



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

# Co-working in an experiencescape

*A case study on the consumption in a co-working space  
combined with a restaurant and café*

Master Degree Project in Marketing and Consumption, GM1160 Spring 2020

Department: Graduate School

Supervisor: Lena Mossberg

Authors: Kajsa Andersson, 950923

Emilie Gente, 951219

# Abstract

The aim of this thesis is to contribute to an understanding of the consumption taking place in a co-working space that is combined with a restaurant and café. The research on such combinations is still sparse and previous literature on co-working and co-working spaces is therefore used in combination with a model which understands physical spaces as experiencescapes. Together, the literature on co-working and the literature on experiencescapes makes up a framework that is later used to guide the analysis of how the combined co-working space is designed, used and experienced. After the theory is presented, a process of data collection follows. Thus, by means of qualitative interviews and participant observations, the case study researches what is happening in a combined co-working space through a holistic perspective of interactionism, giving insight to the phenomenon of co-working as an experience. The thesis furthermore takes a perspective of critical realism and therefore empirically seeks to explore without being theoretically affected. Hence, an abductive approach is used and the research design is iterative.

The study finds that several activities are taking place in the combined co-working space as visitors are working, studying, eating, drinking, playing, discussing, etc. The design of the combined co-working space is also found to be functional and it enables for different types of activities, similar to other co-working spaces. However, it is also found that the personnel do not play an equally important role as in other co-working spaces. Continuing, the combined co-working space is further thematized as a public living room or a youth recreation centre, making the visitors feel safe and comfortable. Further, it is found that customers do not interact a lot with other visitors during day time. However, when the lights are dimmed and the music raised as the evening hits, it happens that visitors interact with each other. Moreover, the personnel are not engaged in much interaction except for when ping pong tournaments or game nights are arranged.

Through the application of the multi-disciplinary previous literature on co-working spaces and the multi-dimensional framework of experiencescapes, it is concluded that the consumption is not constant. Instead, the combined co-working space can rather be understood as a room wherein different experiences are co-created by its customers each day, influenced by what customers that are visiting that day, the recurring theme of the space, the personnel and design of the place. Thus, what is happening inside the combined co-working space can not easily be determined, except from concluding that the consumption involves not only the purchase of objects, but also the co-creation of value happening continuously, symbolizing a collaborative culture.

**Keywords:** *co-working, combining concepts, shared spaces, workspace, experiencescapes, customer experience, consumption*

# Table of contents

<b>Abstract</b>	<b>1</b>
<b>Table of contents</b>	<b>2</b>
<b>1 Introduction</b>	<b>1</b>
1.1 Problem discussion	2
1.2 Purpose	3
1.3 Research questions	4
1.4 Delimitations	4
<b>2 Theory</b>	<b>5</b>
2.1 Co-working spaces	5
2.1.1 <i>Factors influencing the usage and experience of co-working spaces</i>	6
2.1.2 <i>Types of co-working spaces</i>	7
2.1.3 <i>Perspectives on co-working spaces</i>	9
2.2 Co-working spaces as rooms for interaction and consumption	12
2.2.1 <i>Consumption of experiences</i>	14
2.2.2 <i>Co-working spaces and Experiencescapes</i>	17
<b>3 Methodology</b>	<b>19</b>
3.1 Choice of method	19
3.2 Research design	19
3.3 Data collection process	20
3.3.1 <i>Case study</i>	20
3.3.2 <i>Observations</i>	20
3.3.3 <i>Interviews</i>	21
3.4 Method for analysis	23
3.5 Evaluation of research quality	23
3.5.1 <i>Research ethics</i>	23
3.5.2 <i>Limitations</i>	24
<b>4 Findings</b>	<b>26</b>
4.1 The design of the combined co-working space	26
4.2 How consumers use the combined co-working space	27
4.3 How consumers experience the combined co-working space	31
<b>5 Analysis</b>	<b>38</b>
5.1 The consumption in the combined co-working space	38
5.1.1 <i>The combined co-working space as a room for interaction and consumption</i>	38
5.1.2 <i>The combined co-working space as an experiencescape</i>	40

5.2 Interactions in the combined co-working space influencing the customer experience	41
5.2.1 <i>The experiencescape</i>	41
5.2.2 <i>The theme</i>	43
5.2.3 <i>The personnel</i>	44
5.2.4 <i>The other customers</i>	44
<b>6 Conclusions</b>	<b>46</b>
6.1 Key findings	46
6.2 Discussion of relevance and implications	47
6.3 Future research	48
<b>References</b>	<b>49</b>

# 1 Introduction

Through the rapid development of technology and communication media in the past decades, both human and market behavior have come to change substantially. A main driver for the change has especially been the possibility to connect in online environments through the internet, enabling a greater mobility for both individuals and businesses (Wirtz & Lovelock, 2016). Today, people can participate in activities and interactions no matter their physical location, making it possible to shop, work, and hang out in places other than those traditionally designated for it (Belk, 2014). A person might for example perform work-related tasks, do some shopping, or watch a concert through a smart device like a laptop or phone, while not actually being at the office, store or in the crowd of an arena, but at home or in a café, or even on a bus. Yet, the physical environment is not being completely replaced by a virtual one, but rather the online and the offline is increasingly being combined through multi-and omni-channels (Verhoef, Kannan & Inman, 2015).

However, a consequence of this development is the realization that not all places are equally suitable for these multi- and omnichannel activities (Liegl, 2014). Instead, an attractiveness has arisen towards places that successfully manages to connect physical infrastructures with digital formats (Marino & Lapintie, 2017; Haynes, 2011), such as through implementing Wi-Fi or providing convenient placements of power outlets. Hence, the internet has become an enabler for an increased competition about where people spend their time and money. Because of this - many stakeholders have also come to rethink the traditional concept of what physical space should or could be used for (Svensk Handel, 2019).

A following response has therefore been to combine several functions in one place, leading to the boundaries between functions becoming increasingly blurred (Marino & Lapintie, 2017). This has been seen in for example retailing, tourism, media, fashion and entertainment (Mossberg, 2015), with retailers and restaurant owners arranging events, and supermarkets creating department store sections. A prevalent example of the ongoing hybridization process between different services from technological, economic and social categories, is also the increased engagement in co-working and the emerging concept of co-working spaces (Moriset, 2013).

The phenomena of co-working can shortly be described as the activity where several professionals who generally work alone, get together with the aim to feel part of a community or to interconnect with other people and get inspired (Garett, Spreitzer & Bacevice, 2017; Johns & Gratton, 2013; Moriset, 2013). Co-working is therefore commonly defined as that people are “working alone together” (Spinuzzi, 2012, p.433), and co-working spaces are subsequently referring to the physical places where co-working takes place. Similarly to the rise of open-plan offices and activity-based offices (Rolfö, Eklund & Jahncke, 2016), the

amount of co-working spaces has increased vastly in many countries the past decade (Balakrishnan et al., 2016).

Several enablers have paved the way for this hybridization of concepts, and hence for co-working spaces' increased popularity, such as a change towards a less geographical dependence in working practices (Marino & Lapintie, 2017), a larger focus on the balance between work and private life (Kojo & Nenonen, 2017), and the sharing economy's advantages of sustainability and efficiency in sharing facilities, equipment and space (Bouncken & Reuschl, 2016).

## 1.1 Problem discussion

While there is a significant amount of academic literature and non-scientific reports on what co-working is, who co-works and where co-working happens (Sargent & Cooper, 2016; Leclercq-Vandelannoitte & Isaac, 2016; Merkel, 2015; Moriset, 2013) - the academic research on the combination of co-working with other concepts is sparse. Although literature on the concepts exists, the research has derived from many different disciplines, and there is still a lack of a comprehensive framework for studying and understanding co-working, and especially the combination of co-working with other concepts.

Yet, different research disciplines have concluded that the overall topic of co-working spaces is increasingly relevant, as the phenomenon has been found to contribute to the creativity of the city (Haynes, 2011), economic growth and sustained productivity (Moriset, 2013). There is furthermore a growing demand to research the combination of concepts further, rising from various research branches such as urban design (Marino & Lapintie, 2017), marketing (Belk, 2014), real estate management (Sargent & Cooper, 2016) and sustainable development (Bouncken & Reuschl, 2016).

Some attempts have been made to frame the essence of co-working spaces, with the broadest definitions including different types of co-working spaces, ranging from designated places like shared offices, to not designated places still suitable for co-working, such as libraries and cafés (Kojo & Nenonen, 2017). However, in cities across the world, clearly defined co-working spaces have started to be encouraged and provided for in combination with other service-concepts such as restaurants, cafés or retail stores - sometimes even offered for free, as an add-on to the original business idea. These do not seem to fit into any of the previous classifications of co-working spaces as businesses are encouraging their customers to use these places for things they were not initially designed for. Thus, while some cafés today prohibit their customers from using their computer so that people will not take up space for several hours while only buying a single cup of coffee, other cafés and concepts have begun to encourage it. These new "combined co-working spaces" have been suggested to be the result of locations attempting to create experiences by connecting the online with the offline concept (Fauzia, Suharno & Guritno, 2020). Within architecture, the concept of providing

separate, non-work related, activities or functions together with co-working spaces - have further been referred to as the adding of *secondary spaces* (Ergin, 2014) and within marketing, the space where multiple service-encounters takes place at the same time, has been discussed as *multi-functional spaces* (Balakrishnan, 2017).

The overall trend of combining concepts has also been compared to the transition from providing functions to providing experiences (Marino & Lapintie, 2017). For example, real estate managers have been concluded to no longer be designers of environments, but of experiences (Sargent & Cooper, 2016), and have therefore transformed from passive providers of physical spaces to active *value stream integrators* and *total service providers* (Kojo & Nenonen, 2017). Similarly, this transformation has been acknowledged in various research, questioning what consumption actually involves, and the role of different places and spaces as different rooms for consumption.

Within marketing and experience literature, there are however two levels of research: either a marketing management perspective which explores how businesses can create and design the room where the consumption takes place; or a consumption perspective, trying to understand what is actually happening in the room during the consumption as well as how the customers interact with the business offer (Mossberg, 2015). In this study, the later perspective will be applied since a common pattern within literature on co-working spaces is the description of the concept as a workplace with a new form of *collaborative culture* (Balakrishnan, 2017), and a *collaborative space* (Riemer, Schellhammer & Meinert, 2019). It has for example been found that users of co-working spaces often refer to it as ‘a place, a time, a community’, and that co-working spaces are ‘often associated with a strong attachment to a space and emotional support’ (Riemer, Schellhammer & Meinert, 2019, p. 18).

## 1.2 Purpose

Businesses today are already rethinking the usage of physical locations for attracting people in a more globalized and digitalized world, but there is yet limited research on the trend of combining concepts such as co-working spaces with other service-concepts. It is therefore necessary to explore this topic further and to compare its similarities or differences with previous research on co-working spaces. The existing literature on co-working spaces has further arose from many different research branches and there is a lack of a framework for understanding the phenomena. Therefore, it is also of interest to apply a more holistic perspective and explore what it is that contributes to, and affects, the usages and experiences of these new kinds of spaces.

Thus, by understanding the combination of co-working spaces with other service-concepts further, analytical and theoretical tools can be developed for understanding the trend and effects of combining concepts better. The thesis therefore aims to contribute to the understanding of the consumption in a co-working space that is combined with a restaurant

and café. To do so, the design, usage and experience of a combined co-working space is being explored, followed by a further analysis and discussion of practical and theoretical implications.

### 1.3 Research questions

- How is the combined co-working space designed?
- How do consumers use the combined co-working space?
- How do consumers experience the combined co-working space?

### 1.4 Delimitations

The case study is performed in Gothenburg, Sweden, and focuses on a single combined co-working space. Only the top floor was studied as this is where the co-working space appears to be combined with the restaurant and café whereas the bottom floor is more of a separate second space with a traditional restaurant and café section. The study is also limited to a consumer perspective, focusing on interactions.



## 2 Theory

*The researched space is a café and restaurant combined with a co-working space, but the previous academic literature on such combinations is sparse. Therefore, in order to explore how the combined co-working space is designed, used and experienced, this chapter instead turns to previous literature on the phenomena of co-working and co-working spaces, to present different perspectives and theories on similar spaces. However, in order to further understand what is happening inside the combined co-working space, a second part explores co-working spaces as rooms for interaction and consumption, and a model for understanding physical spaces as experiencespaces is also introduced. Lastly, the takeaways from both sections are outlined and an analytical framework is constructed.*

### 2.1 Co-working spaces

To begin with, the phenomenon of co-working arose originally with the possibility for people to work in other places than traditional offices, and in the last two decades there has been a large increase in mobile and nomadic workers (Mark & Su, 2010; Su & Mark, 2008). Similarly, the increased mobility has also allowed for a rise in self-employment and non-employer firms (Spinuzzi, 2012), especially in creative industries and freelancing (Liegl, 2014). Not surprisingly, early research on co-working therefore often relates to the issues of computer supported collaborative work (e.g. Goebbels & Lalioti, 2001; Benard, Lewkowicz, & Zacklad, 2006) and the work-environments for mobile workers and freelancers (e.g. Daniels et al., 2001; Brown & O'Hara, 2003; Bogdan et al., 2006; Liegl, 2014; Shepard, 2018). However, people who co-work are not necessarily doing it at designated places and therefore, the two concepts have to be clearly separated. Thus, while co-working is commonly defined as an activity of working together with someone of another profession (Brown & O'Hara, 2003), co-working *spaces* are just one of many virtual or physical places that individuals or teams could be co-working at (Bogdan et al., 2006).

It is furthermore common to associate the activity of co-working with self-employed workers or freelancers (Parrino, 2015), but studies have shown that a variety of users, including small firms, large firms, self-employed workers, extended workers and students can also be distinguished (e.g. Fuzi, 2015; Merkel, 2015; Parrino, 2015; Sykes, 2014). Similarly, the users of co-working spaces are often termed 'workers', although the term is not necessarily limited to employees or managers from businesses, but could also include everything from student groups (Bogdan et al., 2006), to entrepreneurs, designers, hypnotists/magicians, graphic and interior designers, landscape architects, lighting specialists, animators, IT consultants and engineers (Sykes, 2014). Thus, in comparison to regular offices or the open-plan offices and activity-based offices, that are often limited to the usage of only one organization at a time, co-working spaces can be used by almost any individual or group of individuals, no matter their profession or background (Kojo & Nenonen, 2017).

The different individuals and groups that are using co-working spaces, can furthermore be classified into three different types: *nomads* who are truly nomadic in their lifestyle and have to travel in work to meet specific people or explore specific (non-workspace) places; *mobile workers* who simply do not have a designated workplace and therefore have to move about; and *center coordination workers* who travel and switch between several designated and prepared workplaces by an employer (Bogdan et al., 2006). A fourth type could also be visitors whose employer (for example a larger organization) has designated or encouraged them to work in the co-working space as e.g. a temporary workplace while renovating the regular office, or as a long-term alternative to the regular workplace as a way to increase knowledge-sharing and innovation (Sykes, 2014). In this fourth type, the employer has thus designated a work-environment for the employee, but does not have control over it.

### 2.1.1 Factors influencing the usage and experience of co-working spaces

Having determined different groups of users, various research disciplines have also sought to understand these groups' usages and experiences of co-working spaces further. Reviewing the large body of literature on this topic, it is possible to find some common patterns and variables that affect and contribute to the usage and experience.

A first pattern is the focus on individual contextual characteristics. Rothe et al. (2011) propose for example that characteristics such as *age*, *gender*, *attitude towards work* and *effectiveness when working* are important and can influence preferences for where and how someone chooses to work. Similarly, Shepard (2018) discusses that there are financial factors such as *how much they are able to afford*, and *what their financial planning looks like*, that influence how good someone is at making the most of the space. Deskmag (2013) argue equivalently that the rental cost is the most important variable when choosing where to work, while Capdevila (2013) find that the most important factor when choosing co-working spaces rather concerns the location of the space. Parrino (2015) furthermore presents that the *level of social interaction* that the individual or team is in need of and wants to take part in, can affect the usage of co-working spaces, and van Dijk (2019) additionally mentions the *urge to belong* in an environment or community. It has similarly been stated that the feeling of *being a part of a community* as well as the dynamic and *inspiring atmosphere* are essential motivators for engaging in a co-working space (Fuzi, 2015). This is emphasized also by Capdevila (2013) who writes that the type of community and the level of interaction between customers are crucial factors in order to come back and use the co-working space multiple times.

On the same note, a second pattern of importance for the usage and experience of spaces, focuses on the temporality and context which the individual or group acts in relation to, and the task for the day that is expected to be performed through the visit (Bogdan et al., 2006). Brown and O'Hara (2003) discuss for example that when individuals or teams do not have a designated workplace, they have to decide what the most suitable place for the task is. And the physical place therefore "becomes a very important practical concern" (Brown & O'Hara,

2003, p. 1566), as the right equipment has to be packed and the right environment created in order to e.g. be ready for a video conference. Similarly, Bogdan et al., (2006) furthermore emphasize that the usage and experience of a space is depending on the equipment needed and the use of tools as well as the planning and coordination needed to perform the intended task.

Other research explains further that the type of organization the user is part of, in turn influences the type of task's contextual and temporal characteristics. The feeling of belonging can for example be connected to the level of decorporealization of the organization, and the work-life balance (van Dijk, 2019). Remøy and Van der Voordt (2013) also argue that the organization plays a big part in affecting preferences, as they for example find that people working in a creative industry tend to prefer a flexible layout, shared areas with meeting spaces, and when the interior is in line with their organization's values.

Similarly, Bouncken and Reuschl (2016) finds that who is co-working, the social intensity created, the institution of the co-working space provider, and physical assets, are rather depending on the size of the place, the interior, the membership model and the professional focus. Capdevila (2015) conclude further that there are several specific dynamics that influence the degree of innovation in the room: the design of the place and the atmosphere in the space, the amount of engagement (events) arranged by a host, and the type of projects that the users of the co-working space are working on.

To conclude, the usage, the needs, and the preferences have been found to be based upon the "internal and bodily states as well as the ecology one is immersed in" (Liegl, 2014, p.167), and it is therefore of importance to note in what context and under what circumstances that the individual interprets its environment and acts (Willis, 2008).

### 2.1.2 Types of co-working spaces

Following that the context is important, authors have also argued that co-working spaces can be categorized into several different types, with varying designs. Spinuzzi (2012) present that traditional workplace options could for example be rented offices, executive suites or home offices, while Bogdan et al. (2006) further mentions that other spaces where coworking can take place, is also undesignated places such as cafés, libraries, private homes and even public transportations.

In an attempt to capture both designated and not designated co-working spaces, Kojo and Nenonen (2016) classifies different types of co-working spaces depending on their business logic and affordance and argue that it is either with a non-profit or a profit purpose that the co-working space can be driven; and that the level of exclusiveness ranges from public for everyone to private and designated for specific target groups (see Table 1). On the other hand, other classifications have been based on the level of social interaction and social activities

facilitated by the users themselves or encouraged by hosts or managers (Parrino, 2015). Co-working spaces can also be differentiated by the type of membership they offer, if they even offer one (Sykes, 2014). Hence, co-working spaces can sometimes be public and provided for, for free. But often for semi-public and private co-working spaces, a monthly or annual fee is debited depending on how long the space will be used, by how many, and what facilities that will be used, like desks, meeting rooms, whiteboards etc (Sykes, 2014). Some co-working spaces (often private) have also come to specifically cater a certain industry such as within fashion and design, tech, film or publishing, and sometimes, a sort of committ ee even handpicks their users to create a specific sort of community (Sykes, 2014).

**Table 1: Revised version of “Six types of co-working spaces” (Kojo and Nenonen, 2016)**

	<b>Non-profit</b>	<b>Profit</b>
<b>Public</b>	Public offices <i>Free co-working spaces, such as libraries</i>	Third places <i>Public spaces that require the purchasing of a service, such as caf�es</i>
<b>Semi-public</b>	Collaboration hubs <i>Public offices that focus on collaboration between workers</i>	Co-working hotels <i>Shared office spaces with a short-lease contract and a compact service package</i>
<b>Private</b>	Incubators <i>Shared offices that focus on entrepreneurship</i>	Shared studios <i>Shared offices where an organization or entrepreneur rents an office space on flexible-lease contracts, with tenant requirements such as the fit to the community</i>

A common design among all co-working spaces is furthermore the combination of a creative and informal environment with elements of a professional workplace (Orel, 2015). Similarly, co-working spaces tend to have relaxed, open layouts with informal table arrangements (Sykes, 2014) resulting in an open-work environment which leads to frequent spontaneous interactions between users (Gerdenitsch et al., 2016; Roth & Mirchandani, 2016). An open-work environment allows users to be exposed to other people, ideas and resources and to have the opportunity to share experiences and learn from each other (Moriset, 2013; Waters-Lynch & Potts, 2017). The concept has therefore often been called a ‘living-room-office-hybrid’ (Liegl, 2014, p.166).

Another common design feature is secondhand furniture, and basic facilities, often with an industrial feeling. This has been discussed to be because the providers are trying to increase the affordability for the co-workers (Meel & Brink , 2014). Some common additional facilities that have come to be characterizing for co-working spaces are also “kitchen areas, conference rooms, and dedicated suites, some feature spaces for different kinds of works - lounges for collaboration, small nooks for contemplation, or booths for private conversations.

Amenities such as game stations, mediation rooms, educational events, and regular happy hours add to the co-working interiors unique identities” (Sykes, 2014, p. 141).

### 2.1.3 Perspectives on co-working spaces

Even though some patterns can be found in both the design of co-working spaces and individuals’ usage and experience - the research yet derives from several different perspectives and branches. In order to therefore deepen the understanding of co-working and the rise of combined co-working spaces, these could be further delved into. For example, all levels of the society have been more or less transformed by the developments in tools for communication and remote work, and multiple research disciplines has therefore touched upon the topic of co-working from different angels - starting with a technical angle, to then move into an organizational and social focus as well as to describe how markets and societies are affected (Riemer, Schellhammer & Meinert, 2019).

In order to guide among the perspectives, two broader dimensions could be distinguished that mainly differentiate them: the actor level in focus (individuals and teams, organizations and businesses, markets and societies) and the type of relationships in focus (exploring informal relationships such as in a community, or exploring formal relationships and networks such as with workplaces).

**Table 2. Different perspectives on co-working spaces**

<b>Actor-level / Focus</b>	<b>Work related focus</b>	<b>Community related focus</b>
<b>Individuals &amp; Teams</b>	Co-working spaces as an alternative to offices and other places	Co-working spaces as social and inspirational places
<b>Management &amp; Organizations</b>	Co-working spaces as cost-saving and productivity-increasing offices	Co-working spaces as places for knowledge-sharing and innovation
<b>Markets &amp; Societies</b>	Co-working spaces as a new function in the society	Co-working spaces as rooms for interaction and consumption

#### *Individuals & Teams*

To begin with, individuals and teams represent the actual users of the co-working spaces. Their motivators, usage and experience have been studied from both a work-related, perspective, with the co-working space being perceived as an alternative to offices or other places for co-working (Rothe et al., 2011; Capdevila, 2013; Sykes, 2014); and a community-related perspective, perceiving the co-working space as an opportunity to socialize and find inspiration by working alone together with others (Spinuzzi, 2012; Liegl, 2014; van Dijk, 2019). Hence, sometimes people visit co-working spaces not only to work but simply to feel part of a community (Balakrishnan, 2017).

Work-related research on this level has often focused on “learning new skills for collaborating at a distance”, or on the changes in work environments (Riemer, Schellhammer

& Meinert, 2019). For example, studies on psychology and human relations have increasingly begun to research on how co-workers feel and how they perceive their work and workplace, with a main focus on exploring the work-life balance, as an increased workload is being done outside the office (Rothe et al., 2011; Kojo & Nenonen, 2016; Leclercq-Vandelannoitte & Isaac, 2016; Waber, Magnolfi & Lindsay, 2014). For example, while people previously traveled in work, many are today working while traveling (Liegl, 2014), sometimes leading to an expectation to be more productive in a shorter time (Liegl, 2014).

Correspondingly, social studies have also found that when work becomes mobile, it is more difficult to obtain the feeling of community and belonging (e.g. Spinuzzi, 2012; Fuzi et al, 2014; Rus & Orel, 2015). In fact, the lack of both informal and formal contact has been found to cause workers a feeling of isolation and loneliness (Brown & O'Hara, 2003) and to “miss out on the highly effective ways of helping out and problem solving offered by face-to-face interaction” (Twidale, 2005; Boden & Molotch, 1994). This was actually the reason why the first official co-working space was actually created in 2005, as the founder wanted to build a workplace community for those who normally worked alone (Capdevila, 2013).

Philosophical studies have additionally used the example of co-working spaces to explore what a workplace really is and what makes a space possible to work in, as well as why traditional desk-offices today are the standard (Baldry, 1997; Willis, 2008; Leclercq-Vandelannoitte & Isaac, 2016). Furthermore, marketing literature have, as presented previously, noticed what needs and preferences there are for co-working spaces and what factors that affect these. For example, it has been found that co-workers frequently change what co-working space or other place that they are working at (Capdevila, 2015). The reason for the discontinuity in choice of space, is suggested to also come from that mobile work demands for increasing scheduling and planning of the different activities due for the day (Twidale, 2005). For example, when work becomes mobile, communicating with coworkers needs to be scheduled more, as “opportunities for informal and serendipitous communication at the coffee machine” (Twidale 2005, p.510) are becoming increasingly rare.

### *Management & Organizations*

Moving on to the next actor level, it has furthermore been found that executives and managers face a challenge of “having to lead teams and people that are dispersed across space and time zones” (Riemer, Schellhammer & Meinert, 2019). A managerial research stream therefore explores community-related questions such as how to manage employees that work freely, or which have been designated to work in co-working spaces. Organizational studies have further sought to compare the different advantages and disadvantages for professionals when working from home, in traditional offices, or in other spaces such as cafés (Fuzi et al., 2014; Rus & Orel, 2015).

However, operational research has found that co-working spaces can promote knowledge-sharing and innovation, with businesses using co-working spaces as incubators or

collaboration hubs in order to foster new ideas, take part in networks and to access resources. Indeed, studies have shown that the easy access to a community and a professional network is believed to increase users' self-efficiency and performance (Bouncken & Reuschl, 2016), and casual small talk, brainstorming and knowledge sharing is highly valued by those who take part in co-working (Deskmag, 2015).

Indeed, the concept of co-working spaces' popularity has been argued to derive from that the best insights and decisions usually "come from hallway and cafeteria discussions" (p. 1), and that the most creative ideas are born when people from different professions, such as engineers and salespeople, meet and mingle (Waber, Magnolfi & Lindsay, 2015). Thus, innovation and knowledge-sharing is what is believed to be a main factor in the success of co-working spaces as it has been proved that such collisions between professionals both within and outside an organization, improves performance of individuals and teams (Waber, Magnolfi & Lindsay, 2015). Especially, Waber, Magnolfi and Lindsay (2015, p.5) explain that spaces can "be designed to favor exploration, engagement or energy to achieve certain outcomes".

On the other hand, the purpose of using co-working spaces could rise from a more work-related perspective as well. Hence, organizational studies have researched how businesses adapt to the transformation of digital collaboration tools and social technologies (Riemer, Schellhammer & Meinert, 2019), and corporate strategies have for example emerged which aims to lower costs through the reduction of corporate office space (Hislop & Axtell 2007), by incorporating distant workplaces like co-working spaces, and extending work-hours (Haynes, 2011; Fuzi et al., 2014). The benefits of using co-working spaces have therefore also been argued to be because of the possibilities to save costs and to increase effectiveness and productivity (Hislop & Axtell 2007; Haynes, 2011; Fuzi et al., 2014). Similarly, co-working spaces can also to various degrees offer support for evolving and establishing businesses - and some facilities also provide technology and personnel resources to help and guide businesses (Sykes, 2014).

On the same note, business studies have further researched what it means when businesses take part in more collaborative inter-organizational networks and explored what "managerial complexity" that might follow these "multi-stakeholder arrangements" (Riemer, Schellhammer & Meinert, 2019), or "cross-sectoral working communities" (Bouncken & Reuschl, 2016).

### *Markets & Societies*

Following the topic of networks, economic research have on a work-related basis explored how markets and societies change due the "advent of digital commerce" which have engaged "consumers in multiple channels" and which require "new capabilities" (Riemer, Schellhammer & Meinert, 2019, p.v). Correspondingly, co-working spaces have also been found to drive the development of societies and economies forward with new ideas and

innovations and the concept has therefore been referred to as a new function in the society (Capdevila, 2015), mainly implying that co-working spaces can be thought of as innovation hubs. Research on real-estate management and urban planning have explored the topic even further, focusing on e.g. how labor can be affected and increased in cities (Weijs-Perrée et al., 2019).

On the other hand, on a community-related basis marketing disciplines have further argued that the phenomenon of co-working spaces represents an example of how consumption and production can be viewed as a co-creation process and a co-presence service-concept (e.g. Balakrishnan, 2017; Fauzia, Suharno & Guritno, 2020). It is further found that the co-working members “perceive themselves to be in a happily anticipated form of social gathering, while working from the space (p.187)”. Balakrishnan (2017) therefore compares the co-working space to that of a group service encounter. Marketing disciplines have thus begun to argue for the application of a new perspective on how to view and perceive trends and happenings in today’s societies.

Research on sustainability has furthermore made connections between individuals’ use of co-working spaces as an example of the rise of the sharing economy, that individuals participate in because they want to contribute to a more sustainable lifestyle (Bouncken & Reuschl, 2016). The customers of co-working spaces, both individuals, teams and organizations could hence be perceived as constantly moving in and out of different networks and practices that do no longer fit into the previous functions of the society (Chetty & Agndal, 2008; Carù & Cova, 2003). The co-working space therefore becomes only one of many rooms wherein consumption takes place.

## 2.2 Co-working spaces as rooms for interaction and consumption

Having reviewed previous literature on co-working spaces, its increased popularity can be better understood, but there is still a lack of an overall framework for understanding the consumption in such spaces and the phenomenon of combining it with other concepts. Some research disciplines have tried to contribute to this, such as architecture literature describing separate functions in addition to main functions as secondary spaces (Ergin, 2014). However, a perspective on co-working spaces as rooms for interaction and consumption suggests that co-working spaces can be viewed as physical spaces used for specific or mixed purposes.

For example, it has been found that the “member-to-member interactions reflect a *socially interactive experience* perceived by co-working members” (Balakrishnan, 2017, p.188), which is defined as a socially collaborative culture where users with like-minds are working on different projects but in the same space, presenting themselves to “have a sense of common purpose, as well achieving their business goals while working together under the same roof” (p.192). Furthermore, it is found that even if users do not interact much with each other or the provided facilities, they still perceive a collaborative culture and appreciate that



the option is there. Balakrishnan (2017, p.189) suggests that this is significant to co-working experiences, and consistent with commercial third-place research, “where consumers often patronise third spaces to obtain social supportive resources from other customers”. The experience of co-working spaces as similar to third places is also discussed as being created through the community engagement and different events which allows for “simultaneous multi-consumer service experiences”, referring to that activities performed by the customer is combined with activities performed by other stakeholders such as the hosts or the other customers (Balakrishnan, 2017, p.194).

However, additionally to the co-working specific research, there are several studies within the marketing discipline that have tried to research and determine what consumption actually involves (Holbrook & Hirschman, 1982), how consumers consume in different social settings and contexts (Bitner, 1992), and what people do when they consume (Holt, 1995). A rising research stream argues for instance that consumption can concern two different things: objects, and behaviors - including interactions with other people (Holt 1995). Hence, it is not necessarily about the monetary value of the products or services, but about the overall experience during an interaction with other humans or organizations (Mossberg, 2015).

Findings further argue that what is being consumed also plays an important part in identity creation, as they become the setting and contexts on which consumers compare each other (Mossberg, 2015). Bourdieu (1979), for example, discuss that consumption can be used to change how one is perceived through symbolic meaning and Belk (1988) has similarly argued that it is the things that we own and what we do, which tells who we are, and that therefore ‘you are what you have’. In 2014, this was also updated to ‘you are what you can access’, as the internet has allowed for an increased sharing economy with subscriptions and memberships (Belk, 2014). This research approach that highlights the importance of social interaction in terms of creating meaning has been termed “symbolic interactionism” and refers to that people are continuously relating to their environment by interpreting others’ actions and adjusting their own actions to others’ (Mossberg, 2015).

For example, Carù and Cova (2007) argue that in order to produce their own identity, consumers might visit places and seek experiences just as well as they might purchase products or services. Similarly, O’Dell (2002) discusses that experiences can therefore be even more personal than products, as it is a phenomenon that individuals take part of and thereby partly create themselves, sometimes even without interaction with others. Marcus (1992) also writes that the social connection is equally important to the place itself. Selling a product has therefore increasingly become more about creating a more comprehensive transaction-process, and it is argued that we are moving away from “a world of products into the world of experiences”, and that individuals are increasingly “looking for those experiences that can engage them physically, mentally, emotionally, socially and spiritually” (Goolaup, 2018).

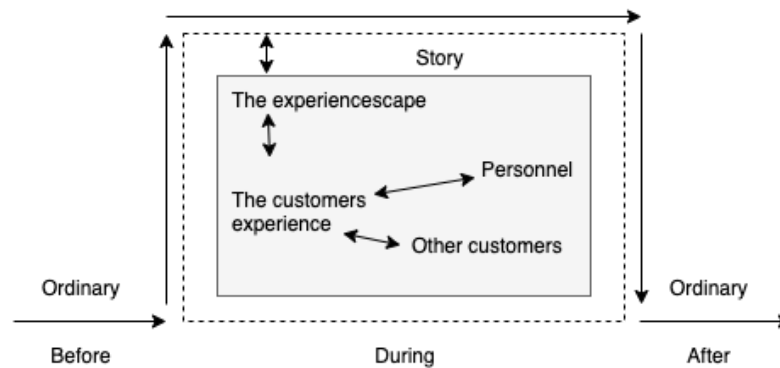
A core concept of consumer experiences is further the concept of “value” and when combining co-working spaces with other service-concepts such as restaurants, the term value might also have to be redefined. Hence, the whole concept of value is suggested to be reconsidered and broadened as it has been discovered that value is created not only about the transaction per se, but is rather a dynamic and emerging concept that is individually perceived by each customer (Arnould & Thompson, 2005; Goolaup, 2018). Furthermore, a perspective rising from cultural, psychological and marketing studies the past decades, argues therefore also that the producer of value is not only the organizations or businesses, but also the customers who give meaning to what is offered (Payne, Storbacka & Frown, 2008; Vargo, Maglio & Akaka, 2008; Grönroos, 2000). As Wikström (1996) puts it, “it is not longer about creating value for customers but rather about creating value together with customers”.

### 2.2.1 Consumption of experiences

By acknowledging that individuals may not only engage and consume because of monetary value, the actual gain from interacting can rather be seen as that the individual seeks to experience and co-create symbolic, hedonic and esthetic meaning (Holbrook & Hirschman, 1982). It is from this that literature on experiences has taken its foundation, aiming to understand consumption of different experiences. Yet, this research stream has until now only had a large focus on the most clear examples of when value is not only created in the purchase process, with theme parks, tourism and hospitality being researched thoroughly (Balakrishnan, 2017). Research about experiences have also focused on activities and rituals (Arnould & Price, 1993), comparing the entering of experiences to a springboard, with individuals leaving the ordinary for a temporary visit into the unordinary (Jafari, 1987; Arnould & Price, 1993). This metaphor can be useful in order to gain more knowledge of what happens inside of the consumer during different kinds of experiences, not only when it comes to tourism. Carù and Cova (2007) suggest for example that the transfer from the ordinary is made to an enclave with specific boundaries. In this enclave, consumers leave the ordinary behind and enter a special enchanted world where all the worries from ordinary life disappear.

Within experience literature, a model which acknowledges the research approach of symbolic interactionism has been proposed to make sense of the consumption of experiences. The model is divided into three phases: before, during and after the consumption experience, see Figure 1 (Carù & Cova 2007, after Arnould et al., 2002). Firstly, the phase before the experience includes the searching, planning, daydreaming and conceptions by individuals about the upfront experience (Mossberg, 2015). Secondly, the phase of consuming in the experiencescape refers to the actual consumption enclave, where individuals take part of and become involved in the experience. Thirdly, the phase after the visit to the experiencescape refers to the aftermath of the experience.

**Figure 1. Model of the experiencescape, recreated from Mossberg (2015)**



### *Experiencescapes*

The middle phase of the model, the consumption enclave, is referred to as the “experiencescape”. The term has been proposed as a development of Bitner (1992)’s concept of servicescapes, and is suggested to describe different types of ‘rooms’ where experiences occur. Hence, often, the experiencescape has its foundation in a strategically planned place where experiences are staged and consumed, and where consumers are affected by design and stimuli as well as by their own and other consumers’ behaviour. An experiencescape fulfills its function when visitors interact and use the room as intended. It is created for visitors to move in a certain way, they are supposed to meet, usually buy something, and experience. An experiencescape is argued to be nothing without its visitors and to be a social place for community (O’Dell & Billing, 2005).

An experience is further defined as something that occurs during a specific time in an experiencescape and it is for the consumer unique, personal, unordinary and memorable. It can be hard to explain an experience to someone that was not there as the experience occurs through a process in interaction with the environment. Thus, even if people are taking part of the same experiencescape and the same situation, they will each have their own experience as they might be affected differently by the stimuli around them (Mossberg, 2015). O’Dell and Billing (2005) describes for example further that experiencescapes are places for amusement and entertainment where people from different backgrounds and with different interests can meet. In experience literature, the notion of emotional engagement is therefore important, and experiences for both the consumers and the providers are argued to be a lot about amusement fantasies, and play. These levels are in turn enhanced and affected by elements of the setting, such as the spatial design of the room, as well as the social atmosphere (Mossberg, 2015).

However, the difference between experiencescapes and traditional servicescapes is that for experiencescapes, the social dimensions play a larger part. In experiencescapes, customers are also entering to experience something out of the ordinary, while in servicescapes, customers take part in order to be provided a service (Mossberg, 2015). Poulsson (2014) describes

further that in services, people pay to save time and to avoid engagement. They want to know what will happen and less people is a good thing. While in experiences, people pay to experience and participate, they want to be surprised and more people just enhance the atmosphere.

#### *Conditions for experiencescapes*

For consumers to truly enter the experience there are furthermore some basic conditions that experiencescapes needs to fulfill. First, the consumption enclave must have a beginning and an end, to contrast the experience towards the ordinary. The degree of transformation, from the ordinary to the unordinary, depends on factors such as the physical distance, how familiar it is and the accessibility of it. Some experiences do therefore not have a sharp border between the ordinary and the unordinary (Mossberg, 2015). Second, it is also important that the context is safe and carefully planned so that customers do not have to worry and so that they can let the business take control. Third, the experiencescape should be thematized where consumption is associated with some symbolic meaning (Mossberg, 2015). The company needs to realize the theme at every encounter, and adapt to the activity that is taking place and the target customers in order for them to be immersed in the experience. The theme can for example be enhanced by spatial aspects (Mossberg, 2015).

#### *Interactions inside experiencescapes*

When the conditions that enable consumers to focus their attention are met, what consumers actually experience in a space in meetings with others can be explored further. Described previously, the customer's consumption enclave is made up of various interactions within the experiencescape: the customer's own story, and its motivators and engagement levels, the atmosphere created by the personnel and by the other customers, the spatial design of the experiencescape, and the theme that creates a sort of story about the experience.

Beginning with the customer's individual experience, there are three key factors: degree of participation, engagement and knowledge (Mossberg, 2015). Engagement is often described as a function of a person, an object and a situation (Engel et al., 1995). The starting point is always the person's underlying motivation in terms of needs and values. It can be both functional needs and more about pleasure and these different types of needs are often combined. The level of engagement varies depending on what type of experience it is and may also vary over time (Mossberg, 2015).

Continuing, personnel and other consumers that are present can also affect the atmosphere, waiting times, temperature etc. Tombs and McColl-Kennedy (2010) found that other customers in the experiencescape (in their case a café) affect how long someone stay in the experiencescape, that the purchase time decides customers' tolerance/acceptance towards other customers and that customers stay longer if they feel belonging (Mossberg, 2015).

The spatial design of the experiencescapes further refers to atmospheric conditions, layout and functionality such as signs, style and artefacts. What a person acknowledges, remembers and feels towards the experiencescape depends amongst other things on what reason there was for the visit (Mossberg, 2015). However, Aubert-Gamet and Cova (1999) argue that an experiencescape should not only be a space for economic transactions, but also for social rituals. They mean that people are tired of non-places, places where we feel alone in a crowd. As people seek social contact companies should not focus on optimized accessibility and functionality. Rather, it is better to design spaces with different obstacles and corners that enable customers to meet in neutral places. The social aspect therefore refers to dimensions such as crowding and participants' behaviour. For example, one study showed that social aspects are more important in a restaurant when the visit is during the evening (Andersson, 1990). Further, Belk (1975) argues that time is another important aspect affecting the experiencescape, both when it comes to time of the year and time of the day. An experiencescape can be perceived in different ways depending on what time it is. What task one has also affects how one would perceive a situation and it also affects what reasons or requirements we have for choosing a specific place.

There is one more interaction, namely, the customer's interaction with a story. As mentioned above a thematized context will enable customers to focus their attention and immerse in the experience (Mossberg, 2015).

To conclude, the model for experiencescapes proposed by Mossberg (2015) is based on the customer's consumption and that an experience is a process, that the personnel and other customers are in the experiencescape and that it is where activities happen. The consumer moves in time and space to a world outside of the ordinary. Everything affects the experience, which in turn affects if we talk positively about the organisation, the willingness to come back etc (Mossberg, 2015).

### 2.2.2 Co-working spaces and Experiencescapes

The literature on co-working spaces can be connected to literature on experiences through the realization that the model of experiencescapes composes a framework which can be applied in order to contribute to a deeper understanding of the consumption in some places or spaces. The model is general and can be used no matter what type of experience it is, as the main interactions stay the same no matter the object, but can vary in importance and relevance. The content and the strength of the interactions also vary because all consumers are different and experience individually (Mossberg, 2015). Additionally, the experience literature and perspective of symbolic interactionism also suggests a broader perspective on the ongoing trends and phenomenons today, by highlighting the changes in interactions and behavior.

Hence, similar to experiences, co-working spaces are something that customers often pay to participate in, rather than a room wherein they purchase something. The usage and experience

of a co-working space can therefore be compared to the consumption of a space or place, with the factors influencing being similar to the variables described to affect the customer experience in an experiencescape. Accordingly, the physical and social need that the individual or team has for the day, can be thought to correlate with the type of experience that is sought for, as well as what setting, time and equipment that is preferred. However, in order for co-working spaces to be further compared and assimilated with experiencescapes, the criterion mentioned above for experiencescapes have to also be fulfilled.

## 3 Methodology

*In this chapter, the choice of method is firstly presented, followed by the research design, the data collection process as well as the method for analysis. Last, there is also an evaluation of the quality of the research.*

### 3.1 Choice of method

This study aims to understand consumption in a combined co-working space. To do so, the thesis takes use of previous literature on co-working spaces, and observes and listens to experiences, interactions and communications of individuals and groups participating in a combined co-working space. Hence, it aims to research a phenomenon of the *real* world, and not a setting in a laboratory or other kind of test environment, as it is assumed that the reality can be understood as constructed by each person. However, a perspective of *critical realism* is taken as it is further believed that certain evidence actually can be captured to make assumptions about the phenomenon and to create theories for how to deal with the phenomenon (Flick, 2018). So, by observing and interviewing the participants in a combined co-working space, the different meanings, and hence the *reality*, are believed to be captured. Therefore, a natural context is also very important when it comes to creating actual insights (Flick, 2018).

For this kind of purpose, where an attempt is made to describe the phenomenon out of the meanings people give to it, a qualitative approach can be argued to be suitable as it can create a further description and understanding (Flick, 2018). The perspective can also be termed ‘symbolic interactionism’, indicating an ontological realism combined with epistemological constructivism (Svensson & Östberg, 2016; Flick, 2018). However, with a qualitative approach, the researchers become an important part of the process because of their presence and reflexivity (Flick, 2018). It is a challenge to transform complex social situations into text and it becomes a major concern in qualitative research as a big part of qualitative studies are based on text from field notes, transcriptions etc and writing in terms of descriptions, interpretations and presentation of findings. Thus, it is important to have in mind that the data can be interpretations made by respondents, which in turn have been interpreted by the researchers while trying to mediate findings.

### 3.2 Research design

Taking the perspective of critical realism, it is of importance to use methods that can enable development and testing of the emerging understandings of the phenomena being studied (Flick, 2018, p.26). Therefore, when conducting the research, an iterative approach was being used, meaning that the research process involved an interplay between data collection and analysis (Flick, 2018), and that the ongoing analysis continuously guided the research in the right direction by giving insight in how the remaining data collection could be adjusted.

Thus, pre-existing theoretical knowledge was used when first designing the research, however throughout the empirical data collection, the researchers were sensitive to new themes and inspirations allowed for by the data collected, resulting in new ways to understand the data (Flick, 2018). An abductive reasoning was hence applied as the research process includes constant comparisons and interpretations of the theory and the data in order to find patterns and the best possible explanations (Bryant, 2009; Carson, 2009; Eco, 1981; Thornberg, 2012; Truzzi, 1976). The interplay between data collection and analysis as well as data collection and theory also stimulated the research process by giving rise to ideas of what to study further, as proposed by Kelle (2014), but also by encouraging to revise and challenge theoretical assumptions, as suggested by Alvesson and Kärreman (2011).

### 3.3 Data collection process

Empirical data was collected through a case study with observations and interviews in order to gather the actual interactions, communications and experiences happening in the combined co-working space.

#### 3.3.1 Case study

The case study was performed in a combined co-working space in Gothenburg. The case was chosen as the location has been an increasingly popular place to go, for different kinds of activities and because that the space, after an initial literature review, did not really seem to fit into the classification of ordinary co-working spaces, nor were there anything about combining such concepts in academic research. An intensive case study was therefore conducted on the location, meaning that the aim was to understand a “unique case from the inside by providing a thick, holistic and contextualized description” (Eriksson & Kovalainen, 2008, p.118). Methodological triangulation was also conducted in order to provide an in depth analysis, meaning that several data collection methods were used (Flick, 2018).

Further, a case study requires a series of complex sampling decisions (Yin, 2014). First of all the decision of doing a single case study was made with the limited time frame in mind and the combined co-working space was chosen due to its rapidly increasing popularity. Secondly, to insure internal generability, purposive sampling was conducted within the selected case, as proposed by Maxwell and Chmiel (2014). More specifically heterogeneous sampling in terms of maximum variation was used in order to cover different aspects of the case, suggested by Higginbottom (2004).

#### 3.3.2 Observations

As mentioned above, the aim is to study a phenomenon in the real world, therefore the observations were conducted in a natural setting. Participant observations were conducted as the researchers themselves were studying in the combined co-working space (Eriksson & Kovalainen, 2008). The observations were unobtrusive as the participants did not know that



they were being observed. The researchers' age and occupation made it easy for them to blend in and take part in how it is to participate in such a phenomenon. When observations were conducted on weekend evenings the observers adjusted themselves to the context by eating, drinking and to some extent playing board games while observing instead of sticking out by being the only ones in front of computers. Further, the observations were non-structured as everything that happened was being observed instead of having a check-list with specific things to look for (Eriksson & Kovalainen, 2008).

The setting as well as the human and social environment was observed on different days of the week as well as different times of the day. In order to get a holistic view of the case the researchers wanted to capture if there were any differences between weekdays and weekends as well as between daytime and night. Field notes were taken during the observations. When deciding the sample size for observations, the criterion of saturation was used, meaning that the sampling can be considered complete when more cases would not contribute with any new information (Flick, 2018).

Observations are crucial in order to understand what actually happens as it records action as it takes place in contrast to taking part of descriptions of what people did or what they say that they will do (Eriksson & Kovalainen, 2008). However, observations do not give insight in what people think about the actions or what motivates them (Eriksson & Kovalainen, 2008). This information can instead be obtained by interviews.

### 3.3.3 Interviews

To get a deeper understanding from the consumer perspective, interviews were performed additionally to the observations. Thus the respondents' experiences were in focus as a phenomenological approach was conducted (Seidman, 2012), and data triangulation in terms of interviewing several participants was used in order to gain different perspectives of the phenomenon (Flick, 2018).

In total, 10 interviews were conducted face-to-face in the combined co-working space. Each interview lasted around 10 minutes and was recorded. As mentioned earlier, purposive sampling with aim for maximum variation was conducted in order to get different perspectives of the phenomenon and a holistic understanding (Higginbottom, 2004; Flick, 2018). Thus, interviewees were chosen based on their estimated gender and age, and what they seemed to be doing during their visit. Similarly to the observations, the number of interviews was decided with the criterion of saturation (Flick, 2018). Some of the interviews were conducted with individuals whereas others were conducted with groups of people. The interviewees were in the age-range of 20-45 years old, with a total of 10 men and 8 women. The majority were working or studying, but some were also just socializing, eating or drinking.

**Table 3: Interviewees**

	<b>Profession</b>	<b>Age</b>	<b>Main task</b>
1	Two master students in Marketing	Men, ~25	Studying
2	A music freelancer	Woman 25-30	Working
3	Two bachelor students in Physiotherapy	Women, 20-25	Studying
4	One previous bachelor student in economy, and one polytechnical student working alongside the studies	Men, 25-30	Hanging out, Socializing
5	An architect freelancer	Man, 30+ (?)	Working
6	One traffic manager, and a nurse (both climate activists)	Man, 35+ (?) Woman, 35+	Planning and brainstorming climate activist movements
7	Two students of city administration, One student of public administration	Men, 25-30	Writing evaluation from their time in electoral committee + Hanging out
8	One teacher, and one civil economist	Women, 25-30	Hanging out, Socializing, playing games
9	One sales/project leader	Woman, 25	Working, Socializing
10	One social administrator, and one pilot without service	Woman and Man, 26	Socializing, playing games

Prior to the interviews, some fieldwork in terms of observation, was conducted in order to get ideas of what is happening in the co-working space, what topics could be of interest and guidance in how to formulate the interview guide. When formulating the interview guide, questions and topics that could contribute to answering the research questions were created. Further, the conceptual frame that will be used to analyze the data was also taken into consideration when formulating questions and coming up with topics (Roulston, 2014), as well as the fact that it was going to be phenomenological interviews focusing on the respondents' experiences (Flick, 2018). The questions were related to the different interactions within the experiencescape model, namely; the customer's experience, the experiencescape, the theme, the personnel and other customers.

Semi-structured interviews were conducted, meaning that there were several topics to be covered but the sequencing of questions was participant-led (Flick, 2018). In other words, the order of the topics is adjusted to the respondent's answers in order to generate a flow in the conversation. Further, open, simple and neutral questions were asked and follow-up questions were used in order to get more information and better understand what the respondents meant. The interviews were recorded and later, transcribed.

The interviews were conducted in Swedish as it is both the researchers' mother tongue and the official language in Sweden. It could be a limitation as some information or interpretation

might get lost in translation. However, conducting the interviews in English would involve other and probably more limitations. The data was translated after the analysis.

### 3.4 Method for analysis

The empirical data was analyzed through a triangulation of theories, as several theories are used to analyze the case (Eriksson & Kovalainen, 2008). The theoretical framework was built from research on both co-working spaces and experiencescapes in order to allow for a deeper analysis, and involved perceiving the factors influencing the usage of co-working spaces as also influencers of the interactions taking place within an experiencescape. Hence, that factors are not only used to describe how and why consumers use a specific co-working space but also how they make meaning out of the consumption in it.

### 3.5 Evaluation of research quality

There are challenges in using the traditional quantitative evaluation criteria when it comes to qualitative research. Lincoln and Guba (1985) therefore came up with the notion of ‘trustworthiness’ related to qualitative research evaluation, which is argued to substitute reliability and validity. The concept of trustworthiness includes four aspects; dependability, transferability, credibility and confirmability (Eriksson & Kovalainen, 2008).

Dependability is as proposed by Eriksson and Kovalainen (2008) established by describing the research process thoroughly and documenting all the steps so that the reader can understand the whole process leading to the conclusions. Transferability is enhanced by providing thick descriptions, which is suggested by Flick (2018) so that the reader can access the fittingness of the studied context to another context. Further, the analysis shows that similarities can be found in other previous research contexts (Eriksson & Kovalainen, 2008). Credibility is ensured through triangulation of methods and data, leading to a more holistic perspective on the phenomenon. Moreover, confirmability is demonstrated through describing the whole research process and through the use of quotes from the interviews so that the linkage between findings and interpretations becomes clear to the reader (Eriksson & Kovalainen, 2008).

As the aim of an intensive case study is to explore and understand how the unique case works the objective is not to produce general knowledge that could be generalized to other contexts in the conventional meaning (Eriksson & Kovalainen, 2008).

#### 3.5.1 Research ethics

The study is built on voluntary participation as the respondents in the study were asked if they wanted to participate and it was explained to them that they could withdraw from the study at any point (Eriksson & Kovalainen, 2008). The plan was to ask the management whether the study could be conducted in the combined co-working space. However, the pandemic

situation meant that they had many related issues to deal with so instead an employee confirmed that the study could be conducted there. Further, informed consent was ensured by explaining the purpose of the study and offering to answer any questions related to the study so that the participants would have enough information to make an informed decision (Eriksson & Kovalainen, 2008). When it comes to the unobtrusive observations there was a lack of informed consent, but as the observations concerned public behaviour, where individuals are not identifiable, there is hardly any invasion of privacy or any danger of harm to participants (Eriksson & Kovalainen, 2008). Further, all participants as well as the combined co-working space remains anonymous. Professional integrity is established by keeping record of the different research steps so that the reader can follow the logic in the research process (Eriksson & Kovalainen, 2008).

### 3.5.2 Limitations

The study has been affected by the ongoing pandemic of COVID-19 in several ways. Many countries have issued lockdowns where whole populations are held in quarantine. The fact that Sweden did not put their population in quarantine and did not close down everything still enabled the research to be conducted. However, the results are found in this extreme context where the Public Health Authority encourages social distancing and recommends people to work from home and where high schools and universities are closed while education is conducted online. This implies that there might be either more or less people than usual visiting the combined co-working space, or at least different people. Some people that frequently visited the co-working space might have stayed isolated at home to follow the recommendations of social distancing, while new visitors might have found their way to the co-working space due to the fact that they cannot access their office or school. Moreover, the study could not incorporate findings about the events that regularly take place in the combined co-working space as such gatherings were cancelled because of the pandemic situation. Further, the company owning this combined co-working space was one of many companies that announced job losses during this period, meaning that the collection of data was accelerated in order to make sure that there was enough empirical material to follow out the research before the shutdown. This in turn resulted in speeding up the planning of data collection and the formulation of the interview guide, meaning that it could not be revised and adjusted as much as the researchers might have wished due to these limitations.

Further, the scope of the research is limited to a couple of months, meaning that several limitations had to be considered. The time frame did only allow collection of primary data for a few weeks, suggesting that the results might have been affected by certain aspects during that specific time that might not have been present if the study was conducted at another time or that could have been captured in a different way if a longitudinal study was conducted.

There might be limitations in the sampling as the researchers did not want to be disrespectful and interrupt people that looked very focused and busy, meaning that other interviewees that

looked more approachable might have been picked instead. Moreover, the fact that some interviews were conducted with more than one respondent might imply a risk that some respondents will just agree with their friends instead of developing their own thoughts.

Furthermore, it is important to acknowledge that subjectivity is unavoidable in qualitative studies where the researchers make interpretations. However, this issue is handled through being reflexive and explaining the researchers' position.

## 4 Findings

*This chapter seeks to answer the research questions by presenting the findings from the observations and interviews in the combined co-working space. It therefore begins with describing the design of the space, to then discuss how consumers use the space, and lastly illustrate how they experience their stay at the space.*

### 4.1 The design of the combined co-working space

The co-working space combined with a restaurant and café chosen for the case study is located in the city center of Gothenburg, close to shopping streets, tourist streets, parks as well as schools and business centers. There is also a bus stop just a few meters from the place, with good connections to both the suburbs and other central parts of the city.

The venue is quite large, consisting of two floors with a big balcony on the top floor. The entrance to the place is on the bottom floor which has large glass windows and a glass-door. When entering the site, the first thing upfront is a bar/desk that takes up a large section of the room, with a wall of beverages and bottles behind it. At the very end, there is a glass desk displaying sandwiches, juices, smoothies, cookies etc. In the rest of the room fits about ten smaller tables positioned to the left of the entrance and one large corner-table with sofas attached to it, positioned to the right. Along the glass windows, there are some tables with higher stools. Overall, the bottom floor is dedicated to the restaurant and café, but the tables and spaces are big enough to allow for other activities as well. The floor is made out of concrete and the walls are white. The atmosphere has an industrial vibe, but is yet cosy.

In the back of the bottom floor there is a staircase leading up to the second floor. When walking up the stairs there is a bathroom-section to the left, an entrance to the balcony upfront and a larger room to the right. The concrete floor translates into a white finish from the staircase up and into the large room. The lighting upstairs is brighter than downstairs and the room contains various constellations of seating groups. Almost all of the seatings seem to be designed for larger groups of people and there is no table with room for four people or less except for one smaller table right by the entrance with two armchairs.

On the left part of the larger room, there are five seatings with mixed types of couches, regular chairs, and armchairs. Each group has a table and a mat underneath. None of the objects look the same or match. However, they do follow a theme of brown, leather, black, wood and steel, and on all of the tables, there is a green plant in a grey vase, and a metallic lamp hanging over it. Between every group of seating, there are windows allowing for a glance of the balcony and the outside.

Following the left side of the room, there are also thick, rectangular, objects hanging on the walls. It looks like carpets but it is hard to tell as some of them have patterns that could be art.

Previously, there has also been art from local artists on the walls where these rectangles are now - indicating that the wall decorations are changing once in a while. Nevertheless, the current objects contribute to noise cancelling as well. Additionally, when entering the co-working area, there is also a neon sign of a flash hanging on the wall.

On the right side of the room, there is at first a glazed conference area. There is no door but a large opening in the glaze. However, even without a door it appears as if the glaze isolates the area a bit from the rest of the co-working room and it also contributes to a noise-cancelling effect. Inside is a large wooden table with chairs for six people and a power-outlet along with two lamps hangs over the table. On the glass-walls surrounding the area, there is text written with crayon. The text talks about events, such as game-nights on sundays and ping-pong tournaments on fridays.

Next after the glazed conference room, still on the right side, there are four big tables with eight chairs each. The tables are made out of wood and the chairs look like school chairs. Power outlets are hanging from the ceiling over each table here as well and there are some on the walls too. Similarly, the metallic lamp hanging over the seatings on the left side of the room, also hangs in pairs of two over each table on the right. There are also quite many extra chairs stacked in a corner and there are coat hangers on the walls between each table.

In the middle of the room, there is a high table with six chairs. This table is also in wood with metal legs, and the chairs are matching with brown leather and metal. A chain of three spotlights are located in the ceiling above the table. Along the middle line there is also a pillar, some large green plants, and two shelves on each side of the middle table. On the shelves, there are decorations like vases, sculptures and magazines. But there are also games such as Alphabet and Jenga.

Finally, in the back of the room there is another glazed area. Noise-cancelling glass walls with an opening again creates a separate room inside the larger room. On these glass walls, the wifi password is written along with the word “co-working” and the price of beer. Right by the opening there is also a circular couch, and on the left side of it there is a table football and an arcade game. On the right side of the couch, there is a ping pong table, and some kind of staircase made of wood, resembling an audience platform. There are also several old TVs on the “top step” and another arcade game next to the ping pong table. On one of the walls there is a blackboard designed to keep track of ping pong tournaments. The opposite wall is painted with graffiti in colorful and abstract patterns. The colorful wall is seen from anywhere in the room because of the see-through dividers.

## 4.2 How consumers use the combined co-working space

The venue is described to be open every day of the week from 7am to 1am, but a chalk-writing on the glass doors to the entrance appears to be what applies, and it is

sometimes changed. The amount of people varies from time to time and day to day, as well as how they use the space. They also seem to have a variety of different backgrounds with the interviewed people ranging from students, teachers and musicians, to nurses, architects, and climate activists. Yet, some patterns can be found. For example, most of the visitors are dressed casually and the usage of the space follows different time episodes of the day. Hence, a typical day, the majority of the visitors in the morning come here to focus on work or studies, while at lunchtime, people start to order food and take breaks, and in the evening and on weekdays - people are joining the place mostly to play games or socialize while having a drink.

Exploring each time episode further, it can be noted that at daytime, the space is, as mentioned, often used for work or studies. During this time, it is often in pairs of two or more that the visitors join the place, but it also happens on a regular basis that individuals come alone and stay alone for the whole visit. However, a common constellation is further that a larger group of people either comes into the room at the same time, or that members of the group arrive at different times, and then throughout the day, some participants of the group might leave or move apart while others are staying. For example, a group of people sitting on a sofa together and talking, was splitted when a girl, after an hour, moved away from the group to sit alone with her computer in an armchair belonging to another seating group. People sometimes also switch places within their group, for example if they want to show their friend something on the phone or just to get some change. The groups are often working on a common project, but sometimes they are working on different things as well and just there to keep eachother company. The rotation seems to be common within space. One time there was also a group sitting by the middle table and studying, but after a while they took their computers and sat on a sofa instead, leaving the rest of their stuff at the middle table, hence, taking up two different spots at once.

It is also noticeable that the reason for the rotation appears to be due to the availability of desired seating groups. Hence, some groups seem to change tables as soon as they get the opportunity, but there are also individuals and groups who change what they are doing and therefore move to a more suitable place. For example, two master students moved from the sofa to one of the big tables because they were more suitable for studying, and one group that was putting post-its on the window moved to the glazed room as soon as it was available. Another company was sitting in armchairs by a sofa where other strangers were sitting because the rest of the seating groups were taken, but after a while, when the space became more empty, they moved to one of the tables. However, further on, they moved again from the table to a sofa where no one else was sitting.

Continuing to the next time episode, when it is getting close to lunchtime, there is a change in the atmosphere and people that have been using the space in the morning, either leave or start to order food from the restaurant below, while continuing to work or study. It is also noted that the visitors do not eat at the same time, but an hour or so before, during and after noon it



can be clearly noticed that more people are eating and focusing less on their work. Interestingly, it is furthermore found that even within a company, people do not always eat at the same time. Two bachelor students that were interviewed also left the place to come back later during lunchtime.

*“We were eating lunch at [a restaurant nearby] and went for a walk. Then we came back to study some more.” (P3)*

Even though the co-working space is free and it is not necessary to buy anything in order to sit there, at least someone in every party seems to do so throughout their stay. Many are buying coffee or a snack, but there are also people who are eating yoghurts or other things that they have brought with them. However, the two bachelor students explained that they tried to bring their own food once, but were told that it is not allowed.

*“We thought that you could bring your own food and eat it here, like you can at [another co-working space/public office], but you could not. So they told us that we were not allowed to.” (P3)*

It was also observed, especially during this lunchtime shift, that people visiting the space, are often working with varying levels of concentration during their stay. Hence, some people are quietly working or studying, sometimes even with headphones on regardless if they have company or not; while other groups are discussing quietly or loudly, either about their studies/work or something about just life in general. Individuals sitting alone sometimes talk to someone on their phone. So do people in groups, but they often seem to walk away in order to answer the call. However, one group of people were having a video conversation on a computer with the speaker on so everyone in the room could hear what was being said.

Furthermore, there are also people playing ping pong every now and then. It starts earlier in the morning than what might be expected and keeps happening throughout the whole day. It is often a couple of people from the same party that leaves their work behind for a while in order to play. The two master students that were interviewed explained:

*“We made it a thing, to play [ping pong] once an hour.” (P1)*

*“We take some breaks in between [the studying]. It feels good.” (P1)*

Even though there is a football game and arcade games available they are not really used during daytime on weekdays.

Similarly, there seems to also exist a tendency of leaving one's stuff unattended. It happened several times throughout the observations that visitors that were alone left their computer etc on the table, without asking anyone to keep an eye on it, to go to the restroom or to order

something. But it also happened that people who were there with company did the same thing. Hence, sometimes a group went down to order all at the same time, but it could also be that the group left their table with all the stuff to go and play ping pong in the glazed area. As the middle table did not have any power outlets it also happened that people sitting there left their computer next to other companies sitting closer to power outlets in order to charge it.

Further, people seem to make themselves at home as when they are sitting in the sofas some people really sink into the sofa and others even take off their shoes and lay down. Once, a guy sitting on a sofa put his feet on the table but he was asked to take them down again by a staff member who was walking by. It was mostly the people sitting in the sofas that seemed to be at ease, but there was even someone by the tables resting their feet on another chair. People also tend to spread their stuff by for example hanging their jacket on the chair beside instead of on the hanger, or put books, dishes etc on the table so that it takes up more than one seat.

Similarly, visitors are also making use of their environment, even in ways that might not have been intended from the company side. A group seeming to work on a group assignment are discussing and writing down notes on post-its. They put their post-its on the window and use it as some kind of pinboard.

Continuing with the evenings on weekdays, there are usually less people visiting the location, but the visitors' activities also vary in a higher range. Some still focus on work or studies, but there are also more people having a chat over a beverage as well as some people playing board games, arcade games or ping pong.

On Fridays and Saturdays this change in activities becomes even more obvious as the level of concentration seems to drop for many people already during daytime. The difference can be noticed as a larger number of parties are playing board games and an increased number of people are drinking beer (or other alcoholic beverages) already in the afternoon. When the evening hits on the weekends like on a Friday or Saturday, no one is longer working or studying or doing anything on a computer anymore. Instead, it seems like most people that have been focusing during the day have left and the crowd has been exchanged. There is however a larger crowd in the evening than during day-time. People are playing ping pong but it is no longer only couples that already knew each other that are playing, it seems like anyone can join as long as there are enough rackets. Even when it comes to other games, some parties have walked up to other companies asking them if they would like to join. Almost everyone in the room also seems to be drinking alcohol.

The switch in the atmosphere is also emphasized by a switch in the music. In every room of the venue, there are speakers playing the same music, bottom floor as top floor as balcony. In the morning, this music is calm and not very loud. However, in the evenings, the music changes from calm lounge into a louder trending pop and in the weekends, the music is even changed into a more intense and way louder rap-, electronic or house-music which creates

more of a party-feeling. The lights are also dimmed down during the evening, no matter if it is a weekday or a weekend. Alcoholic beverages such as wine, beer and cider can however be bought whenever throughout the days, and the room itself is not re-furnished or anything.

On Fridays ping pong tournaments are sometimes arranged by the personnel. Sundays are furthermore dedicated to game nights where tournaments are arranged in video games such as Super Smash Bros and Mario Kart. The ping pong room is then refurnished and the old TV's are moved down to the centre of the room. The engagement level from the staff is otherwise very low. They mainly participate in the purchase process by greeting the people who enter the venue, taking their orders and then taking the dishes away.

Throughout the days and the changes of atmosphere, the people visiting do not seem to vary in age, even though it does not seem to be the same people studying or working during the day that are drinking alcohol and playing games during the evenings. Rather, the average visitor seems to be almost at any time around 20 to 30 years old, with some younger and some older groups of exception. However, something that does vary between age-groups is that people younger than average mostly seem to visit the place to play ping pong, while older people than average rather seem to be here to have a coffee or to eat something.

### 4.3 How consumers experience the combined co-working space

While trying to explore how consumers experience the combined co-working space, it is noted that the visitors also tend to describe the experience in a different way depending on what day of the week they are there and what activity they expect to perform. For example, two guys drinking beer in the combined co-working space on a weekday afternoon discusses that:

*“It is not very noisy if you compare it to a bar, but it is pretty noisy for being a place to study in.” (P4)*

*“I usually study in the library, it is easier to focus there. When I am here it is mostly to meet my friends and socialize.” (P4)*

However, when asked whether there are any differences being here during the day or during the evening, a climate activist who was there in the middle of the week, during daytime, described it like this:

*“There is no big difference. There are more people here during evenings. During the day it feels more like an office, but still not like an office, it's nicer I think. It feels more like a youth recreation centre with the ping pong etc. A bit more noisy, louder music. Otherwise, there is no big difference. I find it very nice both times of the day.” (P6)*

Similarly, other respondents who had also been there both daytime and nighttime answered rather alike - that there is generally no big difference, just more people during the evening, and dimmed lights making it cosy and encouraging more leisure than work. The observations also correspond to this, finding that on weekdays, the difference between daytime and evening is quite small with people mainly studying or working throughout the whole day, even though the lights are dimmed and the music is raised in the evenings. There are also less people on the evenings than throughout the rest of the day and more people play ping pong as a break during the day, than people play games as their main activity during the evening. Furthermore, although some people are having a beer or a coffee also on weekdays, the noise level on daytime is usually lower in the evening than during the day as well. Hence, on weekdays when the majority of the visitors are studying or working, many respondents therefore describe that they find the atmosphere motivating, and some respondents compare it to a regular café:

*“It is a nice atmosphere. People are here to work and it feels nice. Sometimes it can feel lame to pick up your laptop in a café where people want to sit and chitchat.” (P2)*

*“[Regarding a regular café] It can be a bit messy. Here it feels like everyone somehow respects that people are working.” (P1)*

*“It is more work adapted, you can talk, be a little noisy [...]. I know that it is ok to work here because other people do. It is not always like that in regular cafés.” (P6)*

*“What is good is that everyone else is also studying here. It makes it feel like a more permissive environment.” (P3)*

An architect further means that the atmosphere is focused, but not too focused.

*“It is nice, it feels focused but not too focused. Not like it can be in school sometimes, a compact silence where you do not dare to make a sound. You can sit here and talk as well.” (P5)*

On the other hand, the two climate activists further discuss that there are also larger differences between the combined co-working space and a café, concluding:

*“It is suitable for a certain type of meeting, but not everything. I would not come here with my parents. They like to go to cosy cafés in Haga, where there are more qualitative conversations. When it’s not about job or wifi” (P6)*

Even though other students/workers can be perceived as motivating, the environment can also be perceived as annoying and it can become loud. The master students describe it like this:

*“The problem can sometimes be that there are too many moments that attract attention. Noise... Sometimes one could wish that it would be a little more shielded, especially when one needs to focus on certain things. It is easy for thoughts to go elsewhere.” (P1)*

*“You are probably more effective in a more undisturbed environment, I think.” (P1)*

The two master students have also been to the space many times on both daytime and nighttime and explain that as the staff raises the music during the afternoon, it becomes more of an after-work atmosphere. They also say that it is impossible to study when that happens, and that the changed atmosphere makes them want to drink beer or just do something else than studying.

*“If everyone else just would have been sitting here and joking around one would maybe feel like no, let us not keep studying” (P1)*

However, not everyone blames the lack of effectiveness on the environment and the noise. When asked whether she gets something done, a musician visiting on a weekday afternoon answers:

*“Sometimes, and sometimes not. It depends on your mood, as it always does in different offices.” (P2)*

*“Sometimes it can be a bit noisy with all the people talking, but then you can just put on your headphones. It works.” (P2)*

Through observations it is noted that the different experiences between the climate activists, the master students and the musician seem to depend on which day of the week the respondents are there. Hence, on a weekend, the shift in the atmosphere from day to night is completely different from a weekday. People start to drink beer a lot earlier and at some point during the afternoon, the majority of the visitors are playing games. However, the setting itself is not changed in any different way than on weekdays. The lights are dimmed and the music raised. Yet, in comparison to weekdays, the same people who are studying or working during daytime do not seem to stay for the evening. Instead, almost everyone who arrives after noon is drinking alcohol, and there are also more interactions between strangers during the weekends and evenings. Interestingly, a couple playing board games and drinking cocktails on a Friday night had a hard time imagining that the same room could be used for working and studying.

*“What? People study HERE?” (P10)*

However, there were also some recurring topics such as that the customers experienced the space as unique with a cosy but focused atmosphere, and as accessible with a good work and study environment. Beginning with the combined co-working space being perceived as something unique, the majority of the respondents said that they have not been to any similar places. Some of them described that it could remind of a certain café but they still argued that it is something completely different from regular cafés. One girl, who otherwise worked in an office but on a Friday afternoon was finishing up her work at the combined co-working space and socializing - responded dramatically:

*“No. I mean really no, never ever [...have I been to a place like this before]” (P9)*

Exploring the different aspects that make the place unique, they all seem to add up to what people refer to as an inviting and cozy place.

*“It is nice. It is a good atmosphere. There are few places that look like this. You do not have to buy a lot to stay here, it is very inviting I think.” (P1)*

Yet, while the space is described as unique and different from a regular café, several respondents additionally describe that the combined co-working space also reminds them of a youth recreation centre because of the fact that people are doing, or are enabled to do, multiple things in one place. Two girls drinking coffee and playing chess a late weekday evening described it like this:

*“The tables are big and there are large areas. It felt like a youth recreation centre somehow. I can hear people play ping pong, there are games, sofas... which were probably not bought yesterday. It is relaxed, people are sitting in front of their computers.” (P8)*

Two guys drinking beer during the afternoon said that they were waiting for the other visitors to switch to beer as well, when asked how it feels to drink beer while people around them are working or studying. But then one of them added:

*“No, but that is what is cool here, that you can do different things.” (P4)*

The girl working and socializing on a Friday evening also described:

*“It feels a bit weird in a way. To see that some are studying and then they’re having beer and wine next to them, haha. It feels weird but I think it is just because you are used to a special norm, that you are working at a specific time, and drinking in another. But I think of it as a very creative space” (P9)*

Two girls writing their bachelor thesis furthermore explained why they would recommend this place to others:

*“Because it is a very good place both for studying or to play ping pong or have a coffee or a beer.” (P3)*

However, respondents do not only resemble the co-working space with a youth recreation centre, but also the feeling of being at home. Three guys evaluating a project imply that the environment is cozy and creates an intimate feeling. Other respondents described it as follows:

*“It felt very relaxed here, it feels like you are at home haha” (P8)*

*“I will probably remember this, especially if you are 5-6 people and just want to hang out. I don’t know. It gets a bit of the same home feeling. If you just want to relax and maybe have a game night”. (P8)*

Continuing, other respondents also discuss that they experience the space as accessible. The combined co-working space is located next to some of the University of Gothenburg’s facilities making it very convenient to come here, and some of the respondents referred to it as accessible as they either lived nearby, studied nearby or the public transportation system was convenient for that specific location. For example, when a couple of guys drinking beer were asked why they went here and not to another place they answered:

*“I don’t know... haha... the bus stops right here” (P4)*

*“The bus, a good price on beer. Nice atmosphere.” (P4)*

The combined co-working space can be furthermore accessed for free and visitors do not even have to buy anything from the café in order to stay. So, besides the location the co-working space is also described as accessible in terms of money. The two bachelor students described it as follows:

*“I think it is appreciated by many, if you go to a regular café you always have to buy something, and if you are a person that studies a lot outside of school it can become very expensive as a student. So I think you appreciate coming here and not having to buy anything.” (P3)*

*“It is a good place to meet if you do not want to eat or drink something but still can’t meet in someone’s home.” (P3)*

On the same page, the architect said:

*“It feels ok to sit here without refilling your coffee cup once an hour.” (P5)*

Furthermore, the combined co-working space is also experienced as accessible by dog owners as dogs are allowed. Some visitors have therefore brought their dogs and an interviewed girl who visited the place for the first time on a Friday night explained:

*“I have heard about this place before, that it is [the same owner as to another place she’s been to] and that you are allowed to bring dogs here. And I have a dog, so that is how I knew about it.” (P9)*

Many of the respondents also describe the environment as adapted for studying or working - both when it comes to the physical environment and the atmosphere. Therefore, instead of working from home or in an office some people decide to come to the combined co-working space. The two bachelor students described for example that working at home can become problematic sometimes and that working in a different location can create a better work-life balance:

*“It can be nice to get away and sit in another place because then it becomes like ‘now we are doing this for four hours and then we go home’. If you are home for a whole day, then it becomes a bit diffuse what is leisure and what is study-time” (P3)*

However, as many offices and universities have closed and work should be conducted on distance, because of the prevailing situations, many visitors during the time of observations could not perform their tasks as usual. On the other hand, people used to come here to work or study even before the restrictions. The two students working on their bachelor thesis described it as follows:

*“Right now we are not in school because we are not allowed to be there, but we were also here last week and so on. That was for a change. It becomes boring to sit in the library all the time” (P3)*

Further, they described why they specifically chose this place.

*“We think this is a good place because it is big, there is often space and you do not have to buy anything unless you want to. It is designed in a way that allows you to study.” (P3)*

The physical aspects are further brought up by many. The co-working space is described as big and the respondents seem to appreciate the large tables and the fact that there are many power outlets located all around the room. The master students working on their thesis explained why they prefer studying here instead of in a regular café:



*“If you go to a regular café you cannot be sure that there is enough space, or more specifically that there are any good spots that are close to power outlets, that the tables are not too small...” (P1)*

The bachelor students mention that there are different types of furnishing which can be suitable for different types of tasks.

*“It is good that there is a lot of space and that there are different types of... There is a glazed room which can be good if you have a group assignment or if you are many. There are also different types of tables and even sofas. It looks inviting even if almost everyone is here to study.” (P3)*

One of the two climate activists that were interviewed also described the environment as creative.

*“...to sit on a sofa, the lightning is nice, you see people work but the environment is still relaxed and creative somehow.” (P6)*

However, everyone does not agree regarding the furnishing. The two master students did not find the sofas suitable for studying and they preferred the big tables. The architect also commented on the chairs:

*“It could have been more ergonomic or what to say. This is like old school chairs. It might not work in the long run. But to sit here a day every now and then works for me.”(P5)*

## 5 Analysis

*Even though the answers to the research questions can quite easily be identified in the findings with clear descriptions of the design, usage and experience of the combined co-working space - the aim of this study is yet to contribute to the understanding of the consumption in the combined co-working space. Accordingly, this chapter therefore begins with an analysis about what the consumption in this space actually involves, followed by a discussion of how it can be better understood through the application of a more holistic framework offered by the literature on experiences. Lastly, the framework is applied.*

### 5.1 The consumption in the combined co-working space

In order to explore the consumption in the space, its design, usage and experience can be analyzed more thoroughly. As multiple activities are taking place in the same setting at the same time, a complexity emerges and the combined co-working space would for example be hard to classify into any of the classifications of co-working spaces suggested by Kojo and Nenonen (2017). Instead, it is rather a mix between a third place, a public office, and a shared office and could therefore perhaps be better described as a shared space that each individual or group appropriate for their own practice. Furthermore, while co-working spaces have been compared to servicescapes before (Balakrishnan, 2017), the combined co-working space is not only used for co-working, and previous literature can therefore not really be applied straight ahead. Consequently, the research within architecture proposing add-on functions as second spaces (Ergin, 2014) is neither applicable since there are no separate sections for each activity, but rather the same setting without barely any changes is used for several activities simultaneously.

The combination of activities can also exemplify that there exist “simultaneous multi-consumer service experiences”, like Balakrishnan discusses in the conclusion of co-working spaces as servicescapes (2017, p.194). However, Balakrishnan (2017) mentions this as a rare phenomena in co-working spaces, usually occurring when events are arranged - but in the combined co-working spaces this seems to rather be the status quo. Thus, it is common that people are studying and working, but that some additionally take breaks to play ping pong or other games. In some cases, it is also the opposite way around, that people come here in order to play ping pong or other games, but then also end up eating or drinking something.

#### 5.1.1 The combined co-working space as a room for interaction and consumption

Because of the simultaneous multi-consumer experiences going on, the consumption in the combined co-working space can be hard to grasp. Yet, through the application of theories within the marketing discipline, the consumption can easier be comprehended. For example,

the consumption can initially be thought to concern mainly the purchase process of food and beverages, but following Holt (1995), it is possible to also think of the customers usage of the space as a sort of consumption of a specific behavior. Hence, some of the customers visit the space to purchase a coffee, eat lunch or to take some drinks, but it is not necessary to actually buy something in order to be allowed into the space. Instead, the main goal for some visitors is something else, such as to work, study, play games or just socialize. Although the majority buys something anyway, most visitors rather seem to visit the space to fulfill functional and hedonic needs, which is further proposed by Holbrook and Hirschman (1982) to indicate that they are seeking to experience something.

However, while the restaurant and café concept in the space could still be thought of as a separate service, it is yet intertwined with the co-working area - meaning that when using the space as a restaurant or café, certain service dimensions seems to become more enhanced for the customers, while when using the space for other purposes they become less prevalent. For example, when ordering something, the personnel is expected to cook and prepare something, but when not, the findings show that visitors do not take much note of the personnel. Similarly, only the restaurant concept actually fulfills the other criterias for services, such as being time-saving and predictable. Hence, the visitors do not often expect someone to do something for them when entering the space, but rather they want to engage and create an experience on their own. This can for example be illustrated by the fact that several interviewees had tried to bring their own food to the space even though they could have bought it there.

The space can also be thought of as a room wherein a certain culture is consumed and a specific identity created, as proposed by O'Dell (2002). Hence, by participating in the setting, individuals and groups can alone create a specific atmosphere of focus, amusement or party or in co-creation with others. This is exemplified in the findings by the bachelor students who describe that they are motivated by others working and studying around them.

In order to furthermore make sense of the consumption in the combined co-working space, it is important, as suggested by Willis (2008) and Liegl (2014), to take note of, not only what usages and experiences that exist, but also what internal, external and contextual factors that influence and shape these. Thus, previous literature on co-working spaces for example found that specific dynamics are important, like the design of the place, the focus and engagement by personnel and other customers, and the type of projects being worked on (Capdevila, 2015; Bouncken & Reuschl, 2016). Even though the combined co-working space makes up something separate from co-working spaces, it is similarly found that customers appear to experience the space differently depending on what activity they expect to perform during their visit, and what time of day as well as what day of the week they are there. Hence, as further discussed by Brown and O'Hara (2003) contextual factors like the task for the day seems to be important for how the visitors will use the space. For example, Bogdan et al. (2006) describe that certain tasks require specific equipment, planning and coordination;

meaning that if users of the combined co-working space are in need of computers they will presumably value the access to a power outlet higher than otherwise, and people having a video conversation might require more privacy than usual. This would further also explain why the two bachelor students experienced the atmosphere in the combined co-working space as motivating and focused, while the couple visiting on a Friday night could barely believe that people were usually studying in the same space they were in.

van Dijk (2019) and Remøy & Van der Voordt (2013) further propose that the organizational belonging and profession of the visitors are important, which was found true as students and freelancers were the most prominent users during daytime, focusing on work or school-related tasks. However, it was also found that even if a work-related task was the most arguable reason for coming there, the same users could also have multiple motivators, such as the two master students who described that they chose the place because it offered both a nice environment to study in, as well as the possibility to play ping pong during breaks.

### 5.1.2 The combined co-working space as an experiencescape

A holistic model which acknowledges these factors and that each individual might give a unique symbolic meaning to the usage of the co-working space, is the model for experiencescapes by Mossberg (2015). However, four conditions have to be fulfilled in order for the combined co-working space to actually be thought of as an experiencescape. Beginning with the first condition, the customers should leave the ordinary and enter a consumption enclave with a beginning and an end (Mossberg, 2015). While the difference between the ordinary and the unordinary could be argued to be blurred because of the users performing everyday tasks in just a different setting, it was yet found that the experience of performing the task in the combined co-working space, was something else than doing it other locations like at home, in traditional cafés or libraries.

Continuing, with the second condition proposed by Mossberg (2015), the combined co-working space should also offer a safe and carefully planned context. This was found to be true as visitors described that they appreciated that the spatial design was adapted to, and encouraged, multiple activities - with big tables suitable for both smaller and larger groups, many power outlets, good lighting and even games and more relaxed seating options. Several respondents likewise emphasized the advantage of being able to take a break from their work to for example play some ping pong. Further, it was found that visitors seem to feel safe as they amongst other things leave their stuff unattended and let the business take control. Some interviewees also described the multi-functional environment as permitting, seemingly referring to being comfortable.

Lastly, the combined co-working space can also be argued to be thematized, as the brand image that users often had, involved a recurring description of it as a public living room or a youth recreation centre for adults, like Liegl (2014, p.166) proposed is common for

co-working spaces - with an open-work environment creating a marketplace for sharing ideas and resources as well as experiences (Moriset, 2013; Waters-Lynch & Potts, 2017). Hence, instead of working in, or inviting friends over to, their private living room, people might as well come here to experience a similar atmosphere and community. The description of it as a living room can assumably also be derived from the design of the interior with the variety of sofas, and typical living room lamps. The theme further seems to be realized both by the fact that the visitors do not have to buy anything and that people are doing different things in the same room, but also by the physical environment. A more thorough analysis of the theme will also be expanded below.

Thus to conclude, it is argued that the basic conditions that make it easier for consumers to become immersed in the experience are met, and the consumers are seemingly taking part in creating their own experience together with the company, but also with other consumers - aligned with Mossberg (2015). Hence, when the customers use the place as a way to fulfill functional and hedonic needs, they can be thought to enter an experiencescape.

## 5.2 Interactions in the combined co-working space influencing the customer experience

Viewing the combined co-working space as an experiencescape suggests that specific dimensions affect the overall experience of the combined co-working space. Subsequently, describing the interactions inside an experiencescape, the model by Mossberg (2015) can be used as a framework for understanding the consumption in the combined co-working space even further. Hence, the model implies that the visitors of the combined co-working space can be affected by different interactions taking place inside the consumption enclave. More specifically, the model proposes that the different factors influencing the customers' experiences derive from the interactions with: the experiencescape, the theme, the personnel and other customers. These interactions will be further analyzed in the coming sections in order to get a deeper understanding of the consumption and the customer's experience of the combined co-working space.

### 5.2.1 The experiencescape

Beginning with the experiencescape, this is proposed by Mossberg (2015) to make up the social and spatial setting wherein the experience takes place. Concerning the combined co-working space, a first important variable of the setting is its convenience, which seems to play an important role in attracting visitors and in how these visitors experience it, as they often describe the space as affordable and accessible. This is in line with Deskmag (2013) and Capdevila's (2013) findings about the location and rental cost being the most important characteristics for choosing a workspace. Indeed, several respondents explained that the reason they decided to go to the combined co-working space was because of its location and

the two guys drinking beer emphasized this especially, by saying that they went there because the bus stopped right outside.

A second important variable which the customers' experiences are affected by, seems to be the multi-functionality that the design of the space allows for. In line with Sykes (2014) description of typical characteristics of co-working spaces, the combined co-working space is designed in a functional way that enables multiple kinds of works and activities. Hence, there are various constellations of seatings in the combined co-working space, and almost none of the objects look the same. Discussed by the participants and noted through observations, the larger tables offer a suitable place for studying, working and playing games as there is a lot of space, while the sofas are suitable for more relaxed activities, such as discussing, having a drink, eating etc. Further, the glazed conference room is suitable for groups that need some privacy, and the ping pong table and football game in the other glazed area allows for a fun time, or a short break. The audience platform in this game area also allows for people to sit and watch others play ping-pong, or just to sit and talk. By providing games in the middle section of the room and in a gaming area, customers are furthermore silently encouraged to interact with the design of the space by borrowing the games and play, even though there are no signs or instructions to do so.

Furthermore, what all these different types of constellations also have in common is that they are designed for larger groups of people. There is just one table with space for less than four, implying that the way the space is arranged also aims to support social interaction and create a good space for co-creation, encouraging customers to meet and interact in a neutral place, like Aubert-Gamet and Cova, (1999) propose. This is also coherent with previous literature which describes that co-working spaces are often being provided for individuals who generally work alone and wants to be part of a community, get inspired by and interconnect with other professionals (Garett, Spreitzer & Bacevice, 2017; Johns & Gratton, 2013; Moriset, 2013), and that co-workers value knowledge sharing, brainstorming and casual small talk highly (Deskmag, 2015). Additionally, the space might also have been arranged this way so that as many tables as possible have access to a power outlet. If there would be many seatings for two a lot of tables would not be near a wall and they would have to hang power outlets over every table.

However, the results further found that the visitors of the combined co-working space mostly did not interact with people they did not know from before. Thus, previous research meaning that an open work environment will lead to frequent spontaneous interactions between users (Gerdenitsch et al., 2016; Roth & Mirchandani, 2016) might not be applicable in this case. At least not during day time when it comes to studying or working, and the visitors seem to rather want to work on their own thing while yet taking part of a creative environment. On the other hand, during evenings on weekends, when the majority of the visitors are drinking alcohol, it seems to happen that strangers play ping pong together or that one group of people invites another to join their game.

Moreover, a finding was also that visitors often rotated during their stay. The design of the space could perhaps explain this, as in some cases it seemed to be that users were trying to find a private seat where they did not have to sit right next to strangers. For others the reason seemed to be that the seats they originally wanted were occupied when they arrived and that they chose a less suitable place while waiting for a better one to be free.

### 5.2.2 The theme

Continuing, as already discussed in comparing the combined co-working space to the conditions of an experiencescape, the social and spatial design of the combined co-working space also creates and contributes to the experience, as customers describe that they get a feeling of being at home, away from home. Through the observations and interviews, the experiencescape is hence discussed to have a brand image, or theme, that can be compared to be some kind of *public living room*. This theme surrounds the whole experience as it permeates all the interactions within the combined co-working space and facilitates for the visitors to fully immerse. Thus, people seem to feel like being home as they spread out their stuff and leave it unattended, as well as lay down in the sofas and use the windows as pinboards. Some also come and go as they like to, even leaving for a while to then come back later the same day. However, the customers are not allowed to do whatever they want, like bringing their own food. Once, a guy was also sitting with his feet on the table and was asked by the personnel to take them down.

The fact that the space is multifunctional seems to, as also described briefly previously, be experienced as a part of a theme, as the respondents resemble the combined co-working space to a youth recreation centre. Perhaps, this is again a contributing factor for consumers to feel comfortable and experience the space as non-judgemental. Thus, many come alone, but are joined by friends later, and interviewees discuss that in comparison to libraries or schools, it feels like a place where no one will judge a person for losing focus, such as by taking a break to play a game, answering a phone call, or chatting with a friend. People also seem to feel that it is all right to come before the agreed time, or to even sit alone a whole day. On the contrary, participants also discuss that the combined co-working space is not as messy as a café, and that it is also more permissive as it is okay to stay for a long time and to bring laptops.

Furthermore, through the usage of second-hand furniture, the providers of the space could be thought to try to keep it affordable, as proposed by Meel & Brinkø (2014). But it is also possible that this enhancement of the theme is created unintentionally, as it could also be questioned why the co-working space is offered for free. A reason could for example be that the co-working space is just a money-making solution because they do not have any need for the space, but still have to pay rent for it. By having people using the space for co-working, it

could be expected that they will also buy something if staying for a longer time, and it was, as mentioned, noticed in the findings that the visitors often actually did buy at least one thing.

### 5.2.3 The personnel

According to the model by Mossberg (2015), the personnel might also influence the experience, but do not necessarily control it. Hence, as described previously, except for when ordering something or being told what not to do, the visitors in the combined co-working space do not have much interaction with the personnel. Therefore, the respondents neither seem to have any special opinion regarding the personnel and just referred to them as nice when ordering food or beverages. However, the personnel still seem to some degree control the atmosphere, as they are changing the light and the music throughout the day, and this could be thought to also affect how the visitors experience the atmosphere, and what they are doing, especially on the weekends. The two master students for example said that it was impossible to focus on studies because of the raised music and dimmed lights. However, it is hard to tell if it is only the light and sound that makes people stop working or if it is dependent on what day or time it is as well as the activities other customers perform.

### 5.2.4 The other customers

Lastly, regarding the other visitors the level of social interaction that people want to take part in can affect the preferences for where to co-work (Parrino, 2015). For example, in the combined co-working space, there is not much interaction between strangers, and this could actually be a reason for why the visitors chose this space in the first place. However, some respondents explained further that they appreciated that others were studying or working as well as it contributed to a motivating atmosphere. Meanwhile, some visitors also discussed that they liked it when others did something else, because then the atmosphere was less focused and more permissive. As discussed previously, it could therefore be suggested that the consumers co-create the experience and value in terms of developing a creative collaborative atmosphere, similar to the *collaborative culture* Balakrishnan (2017) proposes. Hence, it was found that even if there is a lack of interaction, the other visitors seem to contribute to the atmosphere, also aligned with Balakrishnan (2017)'s findings that a collaborative culture seems to be created even without actual interaction, and rather through the social atmosphere. This is also similar to Riemer, Schellhammer and Meinert (2019, p.18)'s finding that "a main characteristic of co-working places is a physical workspace, but their members often refer to a place, a time, a community". Hence, it could be argued that the users bring their own "community" to the combined co-working space as most people are not alone during their entire stay.

By studying or working together with friends, no matter if they are working on the same thing or not, users seem to deal with the risks associated with mobile work such as the feeling of isolation and loneliness (Brown & O'Hara, 2003). Others seem to deal with the difficulty to



obtain the feeling of community and belonging (e.g. Spinuzzi, 2012; Fuzi et al, 2014; Rus & Orel, 2015) by talking on the phone.

However, it was also found that customers were sometimes switching places in order to get more privacy, or cancelling noise from others out, by putting their headphones on. Perhaps, this could be a way of solving the issue that Hartog, Weijs-Perrée and Appel-Meulenbroek (2017) argue that most were least satisfied with, namely the personal control of the indoor climate.

## 6 Conclusions

*In this final chapter, the key findings are explicitly being outlined and the conclusions from these and the analysis are then discussed. Thereafter follows a further discussion of the thesis relevance as well as its theoretical and practical implications. To end with, ideas for future research on the topic is proposed.*

### 6.1 Key findings

To begin with, the findings of this study present the spatial design of the combined co-working space and it was found that it assimilates most co-working spaces, with varying seating groups, an open-plan layout, and plenty of power outlets. The physical environment is also arranged in a way that encourages and affects visitors to use the space for different activities. Hence, when subsequently exploring how consumers use the space, it was therefore found that multiple activities are performed simultaneously by people from varying backgrounds and with different professions. Some are studying or working, others eating lunch, and yet others are playing games or just hanging out. Occasionally, some visitors are also carrying out more than one activity throughout the duration of their stay, by for example taking a break from their studies to play ping pong for a while. There are additionally sometimes art exhibitions on the walls, and events are arranged regularly in the space.

When furthermore researching how consumers experience the space, it was found that the usage and experience seem to vary with several factors, such as what task the customers aim to perform during their visit, what time of the day it is, and what day of the week it is. Hence, it is found that when daytime becomes evening, or when it is weekend, the providers of the combined co-working space dim the lights and raise the music. The music is also changed into a more fast paced beat. While some visitors find that this makes the atmosphere hard to focus in, others describe that they think there is not a big difference from daytime. However, it was found that the participants seem to contradict each other because they were comparing their experiences with different days. Thus, on weekdays the majority of the visitors are studying and working throughout the whole day, while on weekends, the atmosphere changes more distinctly, with more people socializing and drinking alcohol - making the atmosphere of the combined co-working space less focused.

Striving to also resolve the aim of the study, the thesis then took a step further in the analysis and argued that the consumption in the space can be better comprehended through the application of marketing theories and experience literature. Hence, it was argued that the consumption in the combined co-working space do not only concern the purchasing of objects like food and beverages, but also the fulfilling of functional and hedonic needs as visitors are using the room as a workplace or public living room, and rather participates in the co-creation of a collaborative and creative culture. On the same note, it was concluded that while the

combined co-working space cannot really be compared to a traditional service or matched into any previous categories of co-working spaces, it actually does fulfill the conditions for being an experiencescape.

Because the literature on combination of concepts like the one being researched in this thesis is sparse, the combination of multi-disciplinary previous literature on co-working spaces and the multi-dimensional framework of experiencescapes came to constitute a more holistic framework for understanding the consumption even though it is not constant. Hence, especially emphasized by the finding that interviewees often contradicted each other, the atmosphere is rather constantly changing. For example, some girls playing games on a weekday evening, perceived it mostly as a café, and a couple visiting on a weekend night could not believe that people could study and work in the very same setting at daytime. What is happening inside the co-working space can therefore not easily be determined, except from concluding that different atmospheres seem to be collaboratively created from time to time. Thus, the combined co-working space can be proposed to offer the possibility for its visitors to co-create new experiences each time they visit through varying interactions with the recurring theme, the setting, other customers and the personnel.

Ending with a brief application of the model by Mossberg (2015) on experiencescapes, this thesis lastly determines that the customers' experiences are influenced by: the combined co-working space's theme as a public living room or youth recreation center; the convenient and multifunctional setting it offers; the atmosphere co-created together with other customers, although not interacting directly with them; and the possible contact with the personnel at events or when ordering things. Thus, except from changing the music and lights, the interaction from the personnel is otherwise low and most interviewees admit that they have not paid attention to them. To wrap up, this can be thought to exemplify that the visitors do not expect someone in the combined co-working space to actually do something for them, but rather they want to participate in and co-create a certain creative, focused, or amusing atmosphere - and hence create their own experiences.

## 6.2 Discussion of relevance and implications

The concept of co-working spaces has been touched upon from different perspectives in various branches and multiple research disciplines, arguing for its relevance for several actor levels, such as individuals & teams, managers & organizations, markets and societies. However, working practices and community practices have furthermore mostly been researched separately. In this study, previous literature from several disciplines is summarized in the absence of a coherent framework for understanding the trend of co-working spaces. Through the summary, important implications from both practices are being drawn in order to compare the combined co-working space to several types of co-working spaces. The study is therefore of relevance for anyone looking for a more holistic perspective that uses a broader approach.

Furthermore, a combined co-working space is also found to symbolize the increased popularity of locations that can successfully combine the online with the offline, as users seem to seek to participate in a collaborative culture, where a hybridization of different branches and disciplines is emphasized. The findings also imply that the interactions between users do not have to be verbal nor direct, but can yet contribute to the atmosphere just through the simultaneous usage of the same setting at the same time. Hence, the combined co-working space becomes an arena for not only combining different professionals like a regular co-working space would, but rather also allows for a work-focused culture to be mixed with a community-focused culture.

### 6.3 Future research

This is a qualitative research, more specifically a case study focusing on a single case conducted from a consumer perspective. It could therefore be interesting to in future research conduct additional, more extensive, case studies where combined co-working places could be compared with each other, or more thoroughly, or with other types of co-working spaces. To study different types of combinations, for example a co-working space combined with retailing, could further broaden the knowledge of this increasingly popular phenomenon.

This study took place during exceptional conditions as it was conducted during pandemic circumstances which are believed to affect the results. Therefore, a longitudinal study could further also provide a deeper understanding of the atmosphere and the interactions taking place in a combined co-working space. Another interesting angle to cover is the business perspective and the reasons for companies to add co-working to their original business idea as well as why some companies offer it for free. Moreover, this trend could be researched with a quantitative approach in order to provide results that can be more generalized.

# References

- Alvesson, M. & Kärreman, D. (2011). *Qualitative Research and Theory Development: Mystery as Method*. London: Sage.
- Andersson, T. (1990). Göteborgs restauranger & restauranggäster. FE-rapport 1990:306, Företagsekonomiska institutionen, Handelshögskolan, Göteborgs universitet.
- Arnould, E. J. & Price, L. (1993). River Magic: Extraordinary Experience and the Extended Service Encounter. *Journal of Consumer Research*, 20(1), 24-45.
- Arnould, E. J. & Thompson, C. (2005). Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*, 31(4), 868-882.
- Aubert-Gamet, V. & Cova, B. (1999). Servicescapes: From modern non-places to postmodern common places. *Journal of Business Research*, 44(1), 37-45.
- Balakrishnan, B. K. P. D., Muthaly, S. & Leenders, M. (2016). Insights from coworking spaces as unique service organizations: The role of physical and social elements. In L. Petruzzellis & R. S. Winer (Eds.), *Rediscovering the essentiality of marketing, developments in marketing science: Proceedings of the academy of marketing* (p.837–848). Cham: Springer International Publishing.
- Balakrishnan, B. (2017). *The effectiveness of an enriched servicescape framework on value-in-use and behavioural responses: the coworking space context*. (Thesis) Melbourne: RMIT University, Economics, Finance and Marketing. Retrieved from: <https://researchbank.rmit.edu.au/view/rmit:162006/Balakrishnan.pdf>.
- Baldry, C. (1997). The social construction of office space. *International Labour Review*, 136(3), p. 365.
- Belk, R. (1975). Situational Variables and Consumer Behavior. *Journal of Consumer Research*, 2(3), 157-164.
- Belk, R. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(sept.), 139-168.
- Belk, R. (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67(8), 1595-1600.

- Benard, V., Lewkowicz, M. & Zacklad, M. (2006). Beyond Electronic Patient's File: Assisting Conversations in a Healthcare Network. In *Cooperative Systems Design*, P. Hassanaly et al. (Eds.) IOS Press 2006.
- Bitner, M. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56(2), 57-71.
- Boden, D. & Molotch, H. L (1994). The Compulsion of Proximity. In R. Friedland and D. Boden (eds): *NowHere: space, time and modernity*. Berkely and Los Angeles: University of California Press, pp. 257–286.
- Bogdan, C., Rossitto, C., Normark, M., Pedro, J. & Severinson Eklundh, K. (2006). On a Mission without a Home Base: Conceptualizing Nomadicity in Student Group Work. In P. Hassanaly, T. Herrmann, G. Kunau and M. Zacklad (eds): *Cooperative Systems Design: Seamless Integration of Artifacts and Conversations—Enhanced Concepts of Infrastructure for Communication*, Amsterdam: IOS Press, pp. 23–38.
- Bouncken, R. B. & Reuschl, A. J. (2016). Coworking-spaces: How a phenomenon of sharing economy builds a novel trend for the workplace and for entrepreneurship. *Review of Managerial Science*, 12(1), 317-334.
- Bourdieu, P. (1979). *La distinction, critique sociale du jugement*. Paris: Edition de minuit.
- Brown, B. & O'Hara, K. (2003). Place as a Practical Concern of Mobile Workers, *Environment and Planning*, 35(9), 1565–1587.
- Bryant, A. (2009). 'Grounded theory and pragmatism: The curious case of Anselm Strauss', *Forum: Qualitative Social Research*, 10(3): Art. 2. Retrieved April 16, 2020, from <http://www.qualitative-research.net/index.php/fqs/article/viewArticle/1358/2850>
- Capdevila, I. (2013). Knowledge dynamics in localized communities: Spaces as microclusters. Retrieved from [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=241412](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=241412)
- Capdevila, I. (2015). Co-working Spaces and the Localized Dynamics of Innovation. The case of Barcelona. *International Journal of Innovation Management*, 19(03), 1540004.
- Carson, D. (2009). 'The abduction of Sherlock Holmes', *International Journal of Police Science and Management*, 11(2): 193–202.
- Carù, A. & Cova, B. (2003). Revisiting Consumption Experience: A More Humble but Complete View of the Concept, *Marketing Theory*, 3(2), 267-286.

Carù, A. & Cova, B. (2007). Consumer immersion in an experiential context. In Carù, A. & Cova, B. (red.), *Consuming experience*. London: Routledge, s. 34-47.

Chetty, S. & Agndal, H. (2008). Role of Inter-organizational Networks and Interpersonal Networks in an Industrial District, *Regional Studies*, 42(2), 175-187.

Daniels, K., Lamond, D. & Standen, P. (2001). Teleworking: Frameworks for organizational research. *Journal of Management Studies*, 38(8), 1151–1185.

Deskmag (2013). The 3rd Global Coworking Survey. Retrieved from <https://communityjelly.files.wordpress.com/2012/11/3rdglobalcoworkingsurvey-121108034918-phpapp02.pdf>

Deskmag (2015). The 5th Global Coworking Survey. Retrieved from <http://www.deskmag.com/en/first-results-of-thenewglobal-coworking-survey-2015-16>

van Dijk, S. (2019). At home in the workplace: The value of materiality for immaterial labor in Amsterdam. *European Journal of Cultural Studies*, 22(4), 468-483.

Eco, U. (1981). *Guessing: From Aristotle to Sherlock Holmes*, Versus, 30, 3–19.

Engel, J., Blackwell, R. & Miniard, P. (1995). Consumer behavior (8.th ed., The Dryden press series in marketing). Forth Worth: Dryden Press.

Ergin, D. (2014). How to create a co-working space handbook. Politecnico di Milano, scuola di architettura e società. Retrieved from [https://www.politesi.polimi.it/bitstream/10589/96762/1/2014\\_10\\_Ergin\\_Duygu\\_02.PDF.pdf](https://www.politesi.polimi.it/bitstream/10589/96762/1/2014_10_Ergin_Duygu_02.PDF.pdf)

Eriksson, P. & Kovalainen, A. (2008). *Qualitative Methods in Business Research*. Los Angeles: SAGE

Fauzia A., Suharno, A.D. & Guritno, A. D. (2020). Consumer needs and consumer satisfaction in the creation of co-working space café business concept. *IOP Conference Series: Earth and Environmental Science*, (425), p.012032.

Flick, U. (2018). *The SAGE Handbook of Qualitative Data Collection*. London: SAGE Publications.

Fuzi, A., Clifton, N. & Loudon, G. (2014). *New in-house organizational spaces that support creativity and innovation: The co-working space*. Paper presented at R&D management conference, Stuttgart, Germany.

- Fuzi, A. (2015). Coworking spaces for promoting entrepreneurship in sparse regions: The case of South Wales. *Regional Studies, Regional Science*, 2(1), 462–469.
- Garrett, L. E., Spreitzer, G. M. & Bacevice, P. A. (2017). Coconstructing a sense of community at work: The emergence of community in coworking spaces. *Organization Studies*, 38(6), 821–842.
- Gerdenitsch, C., Scheel, T. E., Andorfer, J. & Korunka, C. (2016). Coworking spaces: A source of social support for independent professionals. *Frontiers in Psychology*, 7(581), 1–12.
- Goebbels, G. & Lalioti, V. (2001). Co-Presence and Co-Working in Distributed Collaborative Virtual Environments. In *Proceedings of the 1st international conference on Computer graphics, virtual reality and visualisation*, pp. 109 – 114. Cape Town, South Africa.
- Goolaup, S. (2018) *On Consumer Experiences and the Extraordinary*. Repro Lorensberg, Göteborg.
- Grönroos, C. (2000). *Service Management and Marketing: A customer relationship management approach*. (2nd edition). Chichester: Wiley.
- Hartog, L. M., Weijts-Perrée, M. & Appel-Meulenbroek, H. A. J. A. (2017). The influence of personality on user satisfaction: Multi-tenant offices. *Building Research and Information, Advance online publication*, 46(4), 402-416. doi:10.1080/09613218.2017.1307015.
- Haynes, B. P. (2011). The Impact of Generational Differences on the Workplace, *Journal of Corporate Real Estate*, 13(2), 98–108, doi: 10.1108/14630011111136812.
- Higginbottom, G. (2004). Sampling issues in qualitative research, *Nurse Researcher*, 12(1), 7–19.
- Hislop, D. & Axtell, C. (2007). The neglect of spatial mobility in contemporary studies of work: the case of telework. *New Technology, Work and Employment*, 22(1), 34–51.
- Holbrook, M. B. & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, 9(2), 132-140.
- Holt, D. (1995). How Consumers Consume: A Typology of Consumption Practices. *Journal of Consumer Research*, 22(1), 1-16.
- Jafari, J. (1987). Tourism models: The sociocultural aspects. *Tourism Management*, 8(2), 151-159.



- Johns, T. & Gratton, L. (2013). The third wave of virtual work: Knowledge workers are now untethered, able to perform tasks anywhere at any time. What do the best of them want from your organization. *Harvard Business Review*, 91(1-2), 66.
- Kelle, U. (2014). Theorization from data, in Uwe Flick (ed.), *The SAGE Handbook of Qualitative Data Analysis*. London: Sage, pp. 554–68.
- Kojo, I. & Nenonen, S. (2016). Typologies for co-working spaces in Finland – what and how? *Facilities*, 34(5/6), 302–313.
- Kojo, I. & Nenonen, S. (2017). Evolution of co-working places: Drivers and possibilities. *Intelligent Buildings International*, 9(3), 164–175.
- Leclercq-Vandelannoitte, A., & Isaac, H. (2016). The new office: How coworking changes the work concept. *Journal of Business Strategy*, 37(6), 3–9.
- Liegl, M. (2014). Nomadicity and the care of place - On the aesthetic and affective organization of space in freelance creative work. *Computer Supported Cooperative Work (CSCW)*, 23(2). 163–183.
- Lincoln Y. S. & Guba, E. G. (1985). Establishing trustworthiness. In: *Naturalistic Inquiry*. Beverly Hills, Calif: Sage Publications, pp.289-331.
- Marcus, C. (1992). *Environmental memories*. In Altman, I & Low, SM (Ed.), *Place attachment*, Springer. United States., pp. 87 -112.
- Marino, D. M. & Lapintie, K. (2017). Emerging Workplaces in Post-Functionalist Cities, *Journal of Urban Technology*, 24(3), 5-25, doi: 10.1080/10630732.2017.1297520.
- Mark, G. & Su, N. M. (2010). Making infrastructure visible for nomadic work. *Pervasive and Mobile Computing*, 6(3), 312–323. doi:10.1016/j.pmcj.2009.12.004.
- Maxwell, J. A. & Chmiel, M. (2014). Generalization in and from qualitative analysis, in Uwe Flick (ed.), *SAGE Handbook of Qualitative Data Analysis*. London: Sage, pp. 540–53.
- Meel, J. & Brinkø, R. (2014). *Working Apart Together*, *EuroFM Insight*, (September), 10-11.
- Merkel, J. (2015). Coworking in the city. *Ephemera: Theory and Politics in Organization*, 15(1), 121–139.

- Moriset, B. (2013). Building new places of the creative economy, the rise of coworking spaces. Proceedings of the 2nd geography of innovation international conference 2013. Utrecht University.
- Mossberg, L. (2015). *Att skapa upplevelser: Från OK till WOW!*. Lund: Studentlitteratur.
- O'Dell, T. (2002). *Upplevelsens materialitet*. Lund: Studentlitteratur.
- O'Dell, T. & Billing, P. (2005). *Experiencescapes : Tourism, culture and economy* (1.st ed.). Copenhagen: Copenhagen Business School.
- Orel, M. (2015). Working in co working spaces: The social and economic engagement of European youth. In Youth Partnership (Ed.), *Perspectives on youth*, Vol. 2: Connections and disconnection (pp. 133–139). Strasbourg: Council of Europe Publ.
- Payne, A., Storbacka, K. & Frown, P. (2008). Managing the co-creation of value. *Journal of the Academy of Marketing Science*, 36(1), 83-96.
- Parrino, L. (2015). Coworking: Assessing the role of proximity knowledge exchange. *Knowledge Management Research and Practice*, 13, 261–271.
- Poulsson, S. (2014). *On experiences as economic offerings*. Series of dissertations No. 6-2014, Norwegian Business School.
- Remøy, H. & Van der Voordt, T. (2013). Adaptability – How to accommodate changing user preferences. Paper presented at European Real Estate Society Conference, Vienna, Austria.
- Riemer, K., Schellhammer, S. & Meinert, M. (2019). *Collaboration in the Digital Age: How Technology Enables Individuals, Teams and Businesses*. Cham: Springer International Publishing (Progress in IS). Doi: 10.1007/978-3-319-94487-6.
- Rolfö, L., Eklund, J. & Jahncke, H. (2017). Perceptions of performance and satisfaction after relocation to an activity-based office, *Ergonomics*, 61(5), 644-657, doi: 10.1080/00140139.2017.1398844.
- Roth, K. & Mirchandani, N. (2016). The rise of co-working: A growing workplace movement. *Corporate Real Estate Journal*, 5(4), 314–328.
- Rothe, P., Lindholm, A.-L., Hyvönen, A. & Nenonen, S. (2011). User preferences of office occupiers: Investigating the differences. *Journal of Corporate Real Estate*, 13(2), 81–97.

- Roulston, K. (2014). Analyzing interview data, in U. Flick (ed.), *Handbook of Qualitative Data Analysis*. London: Sage, pp. 297–312.
- Rus, A. & Orel, M. (2015). Coworking: A community of work. *Teorija in Praksa*, 52(6), 1017–1038.
- Sargent, K. & Cooper, J. P. (2016). Coworking: A corporate real estate perspective. Seattle: CoreNet Global. Retrieved from <https://www.corenetglobal.org/KCO/content.aspx?ItemNumber=36849>
- Seidman, I. (2012). *Interviewing as Qualitative Research: A Guide for Researchers in Education and the Social Sciences*. New York: Teachers College.
- Shepard, J.M. (2018). Understanding Co-working with the Growth and Development of Freelancers, *Management and organizational studies*, 5(2), 1. doi: 10.5430/mos.v5n2p1.
- Spinuzzi, C. (2012). Working alone together: Coworking as emergent collaborative activity. *Journal of Business and Technical Communication*, 26(4), 399–441.
- Su, N. M. & Mark, G. (2008). Designing for nomadic work. In J. Van Der Schijff and G. Marsden (eds): *DIS '08 Proceedings of the 7th ACM conference on designing interactive systems*. New York: ACM Press, pp. 305–314.
- Svensk Handel (2019). *Den fysiska handelsplatsen i en digital värld*. Stockholm: Svensk Handel.
- Svensson, P. & Östberg, J. (2016). *Marknadsföring, människor och interaktion*. Lund: Studentlitteratur. Andra upplagan.
- Sykes, K. (2014). Coworking: A workplace paradigm shift. *Contract*, 55(6), 140–145.
- Thornberg, R. (2012). Informed grounded theory, *Scandinavian Journal of Educational Research*, 56(3): 243–59.
- Tombs, A. & McColl-Kennedy, J. (2010). Social and spatial influence of customers on other customers in the social-servicescape. *Australasian Marketing Journal*, 18(3), 120-131.
- Truzzi, M. (1976). Selective attention: Sherlock Holmes: Applied social psychologist, in William B. Sanders (ed.), *The Sociologist as Detective* (2nd edn). New York: Praeger, pp. 50–86.

- Twidale, M. B. (2005). Over the Shoulder Learning: Supporting Brief Informal Learning. *Computer Supported Cooperative Work*, 14(6), 505–547.
- Vargo S., Maglio, P. & Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. *European Management Journal*, 26(3), 145-152.
- Verhoef, P. C., Kannan, P. K. & Inman, J. J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, 91(2), 174–181.
- Waber, B., Magnolfi, J. & Lindsay, G. (2014). Workspaces that move people. *Harvard Business Review*, 92(10), 70-77.
- Waters-Lynch, J. M. & Potts, J. (2017). The social economy of coworking spaces: A focal point model of coordination. *Review of Social Economy*, 75(4), 417-433.
- Weijs-Perrée, M., Van de Koevering, J., Appel-Meulenbroek, R., & Arentze, T. (2019). Analysing user preferences for co-working space characteristics. *Building Research & Information*, 47(5), 534-548.
- Wikström, S. (1996). The customer as co-producer. *European Journal of Marketing*, 30(4), 6-19.
- Willis, K .S. (2008). Situation and Connection. In A. Aurigi and F. De Cindio (ed.), *Augmented Urban Spaces* (Abingdon, Oxon, GBR: Ashgate Publishing Group, 2008) 73–92.
- Wirtz, J. & Lovelock, C. (2016). *Services Marketing: People, Technology, Strategy*. 8th ed., World Scientific, ISBN 9781944659004
- Yin, R. K. (2014). *Case Study Research. Design and Methods* (5th edn). Thousand Oaks, CA: Sage