(End-user) participation as a commercial marketing tool

How can a developer use end-user participation as a commercial marketing tool, focused on developing a customer-oriented housing program, in inner city area development?

Motivation
The housing market recently altered from a supply-driven market to a demand-driven market. This, together with the growing self-consciousness of citizens, demands a more customer-oriented development. As a result of the two developments, the developer should make more effort to sell its dwellings and pay more attention to marketing. Therefore, the interest in end-user participation as a marketing tool is growing. Due to the shift of the assignment to inner city area development, it forms the overarching framework.

Problem statement & goal of research
Problem: Although recent developments make it inevitable, participation has been rarely used as a commercial tool at the level of housing development. Furthermore, parties who serve the real estate market are not or hardly versed in marketing, and the marketing is often limited to the communication around a project.

Goal: Examine how end-user participation can be effectively used as a commercial marketing tool within the inner city area development, to reduce walk away and sales risk.

End-user participation/ co-creation
End-user participation: Personal involvement of actors who discuss and explore their housing preferences, as well as ways to make their needs known. In this research, the focus is on cooperation and co-creation between developers and end-users.

Co-creation: Positioning research - development form between traditional development and DIY. Any form of dialogue between the initiator and participating consumer or organization, with the aim to create a new or improved product or service, in order to achieve a successful experience for the consumer and economic value for the initiating organization.

Inner city area — Housing market — Marketing

Research design

Research context

Case study

Descriptive characteristics

Conditions of application

Recommendations

Research stops

Positioning

1. Lay down basis of theory from literature review
2. Enrich theory with case study research
3. Testing theory through in-depth interviews
4. Definitive theory

Steps
1. Context
2. Motivation
3. Problem & goal of research
4. End-user participation/ co-creation

Recommendations from this research

Investigate the possibilities of end-user participation among housing providers and developers.

Investigate the opportunities of utility-related end-user participation.

Research about extending the activities of the developer.

Investigate the possibilities of end-user participation in the mental sector.

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Recommendations for future research

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