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Online Marketing of Cohousing.

Case Study: Lipporanta



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Tämä lopputyö käsittelee, kuinka yhteisöllisen asumisen konsepti on esillä Lipporannan digitaalisessa markkinoinnissa. Tutkimus metodeina käytetään sisältö analyysia, jota käytetään kahden verkkosivun analysoimiseen ja asiantuntija haastattelua. Sisältö analyysilla pyritään analysoimaan kuvamateriaalia, joita on käytetty Lipporannan digitaalisessa markkinoinnissa. Analyysi tulee yhdistämään sekä sisältö analyysin ja asiantuntija haastattelun tulokset.

Digitaalisella markkinoinnilla tarkoitetaan lajitelmaa työkaluja ja metodeja, joita käytetään tuotteiden ja palveluiden verkkomarkkinoinnissa. Digitaalinen markkinointi tarvitsee markkinoijalta jatkuvuutta, jotta pystytään pysymään heidän asiakkaiden ja kilpailijoiden mukana.

Yhteisöllisellä asumisella tarkoitetaan tarkoituksellista yhteisöä, joka muodostuu yksityisasunnoista, jotka ympäröivät yhteisesti jaetut tilat. Jokainen yksityisesti omistettu koti sisältää perinteiset toimitilat. Yhteisesti jaettu tila on yleensä talo, joka sisältää ison keittiön ja ruokailutilan, pyykkituvan ja virkistystiloja. Asukkaat jakavat piha-alueet ja resurssit, kuten työkalut ja ruohonleikkurit. Lipporanta on uusi asuinalue Oulussa, missä uudenlainen yhteisöllisen asumisen alue on rakenteilla.

ABSTRACT

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The thesis will cover how the cohousing concept is presented in online marketing of Lipporanta. The research methods used are content analysis of two websites and an expert interview. The content analysis aims to analyze the pictures used in marketing of Lipporanta. The analysis will combine the results of both content analysis and expert interview.

Online marketing or digital marketing is a collection of tools and methodologies used for advertising products and services through the internet. It requires continuity from the company using it as form of marketing, so that they can keep up with their customers and competitors.

Cohousing is an intentional community of private homes clustered around shared space. Each attached or single-family home has traditional facilities, such as a private kitchen. Shared spaces typically feature a common house, which usually includes a large kitchen and dining area, laundry and recreational spaces. The residents also share outdoor spaces and resources like tools and lawnmowers (www.cohousing.org.) Lipporanta is new residential area in Oulu, where new type of cohousing area is being built.

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1 INTRODUCTION

Internet is a large platform for marketers to use in their marketing campaigns, because internet is constantly changing platform the marketing campaigns needs to be constantly changing as well. When talking about marketing houses or apartments even the simplest advertisements include the following information: pictures of the location, blueprint of the property, key facts of the property, like what year the property was built, the size of the property, the number of rooms, and the price. In the Finnish housing market there is nothing like Lipporanta and Kotikatu365 present.

There are only few cohouses in Finland, so the term cohousing is also rather new in Finland. This means, that the marketing for cohousing and cohouses will be very small and all references need to come from other countries, where cohousing is more popular. Denmark is a pioneer, when it comes to cohouses, because it is said that the current form of cohouses is originated from there.

The research methods used are content analysis of pictures taken from two websites and an expert interview. The content analysis aims to analyze the pictures that are used in the online marketing of Lipporanta. The two websites used as sources for marketing that took place are: real estate websites Etuovi.com and the official website, Lipporanta.fi. The expert interview is to learn more about the Kotikatu365-service concept and the aims of online marketing of Lipporanta. The analysis will combine the results of both content analysis and expert interview.

This thesis aims to answer the research question "How is the cohousing concept present in the online marketing of Lipporanta? It is based on the outlook of the official website and how much the pictures there bring cohousing forward.

Hypothesis for this research is that, even though cohousing is as term new in Finland the presence of it can be found from the marketing pictures clearly.

2 ONLINE MARKETING

Armstrong and Kotler write in their book 'Marketing an Introduction' (2013) that online marketing is the fastest-growing form of direct marketing. (Armstrong & Kotler 2013, 460). On the Technopedia-website online marketing is defined as a collection of tools and methodologies used for advertising products and services through the internet. Online marketing has larger selection of marketing elements than traditional business marketing due to the additional channels and marketing mechanisms available on the internet. (Technopedia, 2018.) These definitions show how vast platform internet is and how many ways it can be used in marketing strategies.

In their book Armstrong and Kotler write about how online marketing has four domains from which it can be classified to. The first business-initiated domain is Business-to-consumer (B2C) online marketing, where businesses are selling goods and services online to final consumers, then there is Business-to-business (B2B) online marketing and Consumer-to-consumer (C2C) online marketing, and then the last one Consumer-to-business (C2B) online marketing. (Armstrong & Kotler 2013, 460-464.)

2.1 Online Marketing Methods and Channels

There are several methods to conduct online marketing. The methods are creating web sites, in in this case Lipporanta.fi was created based on this method, placing ads and promotions online, for example when doing a google search with the word Lipporanta the first thing to come up is an advertisement from the Etuovi.com website selling an apartment, setting up or participating in social media, an example of this is Kotikatu365 Facebook page.

Online marketing channels: In general, marketing channels are the ways through which products and services are made available for the consumers. All goods go through channels of distribution and the marketing will depend on the way the goods are distributed. The route that the product takes on its way from production

to the consumer is important because a marketer must decide which route or channel is best for a certain product. There are three important online marketing channels display advertising, social media marketing and affiliate marketing (Digital Doughnut, 2014.)

In this thesis the focus is solely on the pictures gathered from corporate website, Lipporanta.fi-website, and marketing website, Etuovi.com-website. It can be mentioned, that all channels and methods mentioned above are in some form or another used in marketing of Lipporanta.

2.2 Online Marketing in Real Estate Industry

In an online article '10 Traditional Real Estate Marketing Strategies Worth Holding Onto' that is published on the AgentDrive.com-website it says that in digital era, many of the traditional forms of marketing strategy no longer work properly, because of the advantages that online marketing strategies have. An example of this paper flyers, because users can see the same advertisements online the paper flyers that come in the post end up very quickly into recycling without targeted consumers reading them, it is rather common to put on the mail box a sign that tells the mailman not to put any advertisements into the mailbox. This means that industries that are more orientated with traditional marketing strategies, such as real estate industry, the marketing teams need to adapt their strategies to fit online based marketing strategies to stay relevant in the competition. The article also lists 10 marketing strategies that still are worth of using most of these strategies are based on human interaction and being physically present for the client when working with them. (Agent.Drive.com, 2017.)

In an online blog called Anchovy a blogpost called 'Digital Marketing Strategies for Real Estate Agents' was published in 2017. According to the blogpost the digital marketing has been the front runner of advertising industry for many years. In the blogpost it is said that 92 percent of people looking to buy or rent an apartment, or a house start by browsing, this creates the opportunity for real estate agents for digital marketing and social media marketing. This blogpost

presents few strategies that real estate agents should implement on their online marketing plans so that they can stay in the competition. (Anchovy, 2017.)

3 COHOUSING

Cohousing is an intentional community of private homes clustered around shared space. Each attached or single-family home has traditional facilities like a private kitchen. Shared space typically features a common house, that includes normally a large kitchen and dining area, laundry room and recreational area. The residents in the cohousing community also share outdoor spaces and resources such as tools, bicycles and lawnmowers. The basic characteristics of cohousing are divided into four categories and these are relationships, balancing privacy and community, participation and shared values (www.cohousing.org, 2018.)

The responsibilities and maintenance of the space are shared together in the residential area. It is said that the habitants living there create voluntarily a community. This community has many roles, such as a support system to those who live alone. For children there is a benefit of having a safe network of people, who are willing to give assistance when required. For elderly people it gives the feel of safety and belonging, because the elderlies are not only living with each other in a senior home, but they also have younger people that are part of their everyday life. Cohousing gives an opportunity for an active life, because within the community the skills that the residents poses are encouraged to be used for the common good. At the same time there is the freedom to choose on how much time each resident wants to spend together with others for the good of the community each day. (Rewire, 2017; PBS NewsHour, 2017.)

3.1 The Background of Cohousing

Cohousing or collective housing is a small residential area, where the residents own or rent their private units and they co-own communal space. According to cohousing.org-website cohousing is an intentional community of private homes gathered around shared space. Each attached private home has the traditional facilities, like a kitchen and a living room. The shared space usually includes a common house, that normally features a large kitchen and dining area, laundry

room, and a common space. In addition to this common house the residents also share outdoor spaces and resources, like tools and lawnmowers. (www.cohousing.org, 2018.)

The background to cohousing is the common belief that residential areas begin where the city ends. This means that in the normal view people live outside of the city center and only come into the city for work and shopping or to spend time together. This fact is not challenged to much with the cohousing idea. Only thing that is challenged is the need to go to town if one wishes to spend time with others. Cohousing areas have the common spaces for social life. The norm that cohousing challenges is the residential areas that are accommodated for traditional family forms, meaning parents and their children. These houses have lot of private space for just one family and the land that the house is built on is clearly separated from the neighboring houses by fences. There are no communal spaces to share. Unless talking about apartment buildings, where the residents usually share a laundry room that can be reserved, but that does not create the feel of sharing and belonging. (Rewire, 2017; PBS NewsHour, 2017.)

In his masters' thesis "Cohousing and resource use" Sundberg writes that the idea of cohousing can be said to date back to the 16th century and to author Thomas Moore's book Utopia. However, based on the research literature that Sundberg uses in his work, he writes that according to Vestbro (2010b.) that cohousing stayed as an idea until the early 1900s. (Sundberg 2014, 18.) In another masters' thesis "Miten asuinyhteisöä tehdään ryhmärekennetussa kerrostalossa?" Harjunen writes that according to Chiodelli and Baglione (2014) that the model that today's cohousing areas are based on comes from Denmark, where the first cohousing area was built in 1960s based on this model. According to the research literature Harjunen uses in her work she writes that according to Chiodelli and Baglione (2014) the ideology of cohousing spread to other western countries in the 1980s. (Harjunen 2016, 6.)

3.1.1 Cohousing in Finland

Harjunen writes in her master's thesis "Miten asuinyhteisöä tehdään ryhmärakennetussa kerrostalossa?". There is said that according to Anttonen (1985;1989) cohousing construction jobs have been marginal in the house building industry in Finland for a couple of decades. In recent years it has become more popular especially in Helsinki region. The interest in cohousing has not been too high in Finland before 1980s, when researchers became more interested in the idea of cohousing. This happened because of housing fair "Asuntomessut" in Jyväskylä in 1986, where one of the first cohousing houses in Finland was presented. (Harjunen 2016, 6-7.)

The most known apartment building following the idea of cohousing that spread from Denmark in Finland can be found in Helsinki, where group of people decided to build an apartment building based on their individual and communal needs and values. These people founded the organization called Ryhmärakennuttajat ry. According to an article called 'Seitsemän vuoden unelma' published in 2013 in the Kirkko ja Kaupunki- website, the idea formed between three people who had been talking about what it would be like to live in an apartment building where they could have the space to spend time together and create a community. The group were able to move into their cohousing apartment building in 2013. (Ryhmärakennuttajat.fi, 2016; Kirkko ja Kaupunki, 2013.)

4 METHODOLOGY

4.1 Content Analysis

The analysis of the secondary researched data is done by using content analysis method.

Content analysis is a method for describing the meaning of qualitative material in a systematic way. It is used when the data collected is verbal, visual, collected from other sources such as documents, internet, etc. or the data has been collected by the researchers themselves for example interviews, focus groups, etc. In basic terms qualitative content analysis is about describing systematically the meaning or quiddity of your material. (Schreier 2013, 1-2.)

In content analysis the research question specifies the angle from which the material will be analyzed from, though when using content analysis, one needs to remember that it does not give holistic overview of the material. (Schreier 2013, 2.)

Content analysis is a method of analyzing written, verbal or visual communication messages (Cole 1988). It is as a research method a systematic and objective mean of describing and quantifying phenomena. It allows the researcher to test theoretical issues to enhance understanding of the data. Content analysis is a research method for making reliable and valid inferences from data to their context, with the purpose of providing knowledge, new insights, a representation of facts and a practical guide to action. The aim of content analysis is to attain a condensed and broad description of the phenomenon. (Elo & Kyngäs, 2007.)

4.2 Process of Analysis

Content analysis is a method that may be used with either qualitative or quantitative data, furthermore it may be used in an inductive or deductive way. Which of these ways is used is determined by the purpose of the study, if there is not

enough former knowledge about the phenomenon or if its knowledge is fragmented, the inductive approach is recommended. Inductive data moves from the specific to the general, so that certain cases are observed and then combined into a larger whole or general statement. A deductive approach is based on the earlier theory or model and therefore it moves from general to specific. (Elo & Kyngäs, 2007.)

Both inductive and deductive analysis processes are represented as three main phases: preparation, organizing and reporting. Depending on the research question, the unit of analysis can be determined to be either letter, word, sentence, portion of pages or words, the number of participants in discussion or the time used for discussion. Researchers are guided by the aim and research question of the study in choosing the contents they analyze. Next in the analytic process, the researcher strives to make sense of the data and answer the following questions based on what is said in the data:

- who is telling?
- where is this happening?
- when did it happen?
- what is happening?
- why? (Elo & Kyngäs, 2007.)

The aim is to become immersed in the data, which is why the material is browsed through several times. After making sense of the data, analysis is conducted using an inductive or deductive approach. (Elo & Kyngäs, 2007.)

4.2.1 Deductive Content Analysis

Deductive content analysis is often used in cases where the researcher wishes to retest existing data in a new context. In deductive content analysis, either a structured or unconstrained matrix of analysis can be used, depending on the aim of the study. (Elo & Kyngäs, 2007.)

After a categorization matrix has been developed, all the data is reviewed for content and coded for correspondence with, or exemplification of the identified categories. When using an unconstrained matrix, different categories are created within its bounds, following the principles of inductive content analysis. If the matrix is structured, only aspects that fit the matrix of analysis are chosen from the data. This can also be called testing categories, concepts, models or hypotheses. When using a structured matrix of analysis, it is possible to choose either only the aspects from the data that fit the categorization frame or, alternatively, to choose those that do not. In this way, aspects that do not fit the categorization frame can be used to create their own concepts, based on the principles of inductive content analysis. The choice of the method depends on the aim of the study. (Elo & Kyngäs, 2007.)

4.3 The Formulation of Content Analysis

The main point of content analysis is that it is systematic, flexible, and it reduces data. The following steps describe the phases of the content analysis in this thesis:

1. deciding the research question,
2. selecting the material
3. figuring out the main themes
4. coming up with sub questions from the research
5. trying the main themes
6. evaluating and modifying the main themes
7. main analysis
8. interpreting and presenting findings. (Schreier 2013, 3-6.)

The steps mentioned are used as guidelines for concluding the analysis process in this thesis.

4.4 Reliability of Content Analysis

Reliability is the extent to which a measuring procedure yields the same results on repeated trials. The notion relevant to content analysis is that a measure is not valuable if it can be conducted only once or only by one person. Establishing the reliability is important, because without it the content analysis measures are useless, and it cannot be considered valid. The trial period of the collected data and the formats through, which the data is collected needs to be carefully cataloged, so that the reliability of the data is consistent. (Neuendorf 2002, 112, 141.)

The analysis process and the results should be described in sufficient detail so that readers have a clear understanding of how the analysis was carried out and its strengths and limitations. This means examination of the analysis process and the validity of results. (Elo & Kyngäs, 2007.)

The results are described contents of the categories, i.e. the meaning of the categories. Creating categories is both an empirical and a conceptual challenge, as categories must be conceptually and empirically grounded. Successful content analysis requires that the researcher can analyze and simplify the data and form categories that reflect the subject of study in a reliable manner. Credibility of research findings also deals with how well the categories cover the data. (Elo & Kyngäs, 2007.)

Authentic citations could also be used to increase the trustworthiness of the research and to point out readers from where or from what kinds of original data categories are formulated. (Elo & Kyngäs, 2007.)

4.5 Expert Interview

An expert interview is an interaction between an interviewer and interviewee, who is an expert in his or her own professional field. An interview fulfills the criteria for expert interview if the interviewee has so called expert knowledge for the researcher to use in his or her work to help answer the main research question. (Littig, 2013.)

Primary research data of this thesis is collected from expert interview. It is needed to find out the aims and expectations of the commissioner. The interview was explorative. It was necessary to get an inside view to the aims of the online marketing campaign that has been researched in this thesis. (Littig, 2013.)

The interview questions are derived from the research question. The interview questions were sent to the interviewee beforehand by email. The actual interview was conducted face-to-face and recorded with consent from the interviewee. The interviewing language was Finnish.

5 CASE STUDY: LIPPORANTA

5.1 Lipporanta

Lipporanta will be a residential area in Oulu, that is built to accommodate the idea of cohousing. This form of housing by a real estate developer will be the first one in Finland, but it is well spread in other countries like Sweden, Denmark, United Kingdom and United States of America. It is commissioned by company called Health City Finland and according the company's web page the Lipporanta is going to be the answer to three megatrends in the housing industry. These mega trends are ageing, wellness and urbanization. The residential area is based on the Kotikatu365-housing concept. (Lipporanta.fi, 2018.)

5.2 Kotikatu365-Housing Concept

Kotikatu365-housing concept is based on the wellness, doing things together and sharing everyday resources between neighbors. On the Lipporanta.fi website it is said that Kotikatu365 is the new model of living in the city. It is meant to help people to live privately in a community, like a traditional small Finnish village culture, where one would help those in need and have the knowledge that they will get help in return when needed. (Lipporanta.fi, 2018.)

The term cohousing is changed to fit Finnish culture better, and the name Kotikatu comes from an old Finnish tv-show baring the same name, that followed closely the everyday life of different types of Finnish families. The tv-show was watched by many generations of Finns. The numbers 365 are referring to the promise that the services are offered and provided every day of the year. (Lipporanta.fi, 2018.)

As mentioned before the Kotikatu365 is said to be the model of new way of living in the city. This consists from many factors, like physical environment, shared spaces and the feel of coming home when stepping into the main lobby of the buildings. The shared common space is divided in between the ground floor of four different buildings, that are connected through courtyard and corridors. One of the

core factors for Kotikatu365 is that it has been developed to help and assists users to have more time to spend with family and doing things together rather than spending that valuable time doing things that can be easily outsourced to service provider, such as going to the super market, or cleaning the house with Kotikatu365 digital platform these services are offered to ordered to be done by some company, who in exchange gets valuable customer feedback from the Kotikatu365 users. (Lipporanta.fi, 2018.)

5.3 Expert Interview

The interview conducted fulfills the criteria for expert interview (Littig, 2013). Mr. Hannes Huotari, the interviewee is working in a role of consulting CTO for Kotikatu365-concept. Mr. Huotari's role is to guarantee that the Kotikatu365-digital platform provides the new housing form with a platform services and contact forums to assist in the creation of cohousing environment. Mr. Huotari has Master of Science (M.Sc) degree. He has specialized in Software Business, Leadership and Organizational Theory. Mr. Huotari has a long experience in service platform design and is currently the founder and CEO of Corpi Ltd, a business designing digital platforms for businesses. (Corpi.fi, 2018.)

5.4 Interview Questions

The interview questions are directly formed based on the research question and the pictures gathered from the Lipporanta.fi-website. The questions can be found as an attachment at the end of this thesis.

The interview questions were sent to the interviewee Mr. Huotari beforehand by email. The actual interview was conducted face-to-face in the premises of Barra-bes Napapiiri 10.4.2018. The interviewing language was Finnish, because the participants were both native Finnish speakers.

5.5 Results of The Interview

Mr. Huotari explained that his role in Lipporanta project is that of a CTO i.e. chief technological officer. It is his responsibility to fulfill the promises given on the Lipporanta.fi-website concerning the Kotikatu365-digital platform. The digital platform is still in the development face. In May 2018 the administrator and some voluntary residents will start test running the platform and in August 2018 the first version of the platform will be launched for the users i.e. the residents of Lipporanta.

The interviewee told, that the name Kotikatu365 (Homestreet365) has its roots in the beloved Kotikatu-tv-series, that was popular in Finland between years 1995 and 2012. The tv-series is known to having valued family, caring and feeling of togetherness. 365 implies that the services are always available.

The role of Kotikatu365-concept in the Lipporanta housing project is to provide easily available services in the neighborhood. Kotikatu365 is linked to physical environment. It should mean home-like, cosy lobby areas and shared spaces. Kotikatu365 is also linked to services, such as cleaning and car maintenance. The digital platform also aims to develop the service portfolio to match the needs of the residents. One core idea of the Kotikatu365-platform is to enable the residents to live their life to the fullest – whatever it means to each of them. Lipporanta in Oulu is first Kotikatu365 development site, but the idea is to copy the concept to other building projects in Finland.

Today it is a common problem, that people don't know their neighbors. How does Kotikatu365 enhance the culture of cohousing in Lipporanta? The idea in the center of Kotikatu365 is that it works as a catalyst bringing people together. At the beginning of new Kotikatu365 housing site i.e. when a new community is born the external participation in the use of the digital platform is frequent. External participation here means that the service provider actively arranges activities and happenings in the premises i.e. "neighborhood" as well as creates interaction in the digital platform to involve the new residents and create a feeling of togetherness and ownership. The research that had been made showed that further down the road the residents will take over the leadership of shared activities, thus the neighborhood becomes a cohousing community or an old-fashioned village in a town.

The Kotikatu365 definition of cohousing is based on the research produced from Finnish population. The idea is that we look for different kind of people and families: dink-couples, elderly couples, families and singles of all ages that don't necessarily share the same values but want to contribute in their own way and have "natural" social contacts in the neighborhood. The definition in the Cohousing.org website emphasizes more the shared values and the intention of very active participation in the community life.

The last question in the interview was, how much of the cohousing idea was intended to be seen on Lipporanta website. It was intentional that the cohousing idea is expressed on the website. We did not want to place people in the pictures, because we do not want to select a certain group of customers. However, it would have led to an implicit exclusion of other potential customer groups. Kotikatu365 wishes to be the catalyst that gives the spark and finds the ones that want to join. Ever since the 19th century all communities have had many types of residents in terms of participation and sharing. One could describe this distribution by using traditional graph of Gaussian. The majority 30 to 40 percent are kind of like the followers, who will join if someone else organizes the event. Then there is 10 percent of active key persons, who take initiative, and about 15 to 20 percent of eager helpers. The rest from 20 to 5 percent are outsiders or loners, who do not wish to participate. By promoting the idea of cohousing on Lipporanta website, we wish to direct these outsiders elsewhere. Those few loners, who would be residents of Lipporanta do not have to participate, because the idea of cohousing communities is that participation is voluntary. So, one can stay at home and close the door, if they do not wish to join activities. We do not wish to specifically exclude anyone but see variety of residents as an asset.

5.6 Analysis Process

The first thing was to form the research question. This question was formed from the interest to see how the term and concept of cohousing were used in the online marketing. After that the research material was selected based on the google search done with the word "Lipporanta." The first two websites were chosen from

the search as sources, Lipporanta.fi and Etuovi.com websites, from which the pictures on the first page were chosen as the material. The material collection and selection were done in February 2018.

When collecting the material to be used in the content analysis, it is important to gather content that is useful for the thesis and fulfills certain characteristics of good content from marketing perspective. These characteristics are credible, shareable, useful or fun, interesting, relevant, different, on brand. (Kingsnorth 2016, 233.)

After the selection, the next step was to come up with the main themes or categories into which the material would be divided into. The first attempt was to find the themes from the definition of cohousing from cohousing.org-website. In this research the structured matrix of analysis comes from the definition of cohousing, source: cohousing.org-website. The definition has twelve main points, but for this thesis only four of them were relevant. The twelve points are:

- intentional community
- private homes
- shared spaces
- shared resources
- being part of a community
- culture of sharing and caring
- frequent interaction
- level of engagement
- decision making participation
- self-management
- shared values
- green approaches of living (ww.cohousing.org, 2018.)

In the beginning the preparation process there were screen captures included into the research material from videos that are posted on the cohousing.org-websites. These screen captures were used to compare the pictures gathered from Lipporanta.fi-website and Etuovi.com-website. When analyzing the pictures into the twelve categories, it was noticeable that only the screen captures from the videos included most of the twelve categories. The pictures from Lipporanta.fi-website and Etuovi.com-website had the same four categories, which are private homes, shared spaces, shared resources and frequent interaction.

It was noticeable rather quickly that using these as main themes would not work based on the test run that was performed. In the master's thesis "Miten asuinyhteisöä tehdään ryhmärakennetussa kerrostalossa?" (2016) by J. Harjunen, the cohousing concept is divided into three different terms, community living, cohousing and community housing. These definitions of the terms helped to see on how to reduce the number of the main themes into more controlled number. This was based on the realization that on the Lipporanta.fi-website there was no way of selling the feel of community or decision-making participation, because the location is not finished, so right now the few things that can be marketed on the Lipporanta.fi-website and Etuovi.com-website are private homes, shared spaces, shared resources and frequent interaction with the help of the Kotikatu365-digital platform. These four terms are visible from the research material, that helped with the determination of the main themes into which the pictures would be easy to divide into. These categories are absent, implicit, expressed and emphasized. These categories are also based from the research question, that is about the visibility of the cohousing concept in the online marketing of Lipporanta. The definition of these categories:

- Absent in this context means that the concept of cohousing or concepts of togetherness, sharing, community, caring and co-ownership are not to be seen in the picture or are not in any way mentioned or even implied on in the text.
- Implicit in this context means that the concept of cohousing or concepts like togetherness, sharing, community, caring and co-ownership are not clearly present in the picture or are not directly mentioned in the text. There are

characteristics in the material that give hints that this real-estate would enable or encourage residents together in the premises if they so wish to do.

- Expressed in this context means that some concepts like cohousing, togetherness, sharing, community, caring or co-ownership are present in the picture or are mentioned in the text to bring out the fact that this real-estate is designed to allow / enable/encourage residents to spend time together in the premise
- Emphasized in this context means that the concept of cohousing or concepts like togetherness, sharing, community, caring and co-ownership are clearly present in the picture or are mentioned in the text. The material will also bring out the fact that this real-estate is designed to allow and also encourage residents to spend time together and to create their own community and culture of sharing

After determining the main themes and making a test run with them, the next step is to do the main analysis which is explained in better detail in the next chapter. After the analysis the final step is to interpret and present the findings which is done in the conclusion chapter.

5.7 Content Analysis of Pictures

For this research the content analysis approach used is the inductive one, because there are no ready-made categories for the analysis to be based in. As mentioned the research question of this thesis is “How is the cohousing concept present in the online marketing of Lipporanta?”. (Elo & Kyngäs, 2007, 109-112.)

The pictures are gathered from two different sources, from Lipporanta.fi-website and from Etuovi.com-website. The pictures were taken as screen captures from the websites. These websites are the first two to come up, when typing into Google search engine word Lipporanta. The picture search was made in February 2018. The sample includes all together nine pictures. They were chosen, because they are a good representation of the visual advertising material available on Lipporanta

i.e. there were other pictures on these websites, but they were not significantly different, so they were left out of the sample.

5.7.1 Picture Analysis

All the pictures on Etuovi.com-website concerning this target are originally from Lipporanta.fi-website. The pictures are attached in the end of this document and they are presented there in the same order as the following descriptions and analysis of them. The pictures gathered from Etuovi.com-website shows how they were used to market a two-bedroom apartment, that is being sold from Lipporanta.

The pictures have very few differences when it comes to the style of the pictures meaning that all the pictures are similar enough so that one can recognize that they are picturing the same location even though they pictures are gathered from two different sources. The similarities come from the color schemes and the neutral feeling that pictures give for a viewer.

The differences come when separating the pictures into their own sources, when the ones collected from the official website Lipporanta.fi include the brand name "Kotikatu365" and in these pictures the feeling of cohousing is slightly more present than in the pictures collected from the real estate marketing website Etuovi.com, where the pictures are more focused on selling that one apartment and not the lifestyle.

The distribution of the pictures into different categories can be described by this table.

	Absent	Implicit	Expressed	Emphasized
Etuovi.com	2/5	3/5	0/5	0/5
Lipporanta.fi	1/4	1/4	1/4	1/4

table 1. distribution of marketing pictures into different categories in relation to co-housing

It would seem, that the pictures from Etuovi.com had fewer references and less articulation to the cohousing-concept than the pictures from Lipporanta-website. Since two out of five pictures, these are the picture 1 and 2, that only had very traditional pictures to real estate marketing, had no reference what so ever to co-housing, togetherness and sharing. Three out of five, which are the pictures 3 to 5 were the hints are the common spaces, because the spaces look like they could be in a hotel or office.

On Lipporanta-website the references were stronger. Only one out of four pictures were categorized into absent, because the lack of reference to cohousing. This is picture number 9, which only shows an aerial view of the intended housing area. There was only one picture that emphasized both the practical and ideological side of cohousing that was the picture number 8. from the Lipporanta.fi-website. This picture showed the blueprint of the shared areas and intended functions and services. Furthermore, one would have to read the text to understand the cohousing idea to understand the intention of sharing and co-existing. One of the pictures was categorized as implicit, which is the picture number 7, because of the logo Kotikatu365 in the picture, otherwise it is a standard street view of the apartment buildings, which is not a real reference into cohousing. The picture number 6 was given the category expressed, because it is about the shared living room and there is Kotikatu365 logo, these two together show that the area is not in a hotel but at home (koti).

6 CONCLUSION

Based on the analysis it can be concluded that the concept of cohousing is knowingly limited in the online marketing of Lipporanta. This is clearly expressed through the analyzed pictures from both sources. The table above is presenting the results of the analysis and how the cohousing concept was present in the chosen pictures. The selection of pictures is small but based on what was mentioned in the expert interview about the presence of cohousing in Lipporanta.

It can also be concluded from the analysis that the apartments of Lipporanta are marketed same way as any other apartment that is being sold online. The pictures used on websites show this. Also, in the expert interview it was said, that it was intentional decision to keep the pictures as bare as possible from people. This was said to be done so that potential customers would not be lost, because they would not see themselves living in a cohousing environment at the first glance.

Based on the analysis and the expert interview it can be concluded, that Kotikatu365-concept and cohousing concept are more possible to use in the online marketing later, when the apartment buildings are finished, and the residents have had the chance to live there with all the services available. It was said in the expert interview that the Kotikatu365-online platform will be launched in August and first trial run in May. This platform according the interview will be used as a catalyst for interaction between the residents living in Lipporanta. This means that until the online platform is properly working and actively used by the residents, there is no accurate data to use in the marketing of Lipporanta. Since the apartment houses are in the construction and online platform is in the trial phase there is no way of showing the results of the platform and shared spaces combination in real life so using it in the marketing is unnecessary.

It can be noted from the cohousing material and the expert interview that Lipporanta is different form of cohousing, because the commissioning party. The normal form of cohousing starts from the residents who are planning and commissioning and paying for the builders and architects to help them to build their cohousing apartment buildings, like the apartment building Malta that was mentioned

on the Ryhmärakennuttajat- website. Lipporanta project started by company coming up with the idea of Kotikatu365 from which it developed into the residential area of Lipporanta. One of the differences is the commissioning party since in the original idea of cohousing the buildings are commissioned by the residents and in Lipporanta the commissioning party is a company who is selling the apartments for customers. Another difference comes from the size of the property since in the original cohousing the number of families differs from 20 to 50 families. They either live all in one apartment building where the common spaces are on the ground floor of the building or the common spaces are in a separate building and the houses circle around it. In Lipporanta's case four apartment buildings are built so that means there will be living a lot more families, so the use of common space will be different, and the feel of community will not be as obvious. Also, Kotikatu365 online platform and the services that are provided in Lipporanta are not something that can be found from the traditional cohousing. The values make a difference in when comparing the information gathered about cohousing and what was said in the expert interview.

Based on these conclusions it can be summarized that Lipporanta and Kotikatu365 will offer something different from the normal form of housing and even from the normal form of cohousing. This difference makes Lipporanta very challenging to advertise, because of the need to attract customers to view the website and become interested and eventually buying a new home from there. So, when the research material was gathered it did not have too many references into cohousing and the feeling of cohousing. This is because the feeling of cohousing cannot be made before there are actual residents involved in the marketing of the place and sharing their experiences of the place.

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Interview

Huotari Hannes, 2018. Interview 10.4.2018

1. What is your role in the Lipporanta project?
2. Is Kotikatu365 digital platform already working in Lipporanta?
3. Where did the name Kotikatu365 come from?
4. What is Kotikatu365's task in Lipporanta?
5. How does Kotikatu365 build sense of community?
6. How does Kotikatu365 help the residents of Lipporanta to create the sense of community?
7. How is the idea of cohousing shown on the Lipporanta website?
8. How much of the cohousing idea is meant to be seen on the Lipporanta website?

pictures from etuovi.com 18.2.18

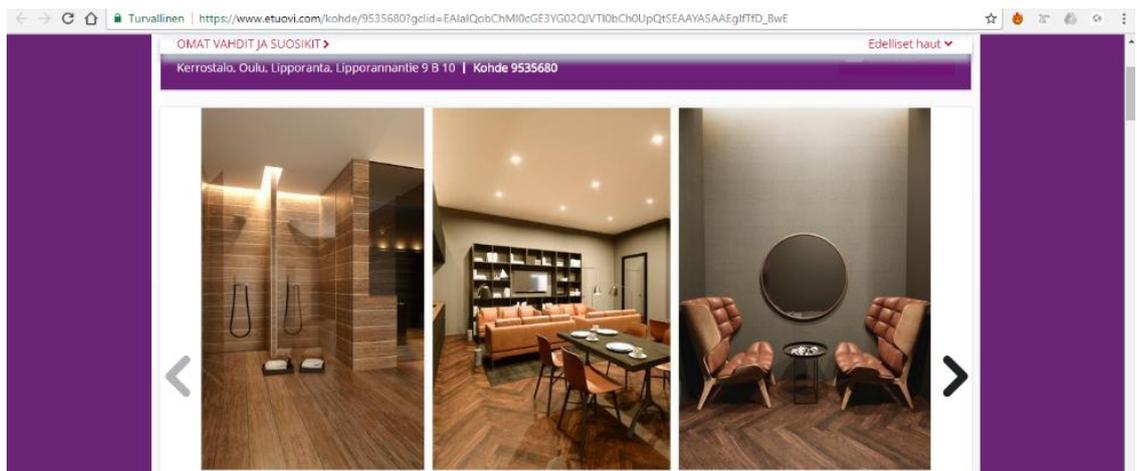
picture 1.



picture 2.



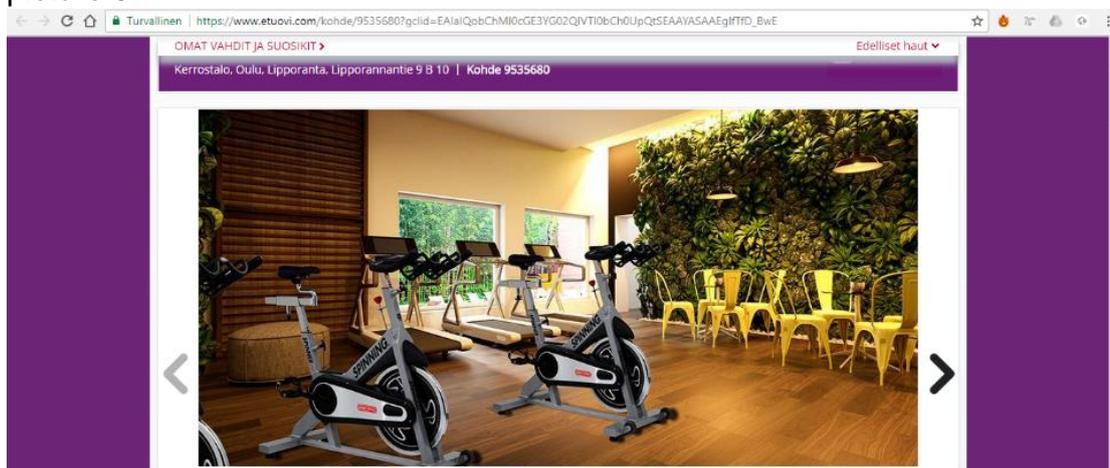
picture 3.



picture 4.

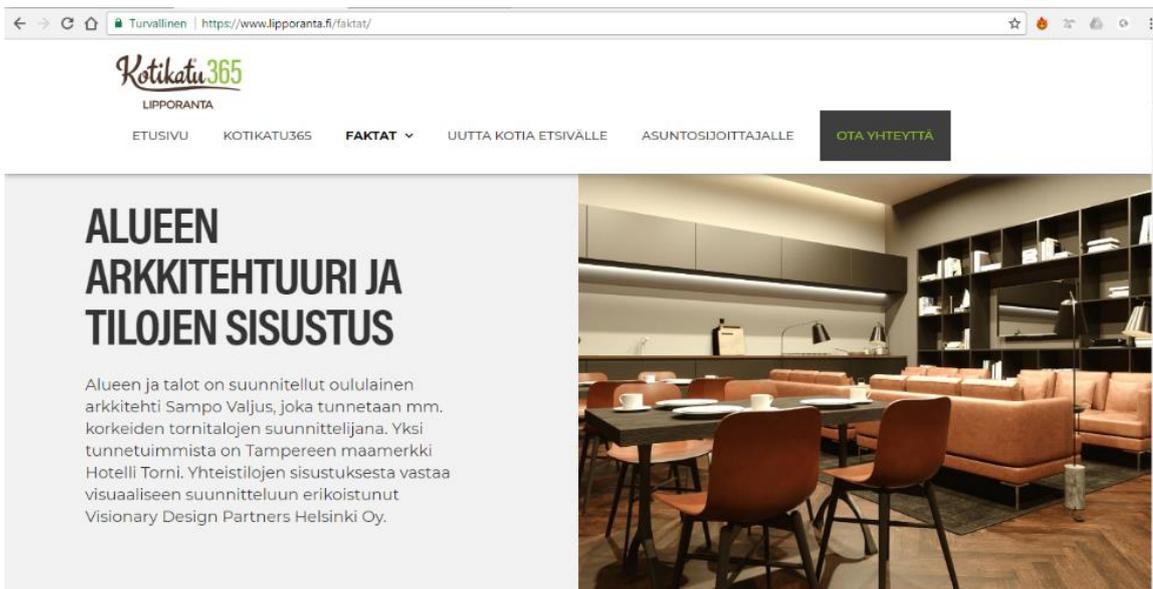


picture 5.

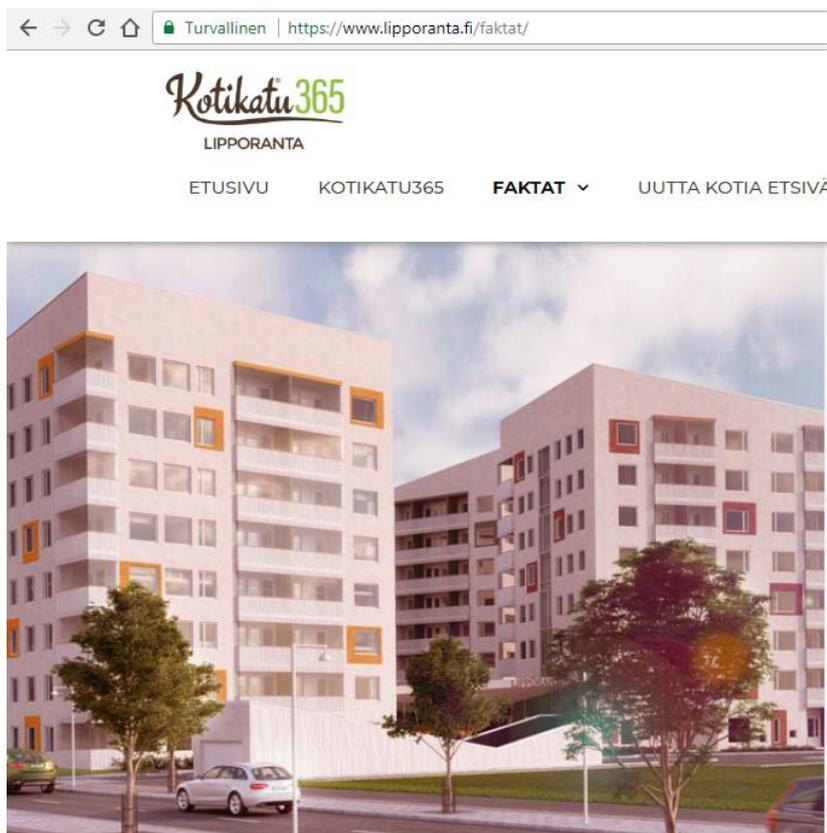


pictures from lipporanta.fi 18.2.18

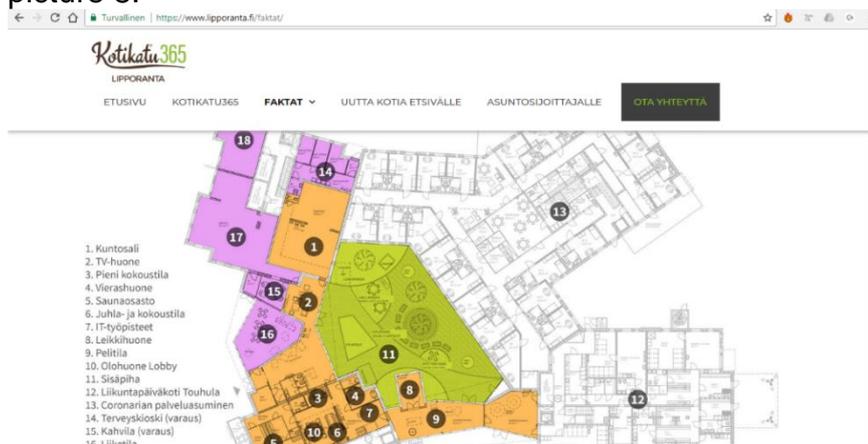
picture 6.



picture 7.



picture 8.



picture 9.

