and wish for a larger social network most likely are more open to try different ways of meeting new friends. This study discloses that people who are feeling lonely find it harder to meet new friends in a natural, everyday setting outside of the internet. Being of the opinion that it is difficult to find friends in an everyday setting, could be an explanation to why the people who have stated that they are feeling lonely are more likely to rent a friend. This type of trend is also to be found in Japan, where the phenomenon of renting friendship is more established.

6.2 Concluding Remarks

6.2.1 Conclusion

It is clear that the Swedish market is not ready for fully accepting a friendship rental service. Even though loneliness is an increasing problem in Sweden, renting a friend peer to peer is currently not seen as an appealing solution. The reason for that remains unclear and should therefore be subject for future research. However, this thesis can prove that the Swedes are more open for the rental of friendship if it is done through an intermediary (the state) and in those cases where it is used to minimize loneliness. Furthermore, it is proven that people are more open towards renting for someone else than for themselves, and that they are not foreign towards the idea of renting a friend if it is done under certain circumstances.

6.2.2 Implications for practitioners

The findings in this thesis are of interest for actors on the market, politicians and government. The new phenomenon of renting a friend and friendship platforms/apps to meet new friends is obtaining more and more attention in Sweden. Both the amount of companies providing this type of service, as well as the amount of people using it, are increasing. This thesis provides evidence that customers are not willing to rent friends, however, they are more open towards using this type of service under certain circumstances, such as through the involvement of the state. This is valuable insight for the parties mentioned above. For the politicians and government, it shows that renting a friend is not a foreign way of handling loneliness and social isolation, especially for certain groups of people. For potential actors on the market, this thesis has provided a foundation to understand the market further, and how this is expected to be received by the market. This thesis is first of its kind to provide an overview of this new phenomena, and can therefore provide valuable insights for actors wishing to enter the market. Further, being a first mover could be especially beneficial in this market, as in this early stage of the market there is not room for many actors. This is due to both the current small demand, as well as the needed collaboration with the government and politicians (intermediary).

6.2.3 Limitations and future research

Limitations

The results of this thesis are subjected to some limitations. In the two surveys hypothetical questions were asked. Studies have shown that respondents are unable to prevent a biasing effect on their behavior when facing hypothetical questions (Fitzsimons et al., 2001). This would imply that even though the respondents were asked how they would have acted if they found themselves, hypothetically, in the situation, it is not possible to say that they did not act without bias from previous experiences. Another limitation of the thesis is that based on the small market penetration of this type of services, as well as the similarities to other, more controversial services, such as escort services, it cannot be fully excluded that some respondents during the survey associated friendship rental with escort services. This could imply that the respondents had preconceptions about the service, without fully understanding it, which could have an impact on the result.

Future research

Since this report is investigating if there is a demand for friendship rental services, an interesting future study would be to investigate the supply side of the market to receive 'the whole picture'. Furthermore, it has been outside the purpose of this report to look into any potential mental health damages that could arise from renting a friend, especially in those cases where the friend is rented without the receiver's knowledge. Here studies on the short- and long term effect would be important to discover, particularly in those cases where children are receiving a rented friend. Future research should also look into how people's perception of renting friends as a way to reduce loneliness would alter if the government subsidizes the cost of it. Here parallels to the United Kingdom project *Befriending network* can be drawn. On the same note, further research should be done on how friendship develops from monetary exchanges for other services, such as personal trainers or hairdressers. The service bought is not necessarily friendship per se, but friendship develops regardless. One interesting aspect of this would be to investigate if the friendship continues if the monetary exchange (for the other service) ceased. This would in future research be put into the perspective of renting friendship.

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8. Appendices

Appendix 1: Interview Questions Scott Rosenbaum (RentAFriend)

1. In what country/countries do you see that Rent A Friend is used the most, seen to both people paying for friends (customers) and people signing up to be friends?
2. What kind of activities are the most popular to rent a friend for?
3. What is the average time people rent a friend for?
4. What is the average spending per hour for renting a friend?
5. We can see that currently approx. 621 500 friends are available to be rented worldwide, but how many members do you have that are looking for friends to rent (how many are paying a month subscription fee)? How many members are there in total worldwide?
6. Which country has the most paying members?
7. Is it most common with virtual friends or meeting physically?
8. Do you see an increase in the number of paying members after the pandemic?

Appendix 2: Study 1

Since the study was targeted only towards people residing in Sweden, the survey was distributed in Swedish. A translated version is presented below.

Survey in Swedish (original)

Survey in English (translated)

Bakgrundsfrågor	Background questions
Kön, Ålder (18-34/35-49/50-64/65-84) och Region	Gender, age (18-34/35-49/50-64/65-84) och Region
<p>Vilka av följande alternativ stämmer in på din boendesituation:</p> <ol style="list-style-type: none"> 1. Jag bor ensam 2. Jag bor med en partner 3. Jag bor med en eller flera av mina föräldrar eller syskon 4. I hushållet där jag bor finns barn under 18 års ålder 5. Annat, nämligen: _____ 	<p>Which of the following options suits your living situation:</p> <ol style="list-style-type: none"> 1. I live alone 2. I live with a partner 3. I live with one or more of my parents or siblings 4. In the household where I live, there are children under the age of 18 5. Other, namely: _____
Ensamhet/skaffa vänner till vardags	Loneliness/ finding friends in everyday situations
<p>Känner du dig ensam ofta?</p> <p>Skala: 1= aldrig, 10 = varje dag</p>	<p>Do you often feel lonely?</p> <p>Scale: 1 = never, 10 = every day</p>
<p>Hur många nära vänner har du. Skriv i en siffra från 0 och uppåt. [Numerisk]</p>	<p>How many close friends do you have? Write in a number from 0 and up. [Numerical]</p>
<p>Hur viktigt skulle du säga att det är för dig med stort socialt umgänge?</p> <p>Skala: 1= inte alls viktigt, 10 = mycket viktigt</p>	<p>How important would you say it is for you to have a large social network?</p> <p>Scale: 1 = not important at all, 10 = very important</p>
<p>Hur svårt upplever du att det är att träffa nya vänner utanför internet, i vardagliga situationer?</p> <p>Skala: 1 = inte alls svårt, 10 = mycket svårt</p>	<p>How difficult do you find it to meet new friends outside the internet, in everyday situations?</p> <p>Scale: 1 = not difficult at all, 10 = very difficult</p>

Frågor om appar	Questions about apps
<p>Vet du om att det finns olika appar/tjänster där man kan träffa nya vänner online?</p> <ol style="list-style-type: none"> 1. Ja 2. Nej 	<p>Do you know that there are different apps / services where you can meet new friends online?</p> <ol style="list-style-type: none"> 1. Yes 2. No
<p>Vilka personer tror du mest använder appar/tjänster där man kan träffa nya vänner online? (Välj upp till 3 alternativ) [Randomisera alt.1-9]</p> <ol style="list-style-type: none"> 1. Vem som helst 2. Ensamma personer 3. Folk som vill träffa andra med liknande intressen 4. Utåtriktade personer 5. Personer som vill hitta en vän på sin resa 6. Personer som värderar ett stort socialt nätverk 7. Personer med sjukdom/diagnos 8. Personer som känner ett utanförskap (på grund av till exempel mobbning, arbetssituation, språkkunskap) 9. Personer i svåra/destruktiva relationer 10. Annat, nämligen: _____ 	<p>Which people do you think mostly use apps / services where you can meet new friends online? (Select up to 3 options) [Randomize alt.1-9]</p> <ol style="list-style-type: none"> 1. Anybody 2. Lonely people 3. People who want to meet others with similar interests 4. Outgoing people 5. People who want to find a friend for traveling 6. People who value a large social network 7. People with illness / diagnosis 8. People who feel excluded (due to, for example, bullying, work situation, language difficulties) 9. People in difficult / destructive relationships 10. Other, namely: _____
<p>Hur bra tycker du att syftet med dessa appar/tjänster är för att kunna träffa nya vänner online?</p> <p>Skala: 1=mycket dåligt och 10=mycket bra</p>	<p>How good do you think the purpose of these apps / services is to meet new friends online?</p> <p>Scale: 1 = very bad and 10 = very good</p>
<p>Hur är din inställning till att företaget tar betalt för sina premiumtjänster?</p> <p>Skala:1=mycket negativ, 10= mycket positiv</p>	<p>What is your attitude to the company charging for its premium services?</p> <p>Scale: 1 = very negative, 10 = very positive</p>
<p>Slutligen, vad handlade denna undersökning om?</p> <ol style="list-style-type: none"> 1. Motorcyklar 	<p>Finally, what was this survey about?</p> <ol style="list-style-type: none"> 1. Motorcycles 2. Loneliness and apps for meeting friends 3. School meals

2. Ensamhet och appar för att träffa vänner 3. Skolmåltider	
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Appendix 3: Study 2 - Questionnaire

Since the study was targeted only towards people residing in Sweden, the survey was distributed in Swedish. A translated version is presented below.

Survey in Swedish (original)

Survey in English (translated)

Hur skulle du, på ett kortfattat sätt, definiera vänskap?	How would you define friendship
Kan en person som du har en relation till (men som du betalar för) anses vara en vän? En sådan person skulle kunna vara en personlig tränare, terapeut, frisör etc. 1. Ja 2. Nej	Can a person you have a relationship with (but who you pay for) be considered a friend? Such a person could be a personal trainer, therapist, hairdresser, etc. 1. Yes 2. No
Hur ofta på en skala 1-10 skulle du säga att du känner dig ensam, där 1 = i princip aldrig, och 10 = varje dag?	How often on a scale of 1-10 would you say you feel lonely, where 1 = never, and 10 = every day?
Hur viktigt är det för dig med stort, socialt umgänge, där 1 = inte viktigt och 10 = väldigt viktigt?	How important is it for you to have a large, social network, where 1 = not important, and 10 = very important?
Vet du om att det finns olika tjänster/websidor där man kan hyra en kompis för olika tillfällen, så som reskompis, som plus en till en fest eller för att gå på konsert/bio med? 1. Ja 2. Nej	Do you know that there are different services / websites where you can rent a friend for different occasions, such as a travel buddy, plus one for a party or to go to a concert / cinema with? 1. Yes 2. No
På en skala från 1-10, hur stor är sannolikheten att (1 = inte sannolikt, 10 = väldigt sannolikt) ... 1. du skulle hyra en kompis till dig själv? 2. ..du skulle hyra en kompis till dig själv om du upplevde att du inte hade några vänner?	On a scale of 1-10, what is the probability that (1 = unlikely, 10 = very likely) 1. ...you would rent a friend to yourself? 2. ...you would rent a friend to yourself if you felt you had no friends? 3. ..you would rent a friend to yourself to meet new people (expand your social circle)?

<ol style="list-style-type: none"> 3. ..du skulle hyra en kompis till dig själv för att träffa nya människor (utvidga din umgängeskrets)? 4. ..du skulle hyra en kompis som en plus 1 till ett event (företagsevent, bröllopgäst etc)? 5. ..du skulle hyra en kompis som en plus 1 till event (företagsevent, bröllopgäst etc) om du är den enda som annars skulle gå ensam på eventet? 6. ..du skulle hyra en kompis för att gå på konsert/bio/teater/sportmatcher? 	<ol style="list-style-type: none"> 4. ...you would rent a friend as a plus 1 for an event (corporate event, wedding guest etc)? 5. ...you would rent a friend as a plus 1 for events (corporate events, wedding guests etc) if you are the only one who would otherwise go alone to the event? 6. ...you would hire a friend to go to concerts / movies / theater / sports matches?
<p>Hur väl stämmer följande påståenden in på dig? (1= Inte alls, 10 = Instämmer helt).</p> <p>Observera: <i>Kompisen som hyrs kan antas vara i samma ålder, och med liknande intressen, som personen i fråga som kompisen ska hyras till.</i></p> <ol style="list-style-type: none"> 1. Jag skulle kunna hyra en kompis till mitt barn. (Om du inte har barn, sätt dig in i situationen och svara utifrån hur du tror att du skulle reagerat om du hade barn.) 2. Jag skulle kunna hyra en kompis till mitt barn ifall hen var mobbad, ensam och/eller mådde dåligt. (Om du inte har barn, sätt dig in i situationen och svara utifrån hur du tror att du skulle ha reagerat om du hade barn). 3. Jag skulle kunna hyra en kompis till mitt barn som är funktionsnedsatt om hen inte hade några kompisar. (Om du inte har barn, sätt dig in i situationen och svara utifrån hur du tror att du skulle ha reagerat om du hade barn). 4. Om mitt barn hade det tufft i skolan med kompisar skulle jag anse att det 	<p>How well do the following statements fit you? (1 = Not at all, 10 = Agree completely). Note: <i>The friend who is rented can be assumed to be of the same age, and with similar interests, as the person in question to whom the friend is to be rented for.</i></p> <ol style="list-style-type: none"> 1. I could rent a friend to my child. (If you do not have children, put yourself in the situation and answer based on how you think you would react if you had children.) 2. I could rent a friend for my child if he was bullied, alone and / or not feeling good. (If you do not have children, put yourself in the situation and answer based on how you think you would react if you had children). 3. I could rent a friend to my child who is disabled if he had no friends. (If you do not have children, put yourself in the situation and answer based on how you think you would react if you had children). 4. If my child had a tough time at school with friends, I would consider it OK for the school to hire friends for my child as a way to deal with loneliness. 5. I could rent a friend for my parent (widower / widow) if he was alone,

<p>var okej att skolan hyr in kompisar till mitt barn som ett sätt att hantera ensamheten.</p> <p>5. Jag skulle kunna hyra en kompis för min förälder (änkling/änka) om denne var ensam, och inte hade någon att umgås/prata med.</p> <p>6. Om min förälder bodde på ålderdomshem skulle jag anse att det var okej att ålderdomshemmet hyr in kompisar till min förälder som ett sätt att hantera ensamheten.</p>	<p>and had no one to socialize with / talk to.</p> <p>6. If my parent lived in a nursing home, I would consider it OK for the nursing home to hire friends for my parent as a way to deal with loneliness.</p>
<p>Har du egna barn?</p> <ol style="list-style-type: none"> 1. Ja, i åldrarna 0-5 år 2. Ja, i åldrarna 6-12 år 3. Ja, i åldrarna 13-18 år 4. Ja, äldre än 18 år 5. Nej, men jag har bonusbarn 6. Nej, jag har inga barn 7. Vill ej svara 	<p>Do you have children of your own?</p> <ol style="list-style-type: none"> 1. Yes, aged 0-5 years 2. Yes, aged 6-12 years 3. Yes, aged 13-18 years 4. Yes, older than 18 years 5. No, but I have bonus children 6. No, I do not have any children 7. Do not wish to answer