Degree Project
At CSC, KTH

Engage to success
- Consumer engagement in digital media

Engagera för framgång
- Konsumentengagemang i digitala medier

Student: Ulrich, Philip
KTH e-mail: philipu@kth.se
Degree project in: Media Management
Supervisor: Rosenqvist, Christopher
Examiner: Dahlberg, Leif
Project provider: Unilever Sverige
Engage to success -
Consumer engagement in digital media

Abstract
This thesis has been conducted as a case study for the brand Milda. It aims to investigate what Milda can do in order to increase the engagement and co-creation among their consumers at their website. Milda has a user-generated recipe section inside their website they want the consumers to interact with and contribute with content to. The study was conducted using a mixed methodology containing interviews with consumers, usability tests, a survey distributed on Milda’s Facebook page, a review of Milda’s current website, and a short benchmark. Furthermore, the study was based on a thoroughly made literature review over previous studies made regarding the subject.

The findings from the study showed that consumers tend to be more willing to co-create with companies they can identify with and are passionate about. Engaged consumers also advocates the brand and connects new consumers to its products. Presence from the company in co-creation processes is highly important to engage and satisfy the consumers. Social aspects in form of communication and interaction with other users are main driving factors for engagement in digital media. For Milda to increase the amount of content at their website shared by their consumers, they have to make some improvements with the site in order to provide a better user experience. Since the social aspect is important to gain engaged consumers, Milda also has to increase the traffic to the site.

Engagera för framgång -
Konsumentengagemang i digitala medier

Sammanfattning

Resultaten från studien visade att konsumenter tenderar att vara mer villiga att engagera sig i företag de är passionerade av eller kan identifiera sig med. Engagerade konsumenter förespråkar också ens varumärke och får på så sätt nya konsumenter att börja använda ens produkter. Att företaget är närvarande i processer där konsumenten bidrar med innehåll (t ex lägger upp recept på Mildas hemsida) är ytterst viktigt för att engagera och tillfredsställa konsumenten. Sociala aspekter så som kommunikation och interaktion med andra användare är faktorer som driver engagemang i digitala medier. För att Milda ska kunna öka andelen recept på sin hemsida som är skapade av användarna, måste de göra en del ändringar med sin sida för att förbättra användarupplevelsen. Eftersom de sociala faktorerna är så pass viktiga måste Milda också fokusera på att öka trafiken till sin hemsida.
# Table of contents

1. Introduction ........................................................................................................................................................................... 5  
   1.1 Purpose of the study .......................................................................................................................................................... 5  
      1.1.1 Research Question .................................................................................................................................................... 5  
   1.2 Background ........................................................................................................................................................................ 6  
      1.2.1 About Unilever and Milda .......................................................................................................................................... 6  
      1.2.2 The issue for Milda ....................................................................................................................................................... 6  
   1.3 Definitions .......................................................................................................................................................................... 7  
      1.3.1 Co-creation ................................................................................................................................................................. 7  
      1.3.2 Customer and consumer engagement (CE) .................................................................................................................. 7  
      1.3.3 Who is the customer/consumer? ................................................................................................................................ 8  

2. Literature review ..................................................................................................................................................................... 9  
   2.1 CE through the lens of Service-Dominant logic .................................................................................................................. 9  
   2.2 Why is consumer engagement important? ............................................................................................................................ 9  
   2.3 Availability and options for the consumers ......................................................................................................................... 12  
   2.4 Interaction and communication are important .................................................................................................................. 12  
   2.5 Engagement in brand communities .................................................................................................................................... 13  
   2.6 The engagement cycle ............................................................................................................................................................ 14  
   2.7 Negative side of engagement .............................................................................................................................................. 15  
   2.8 Search engine optimization (SEO) to increase traffic ......................................................................................................... 15  

3. Methods .................................................................................................................................................................................. 17  
   3.1 Digital media research ......................................................................................................................................................... 17  
   3.2 Interviews .............................................................................................................................................................................. 18  
   3.3 Usability tests ....................................................................................................................................................................... 18  
   3.4 Survey ............................................................................................................................................................................... 18  

4. Findings and analyses ............................................................................................................................................................. 20  
   4.1 Digital media research ......................................................................................................................................................... 20  
      4.1.1 Comparison between Milda, Tasteline and Arla ............................................................................................................. 20  
      4.1.2 Data collected from Quintly ......................................................................................................................................... 21  
      4.1.3 Milda’s recipe search function .................................................................................................................................... 22  
      4.1.4 SEO for Milda ............................................................................................................................................................... 25  
   4.2 Interviews ............................................................................................................................................................................ 29  
      4.2.1 Search engines vs. direct traffic .................................................................................................................................. 29  
      4.2.2 Recipe sites today ......................................................................................................................................................... 30  
      4.2.3 Companies in social media ....................................................................................................................................... 30  
      4.2.4 The importance of being seen, the social aspect ....................................................................................................... 31  
      4.2.5 Why people interact ...................................................................................................................................................... 31  
   4.3 Usability tests ...................................................................................................................................................................... 32  
      4.3.1 Integrated recipe databases ....................................................................................................................................... 32  
      4.3.2 Encouragement from the company ................................................................................................................................ 33  
      4.3.3 User’s profiles at the site ............................................................................................................................................... 33  
      4.3.4 Anonymous engagement ............................................................................................................................................ 34  
      4.3.5 The recipes made by the users ................................................................................................................................... 35
4.3.6 Interaction with others at the site ......................................................... 36
4.3.7 General opinions about the site ............................................................... 36
4.4 Survey ............................................................................................................. 37
5. Discussion ........................................................................................................ 48
6. Conclusions ...................................................................................................... 52
   6.1 Answers to the sub-questions ...................................................................... 52
   6.2 Answer to the research question ................................................................. 53
7. Critics and limitations ..................................................................................... 54
8. Further research ............................................................................................... 55
References .......................................................................................................... 56
   Articles: ........................................................................................................... 56
   Internet sources: ............................................................................................... 58
   Books: .............................................................................................................. 60
Appendices .......................................................................................................... 61
   Appendix I – Template for the interviews ...................................................... 61
   Appendix II – Template for the usability tests ............................................. 62
   Appendix III – Questions and answers to the survey .................................... 63
1. Introduction

This chapter contains the purpose of the study, the research question, the general background regarding the subject, and definitions on the most central expressions in the thesis.

The ways companies engage with their customers have recently changed dramatically due to the social web (Lea, 2012). The year of 2010, time spent on blogs and social networks of different kinds was growing at over three times as fast as the overall growth of Internet use (Johnson, 2010). Marketing activities were, before the social web, a hierarchical one-way communication with the customer as a target. (Muñiz & Jensen, 2011) Social benefits such as communications between customers were not considered as important in online contexts before the existence of the social Web 2.0. Companies rather focused on treatment benefits and increasing confidence for the company. Social benefits focus more on the relationship between the customers and the employees and to build up a friendship between the customers and the employees. The social web is a new platform where relationships between the customer and the company can grow and develop. (Yen & Gwinner, 2003) This makes it important to gain better understanding on how to use it in the best way.

The Internet offers opportunities for companies to provide new services to both existing and new customers. (White et al., 2010) Some authors argue that Internet based sites that provide services which are not related to sales, only increase the cost for companies. However, on such sites the investment is for the long run and the return on investment comes in the form of satisfaction among the customers and their positive associations towards the brand. (White et al., 2010)

1.1 Purpose of the study

This study aims to increase the understanding of how companies can manage to create better interaction with their consumers in digital media. It focuses on how to act in order to achieve engagement among the consumers and how to make them co-creators of value. The thesis was carried out as a case study for the brand Milda.

1.1.1 Research Question

By studying the customers’ behavior regarding the brand Milda, the research question is narrowed down in order to get a deeper understanding. Milda has a user-generated recipe section at their website in which they would like to increase the engagement among their consumers. Milda wants consumers to upload their recipes and interact with the site to a higher extent than they do today. Hence, this thesis focuses on Milda’s website and mostly their user-generated recipes. This leads to a more narrowed research question;

*How should Milda act in order to increase the engagement and co-creation among their consumers at their website?*

In order to be able to answer this question, three sub-questions have been developed:

- What drives engagement in digital media?
- What drives co-creation in digital media?
- What drives engagement on a company’s official homepage?
1.2 Background

1.2.1 About Unilever and Milda

Unilever is an Anglo-Dutch consumer-goods company. This thesis focuses on their brand Milda that produces margarine and different cooking creams. Milda was founded in 1943 in Helsingborg in the south of Sweden and has been providing Swedish households with margarine ever since. (Milda, 2013) Milda has a wide product range from different types of margarine to cooking creams and sauces. Even from the beginning they have communicated an image that Milda’s margarine is really easy to cook with and that anyone can succeed with Milda in the kitchen.

Milda now focuses on everyday cooking with easy recipes that anyone can manage. They have a TV-commercial campaign where they show regular people creating great dishes with a low effort. They show that by using Milda one can easily succeed in the kitchen. At their website, Milda has a whole section dedicated to everyday recipes. This section is created and managed by the consumers and the whole idea is that the consumers should upload their own recipes there to a high extent. In order to make the people contribute with such content, Milda needs to focus on gaining engaged consumers who are willing to share content on the site.

Today, many companies seek to engage with their consumers through interactions beyond purchase. To be able to do so they choose to enter social networks of different kinds. (So et al., 2012) Today, Milda is present at Facebook and they also have a lot of commercials available on YouTube. Otherwise they are not active in any other social network. However, Milda has intentions of making the engagement among the consumers grow within their actual website.

1.2.2 The issue for Milda

Gaining engaged consumers and successfully achieve co-creation is very hard. It is not easy to make people willing to participate in interactions with the company which in turn will limit the amount of depth content shared by the consumers. (Sawhney et al., 2005) Highly engaged consumers are most reliable in the sense of contribution of content and value in a co-creating strategy. (Brodie et al., 2011 (1)) However, this consumer group is often not big enough to provide the company with enough value. (Gummerus et al., 2012) In that sense, one has to attract a larger amount of consumers and motivate them to contribute even though they nowadays are not highly engaged in the brand.

Due to Hollebeek (2012), especially utilitarian products have hard to gain engaged consumers since the buying behavior often is non-emotive. Therefore, a study like this is important especially for a brand like Milda. A co-creation strategy is very different depending on both the occasion and the company (Sawhney et al., 2005). Developing specific strategies for specific companies and brands are therefore of great importance.

Today, there are a lot of recipe sites on the market providing great services. Some of them are user generated, some of them are not. That makes it important for Milda to stand out from the competitors. The fact that there are so many recipe services on the market makes it even harder to gain market share in this segment. (Ashley et al., 2011)

Shopping groceries, finding inspiration what to cook and following recipes are all creating value for the consumers in the food industry. By providing recipes and inspiration through their website, Milda broadens their presence in the value-creating system which is important for the growth of the brand. (Norman & Ramires 1993) Providing such services is something other actors also take advantages of. Only some of them are Arla, ICA, Coop, Knorr, and Valio.
Depending on the size of the company and what core products they are providing, different strategies and different tools to engage the consumers have to be developed. This is because the interaction between the company and the consumer might not work out the same way with the same tools for everyone. (Grissemann & Stokburger-Sauer, 2012) That makes a study like this important for Milda since the solution has to be tailored to the specific company.

1.3 Definitions

1.3.1 Co-creation
Co-creation with customers is a business strategy focusing on the experience and interactivity. Such strategy encourages active involvement among the customers to create value together with the company. (Business Dictionary, 2013) Co-creation improves the relationship between the producer and the consumer by involving consumers in the production or distribution of value. (Kambil et al., 1999) In that sense, co-creation activities can appear anywhere in the value chain. If customers participates somewhere in the value creating process, it is a co-creation strategy. However, in this thesis the focus lies in Milda’s user-generated recipe site and hence the co-creation is mainly referring to users contributing with content to this site.

1.3.2 Customer and consumer engagement (CE)
Many different definitions of consumer and customer engagement are made in the literature regarding this subject. Brodie et al. (2011 (2), page 260) defines customer engagement as “a psychological state that occurs by virtue of interactive, cocreative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships.” This definition demands some kind of interaction or co-creation with the brand which gives quite clear directions what a customer has to do in order to be engaged. So et al. (2012, page 7-8) is a bit vaguer in their definition of customer engagement. They define it as “A customers’ personal connection to a brand as manifested in cognitive, affective, and behavioral actions outside of the purchase situation.” In this sense customers are seen as engaged if they for example recommend a product they really like. They do not have to interact with the company as long as they have a personal connection to the brand/product. This definition highlights that there is a clear difference between customer engagement and customer co-creation. To get your customers to co-create with the brand it is not enough if the customers are engaged, one has to go a step beyond the engagement. Roberts and Alpert (2010) also claim that customer engagement goes to the level where the customers advocate the brand. They say that the engaged customers are loyal and drive the word-of-mouth marketing but does not necessarily need to interact with the brand.

On the other hand Hollebeek (2011, page 565) defines customer brand engagement as “The level of a customer’s cognitive, emotional and behavioral investment in specific brand interactions” which also points at the customers’ investments in the actual interaction. This is something van Doorn (2011) also agrees with. He argues that engagement goes a step further of just being loyal to a brand/company, that engagement goes beyond just purchasing the company’s products. He says that one has to invest more than money to be classified as engaged. Sashi (2012, page 259) also have a similar opinion of customer engagement; “CE goes beyond market orientation by actively involving customers in generating intelligence on their changing needs and in helping the organization respond to those needs.”

Online customer engagement is defined by Mollen and Wilson (2010, page 923) as “The customer’s cognitive & affective commitment to an active relationship with the brand as personified by the website or other computer-mediated entities designed to communicate brand value”. This definition is quite similar to the ones mentioned above. Therefore, one can draw the conclusion that engaged customers/consumers are investing time (not only money) in brands
they are passionate about in order to help the brand grow. Engagement is a psychological state where the customer invests in the brand outside of the purchase situation. Engagement and co-creation goes hand in hand in many situations. Co-creation might give birth to engagement, and engagement might give co-creating customers. In that sense they are highly connected but cannot be seen as the same thing.

Customer/consumer engagement (CE) will in this report be defined as people who invest time and money in a brand in order to make the brand grow. This includes interactions with the brand outside of the purchase situation. Engaged consumers should be willing to co-create with the brand and can also identify themselves with the brand.

1.3.3 Who is the customer/consumer?

In this study it is of great importance to separate the customers from the consumers since the customers in Milda’s case are retailers selling the products to the actual consumers. In turn, the consumers are the ones using the final product. However, due to the fact that this study focuses on Milda’s user-generated recipe site at their homepage, the consumers are getting in direct contact with the company and not through any retailer. The recipe site on Mildase could be seen as a final product itself and therefore, in this case, the consumers and the customers are the same kind of people. Hence, the customers in this report are not retailers but the users of Milda’s products and their website. To avoid misunderstandings, this report will only use the expression “consumer” and refer it to the users of the website. Hence, theories about customer engagement can be implemented and adapted to Milda’s situation even though it regards Milda’s consumers and not their customers.
2. Literature review

This chapter presents and discusses the previous studies made regarding this subject.

2.1 CE through the lens of Service-Dominant logic

Service-Dominant logic is a logic introduced by Vargo and Lush (2008). It focuses on the service marketing and always sees the consumers as co-creators of value. Many authors agree that this is the theoretical lens through which one can study CE. (Brodie et al., 2011 (2); van Doorn, 2011) Due to the fact that CE goes beyond awareness, satisfaction, loyalty, and actual purchase, it has to be seen through a theory where one looks at the value of the relationships. As Sashi (2012, page 258) expresses it “Mere purchase of a product does not signify CE”. This stresses the importance of looking at what a relationship actually brings other than increased revenue. The new evolution of marketing is, according to Sashi (2012), based on relationship marketing. CE occurs through the total value chain, not merely in the delivery process of a product or service. Consumers experience value through the whole process of interaction. (Vargo & Lusch, 2008) Therefore it is important to be present in all steps in the value chain. By controlling the creation of value through the whole value-creating system, a company has the potential of delivering a perfectly customized service. Being present in the whole value-creating system is something Norman and Ramirez (1993) also stresses as important for the growth of the brand. Service-Dominant logic focuses on the delivery of the whole service including the relationships between the company and the consumer. Everything that creates value for the consumer is therefore important.

Since highly engaged consumers contribute with most content, it is of great importance to retain them. Hence, one has to evaluate the relationships towards the consumers in order to identify and retain the good ones. (Ashley et al., 2011) Loyalty towards the brand is important to retain these consumers and the relationship marketing shows that commitment and trust have the strongest effects on loyalty. These aspects costs a lot of time and money to build but will most certainly generate benefits in the long run in the form of loyalty, repeated purchase, and advocacy among consumers. (Walsh et al., 2010)

2.2 Why is consumer engagement important?

Research on CE has recently been the top research topic in marketing. (Marketing science Institute, 2010) This is not a coincidence since the benefits of having engaged consumers are many. The process of CE not only generates loyal consumers, it also increases the satisfaction, empowerment, commitment, and trust towards the brand. (Brodie et al., 2011 (1)) Social networks and other online communities where the users are able to create, share and recommend information to others are increasing marketing opportunities. It extends the meaning of marketing and the importance of two-way communications. Marketing nowadays is not only about capturing consumers’ attention. It is about sustaining the relationships and retaining their attention through engagement. Social networks are not mainly about the specific content on a certain web-page, it is an experience and it is all about how the consumers’ perceive this experience. (Hanna et al., 2011)
Not only CE but also co-creation with consumers is of great importance for a lot of companies. First of all, studies show that a consumer might be more willing to use a product they have created themselves, or at least participated in creating. (Sawhney et al., 2005) For Milda, this means that the people contributing with content to the site will also be the ones using it to find recipes and inspiration. Second of all, according to Sashi (2012), user-generated content enhance both satisfaction, loyalty, and delight among consumers. Co-creation activities have a potential of lowering costs for companies and at the same time get products faster to the market due to the fact that there are lots of creators working with the products. The more active creators, the more content is uploaded more frequently for less money for the company. (Grissemann & Stokburger-Sauer, 2012)

When consumers become highly engaged in a brand they get passionate, obsessed, and mad for it. A high level of engagement also increases the consumers’ willingness to spend significant time with the brand. (Hollebeek, 2011) In that sense the users of Milda.se will be more willing to visit the site if they are engaged in Milda as a brand. Hence, engagement among consumers is something that is worth striving for.

Online virtual environments such as social networks allow companies to engage a really large number of consumers without compromises on the quality of the interactions. The communication is between all of the community members and everyone can take part of all information and previous interactions. (Sawhney et al., 2005) There are a lot of benefits with a successful presence in social networks. First, you will have a two-way dialogue with the consumers. Second, there is an intensity of the interaction when the communication goes back and forth between the consumer and the company. Third, the audience is very big and companies have the potential to reach a lot of people, both current and potential consumers. (Sawhney et al., 2005) Highly engaged consumers are the ones contributing with most content and are the ones who are easiest to engage in different situations. (Brodie et al., 2011 (1)) Working with CE also increases the possibility of developing engaged consumers into fans of the brand. In turn, fans have a tendency to act as brand ambassadors and in that sense introduce the brand for non-consumers. (Sashi, 2012)

Introducing co-creating activities allows consumers to express their opinion and share their knowledge. Co-creating activities on Milda’s recipe page will in that sense bring up new competence and innovations to the site. (Bolton, 2011) The more engaged the consumers are, the more content will arise out of co-creation. Many benefits come out of this and the competitive advantages will grow towards the competitors. (Zhang & Chen, 2008) First of all the site will have more updated and varying content. If more people engage and co-create, the creativity and the competence among the creators are increasing. Second of all, if the consumers have participated in the creation process they will be more forgiving towards failures and negative aspects about the brand and the products. (Roggeveen et al., 2012)

CE enhances corporate performances such as sales growth, competitive advantages, and profitability. This because engaged consumers play an important role in viral marketing activities by promoting and recommending specific products, services or brands to others. (Brodie et al., 2011 (2)) A high level of engagement among consumers makes them immersed with the brand. Hollebeek (2011, page 566) defines this as: “A customer’s level of brand related concentration on particular brand interactions.”

There are different types of consumers which are demonstrated in the matrix in Figure 1 below. (Sashi, 2012) The fans are the best kind of consumers since they also advocate the brand’s products. In which of the four quadrants the consumer fits best depends on what kind of commitment they have to the brand and how intense it is. Loyal consumers have a high calculative commitment which means that they buy a lot of a company’s products. Delighted
consumers have an affective commitment with the company which means that they really like the company but do not necessarily buy that much. When the consumer both has a calculative and an affective commitment towards a company they are so called fans. (Sashi, 2012)

![Figure 1](image)

**Figure 1 – The matrix shows four types of consumers based on their emotional bonds and their relational exchange towards the brand/company.**

Social media have a tendency to turn delighted consumers into fans by building relationships and commitment with the users. Social media gives the consumers the opportunity to influence other people in the same social network. (Sashi, 2012)

According to Gummerus et al. (2012), consumers’ participation should not be differentiated by active participation (posting and uploading content) and passive participation (reading content and lurking) but rather by frequency of the activities. According to some studies, lurking has shown to enhance loyalty even more than active participation. (Shang et al., 2006) Nevertheless, consumer participation (active or passive) will positively affect loyalty and in the same time strengthen the relationships between both consumers to the company and the consumers to other consumers. (Gummerus et al., 2012)

Satisfaction is an important aspect which drives consumers’ buying behavior. (Walsh et al., 2010) Buying a company’s products is one form of loyalty. All consumers though, cannot be measured only based on what they purchase since there are a lot of other ways consumers can generate value to the firm. (Wei et al., 2012) In Milda’s case, the people uploading recipes and using Milda’s recipe site does not necessarily have to be the ones purchasing their products. Sashi (2012) argues that satisfaction among consumers will increase their willingness to engage with and advocate the brand. In turn, this will lead to consumers advocating the firm’s products to other potential consumers and hence become ambassadors. Studies show that companies trying to engage their consumers generally have more loyal consumers. (Lea, 2012)
2. Literature review

2.3 Availability and options for the consumers

Previous research on CE shows that consumers prefer to interact spontaneously in conversations and other engagement processes. If consumers participate in content creating they want to do it without any deep planning beforehand. Hence, it must be very easy for the consumers to interact. Besides these spontaneous actions, consumers want to have the ability to choose their level of involvement. If they can do so, they feel more eager to engage and interact. (Sawhney et al., 2005)

What companies have to think about when designing their digital channels is to connect them to a high extent. One cannot be afraid of linking different platforms together. It is just a way of increasing the company’s existing services. Integration in this sense is good in order to increase the consumer base. (Hanna et al., 2011) The engagement activities available at one platform might not be enough for some consumers. If they are not pleased they will switch site/community. (Gummerus et al., 2012) Hence, by integrating a company’s different online services one increases the ability to satisfy the consumers. (Di Francesco, 2012) Offering a good layout and access to all digital platforms from all kinds of devices (e.g. computers, tablets and smartphones) is also of great importance to achieve satisfaction among the consumer (Hanna et al., 2011). Sawhney et al. (2005) also believes that a company’s online platforms should be integrated and that they should be used as an integrated platform for engaging consumers in brand activities. If the consumers are able to share, co-develop, learn, advocate, and socialize within brand communities, engagement among them is initiated and encouraged. These sub-processes are what the consumer engagement process is built upon. If a company manages this in the right way and the consumers gets a taste of these sub-processes, it will lead to satisfaction, empowerment, connection, and trust towards the brand. However, if the company does not succeed, it will lead to dormancy and disengagement among the consumers. Either way, consumer engagement is an interactive process which intensity changes over time. (Brodie et al., 2011 (1)) To gain credibility and trust one also has to think about that the company’s new products are in line with the already existing ones offered by the company. The consumers must believe the company is capable of providing new services correctly. Therefore, a brand dedicated to e.g. food, has to stick to the food segment when developing new products and services. (Norman & Ramirez, 1993)

2.4 Interaction and communication are important

Interactions between the consumers and the company are important to increase good relationships and encourage engagement among the consumers. (Grissemann & Stokburger-Sauer, 2012; Gummerus et al., 2012) It allows the consumers to express their opinion and communicate directly with the company. It also gives the company an opportunity to communicate with the consumers. This relationship is mutually beneficial and both the company and the consumer become co-creators of the value that occur out of this. (Sashi, 2012) The quality of the relationship between the consumers and the firm has been the major role for consumer loyalty in traditional and offline contexts. (Walsh et al., 2010) This has continued to be a strong force to gain loyal consumers even in non-traditional situations such as the web and digital media. (Walsh et al., 2010) Nowadays, social networks and social media contribute to this interaction between the consumer and the company. This is also the main reason why companies enter social networks. They want to interact with their consumers beyond purchase and build up a relationship. (So et al., 2012) It has been shown that it is important to create a dialogue between the company and the consumer to make them loyal to the brand. (Zhang & Chen, 2008)
Trust, empathy, and belonging to a group are parameters consumers are looking for when they are engaging and contributing in brand communities (Brodie et al., 2011 (1)). This makes the social aspect of the consumer engagement really important. To be able to fulfill the social needs and make the users a part of a group, a lot of other people also have to be active at the same community. This means that not only interactions between the consumer and the company are crucial. Consumer-to-consumer interactions and communications are getting more and more important. (Wolfe, 2012) Many authors stress the importance of these processes. Some of them are van Doorn (2011) and Sashi (2012). Especially Sashi (2012) argues that fans of a brand can interact with non-consumers and in turn also make these non-consumers interact with the brand. Hence, consumer-to-consumer interactions open up opportunities for fans to become brand-ambassadors. Today, word-of-mouth is considered as the most reliable source of information. That makes engaged consumers who advocates the company even more important for the growth of a brand. (Roberts & Alpert, 2010)

An active dialogue is needed in order to gain engaged and co-creative consumers. Not only does the service itself have to be tailored to the consumer, the communication has to be customized as well (Grissemann & Stokburger-Sauer, 2012). Yi et al. (2011) mean the same thing when they say that it is really important to pair employees and consumers based on similarities. The employee from the company who is communicating with the consumer needs to be similar to the consumer if the service should be fully appreciated. (Roberts & Alpert, 2010) A big part of relationship marketing is client orientation and concern for employees. This basically means that as a manager, you have to care for and know about both the employees and the consumers to a very high extent (Iglesias et al., 2011). If you do this you will be able to customize the service as well as the communication itself. Both customization and personalization are important to get engaged consumers. (Wolfe, 2012) According to Zhang and Chen (2008), co-creating activities have positive impact on both customization and service quality. If consumers participate in co-creation activities, they are a part of the value chain. Then they are partially customizing the service themselves.

2.5 Engagement in brand communities

In brand communities, subjects concerning the actual brand are the ones gaining most engagement (Brodie et al., 2011 (1)). Therefore, one has to stay consequent so the page content mainly focuses about the brand. People also tend to interact with content in which they have specific interest (Brodie et al., 2011 (1)). Most certainly, the ones visiting a brand community have some kind of interest in the brand itself. This means that the people in this community have the brand as a common interest. However, Facebook brand communities rather connect the members to the company than to each other (Gummerus et al., 2012). This means that interactions among the consumers do not appear in these communities. Inside the brand communities the consumers are more eager to interact with the company. To ensure long term engagement in a brand community, one has to offer both entertainment and socialization. These are, according to Gummerus et al. (2012), the two most important factors making the consumers return. In brand communities inside social networks, very few users tend to interact with the community content. Most of the users use communities to find information and read posts. However, this is still one side of engagement and cannot be underestimated. In many social networks such as Facebook, the natural thing is to communicate with friends. This makes it very easy for the consumers to turn to other communities than the specific brand community if they need any help or information. (Gummerus et al., 2012) This stresses the importance of integrating a company’s different digital platforms in order to fulfill the consumers’ needs and make them satisfied with the content available from the community.
The most common way people express their loyalty and satisfaction in brand communities is by recommending the brand. (Brodie et al., 2011) When a consumer has a strong feeling of belonging to a community, it will build a strong relationship to the company behind it (Sawhney et al., 2005). This is the core of relationship marketing where commitment and trust have the strongest effects on loyalty (Walsh et al., 2010). This commitment increases the consumers’ willingness to share their information and knowledge with the community and the company. In turn, this will make them want to participate and co-create content. (Sawhney et al., 2005)

2.6 The engagement cycle

According to Sashi (2012), consumer engagement grows in a circle with different steps where the “connection” with the brand is the first step and the advocacy and engagement are the last steps. (see Figure 2 below) When the consumers’ satisfaction increases, loyalty towards the brand increases exponentially. At the same time when the satisfaction decreases, loyalty towards the brand decreases exponentially. (White et al., 2010) Hence, the satisfaction is an important factor when working with loyalty and engagement among consumers. Involving consumers in the value adding process increases their satisfaction with the brand and hence their progress in Sashi’s (2012) engagement cycle.

![Figure 2 – The consumer engagement cycle. First the consumers connect with the brand/product. Then they interact and hopefully get satisfied. This leads to retention and commitment. In the end of the engagement cycle the consumer advocates and engages with the product and hence make other consumers connect. In that sense new consumers will enter the engagement cycle and start interact with the brand/product. (Sashi C.M. 2012)](image)

Satisfaction, commitment, involvement, and trust are things that can occur in different situations based on the relationship between the consumer and the brand. As this relationship changes and develops over time the satisfaction, commitment, involvement, and the trust also changes over time. (Bowden, 2009) These factors have, according to Bowden (2009), important roles in the consumer-brand engagement process. The process that Bowden (2009) describes starts with new consumers connecting with the brand. Then, if they are satisfied, they can buy products and develop a so called Calculative commitment. This will lead to return and repeated purchases. If it continues like this the consumers will develop trust and involvement towards the brand and hence connect in a more affective way. This will, according to Bowden (2009), lead to loyalty among the consumers. The basic thought in this process is the same as in the engagement cycle mentioned above. The difference is that Bowden’s process ends with loyalty while Sashi’s cycle demands advocacy in order to be fulfilled.
2. Literature review

2.7 Negative side of engagement

Despite the advantages co-creation can bring, one cannot let it go to a level where the consumers are the only creators. One cannot let the consumers do all the necessary work in order to save money and labor. It must be a strategy behind the actions which has a purpose of gaining loyal and engaged consumers. (Grissemann & Stokburger-Sauer, 2012) The consumer engagement process shall be mutually beneficial for the company and the consumers. (Lea, 2012) When the consumers are able to choose their level of involvement they engage even more. Therefore, there shall be opportunities for the consumer to participate in different degrees of co-creation activities. (Sawhney et al., 2005) When the degree of co-creation becomes too high, it has been shown that the consumers might get dissatisfied with the company. (Grissemann & Stokburger-Sauer, 2012) However, studies have shown that there is a significant relationship between company support and consumer co-creation. Support from the company can be in forms of guidelines on how to co-create, response on consumers creations and/or tools helping people create content and value. Such tools will make the consumers more innovative and enjoy the co-creation process. The idea with helping the consumers create content is to make it easier for them. This is something Grissemann and Stokburger-Sauer (2012) states as really important. All kind of support from the company will be motivating factors for the users to engage even more. (Grissemann & Stokburger-Sauer, 2012)

However, offering support in form of economic benefits is not as important as building good relations. Offerings in form of money or gift cards will most certainly increase the engagement to a certain extent. However, in the long run, you do not engage loyal consumers with lotteries and similar things. Visitors attracted to economic benefits are probably not engaged in the brand in other occasions. (Gummerus et al., 2012)

There are studies showing that a highly engaged consumer base is not only good. (Brodie, & Hollebeek, 2011) Engagement does not necessarily mean positive engagement and engaged consumers are not necessarily the same as loyal consumers. Disloyal ones can also engage in the brand. This especially happens in brand communities inside social networks since all kinds of companies are easily available there. (Gummerus et al., 2012)

2.8 Search engine optimization (SEO) to increase traffic

Brodie et al. (2011 (1)) state that socialization is important in order for people to engage. In that sense it is important to have a lot of users on the site in order to attract new users. One of the best ways to increase the traffic to a site is search engine optimization (SEO). (Nattawuth et al., 2013; SeoMoz, 2012 (1))

In order to obtain a successful SEO there are a couple of things one has to consider when building the page. First of all, all Meta descriptions have to be relevant to the content on the page since this is the first thing search engines will find. The same applies to the headers (h1, h2 etc.) and the title-tags (title). It is important to have Meta descriptions to all relevant pages that one wants a search engine to find. (Google, 2010) One should also decide on a couple of keywords one should use throughout the whole site. These keywords should be words the users most probably searches for when they are looking for your products. Those keywords should be used when designing the Meta descriptions, the titles and the headers. (Westergren, 2012) The title-tag (title) should also be unique for every page and also have content consistent with header
2. Literature review

one (h1). This is because search engines evaluate pages with the same information in the title as in the header as more relevant than other pages. (Google, 2010)

Even though it is important to have keywords in the Meta descriptions and the titles one cannot fill them with only keywords since it will not make sense to the user. (Google, 2010) In order to get an optimized page one should also avoid script languages such as JavaScript and Flash since this complicates for the search engine. (Westergren, 2012) One should also avoid having graphical images instead of text since search engines only searches for letters and text. To solve this, one can assign the images with descriptive texts in HTML so the search engines will be able to find it. (SeoMoz, 2012) The URL to the page one is searching for is visible for the user from the search engine result. If the URL is structured with a relevant name, the search engine will give it a higher ranking as well as it is more user friendly if the URL informs what is inside the link. This increases the click rate for that specific link. Another thing that will optimize the site is to use anchor texts relevant to the page-info containing the keywords one is trying to optimize against. All the above mentioned actions are changes one can to within the actual site. To improve the SEO one can also work with off-page solutions. One does that by increasing the amount of external references to the site from other sites on the Internet. If a site is referred to a lot, search engines will perceive it as more relevant to the user. (Google, 2010)

Google has also implemented a parameter containing the site speed in its ranking algorithm. This means that the faster the site is, the better ranking it gets in search engine results. (Ciotti, 2011) Another thing that will make it easier for search engines is to avoid drop-down menus as much as possible. They complicate for the search engines to read the content at the site and are therefore giving the site a lower ranking. (Google, 2010)

Key findings from the literature review:
- Engaged consumers contribute with most content.
- Co-creation processes create engagement and engagement drives the co-creation.
- Response or credit from both the company and other consumers are important for people to engage and contribute with content.
- Consumers engage more if they are encouraged to by the company.
- Engaged consumers advocate the brand’s products.
- It must be easy to engage and interact for the consumer’s to do so.
- Entertainment and socialization are main factors driving engagement.
- People want to choose their own level of involvement.
- A service must be available from all platforms and devices in order to fully engage the consumers.
- Satisfied consumers engage to a higher extent.
- The relationship between the company and the consumer has to be mutually beneficial.
- Both active and passive participation increases loyalty.
- Traffic is increased by SEO.
- Socialization drives satisfaction and engagement in digital media.
3. Methods

This chapter describes the methods used for the collection of the empirical data.

The study was conducted using a mixed methodology based on both qualitative and quantitative research methods. The advantage of using a quantitative method is the ability to generalize when you are investigating a large group. (Bell & Bryman, 2005) By combining this with qualitative data, one gains the ability to get deeper understanding about the subject. The different methods are used to strengthen and support each other. (Bell & Bryman, 2005)

3.1 Digital media research

Different tools were used to collect and analyze data about three actors in social media. These actors were Tasteline, Milda, and Arla and the tools used were Quintly (www.quintly.com), Tweetreach (www.tweetreach.com), and SocialMention (www.socialmention.com). The actors’ websites were also analyzed based on functions, layout, and different services at the site. The aim of this method was to gain knowledge of how Milda and their competitors act in social media in order to improve the presence of Milda in these different platforms. Another aim of this method was to get a broad overview of how Milda’s consumers act in social media and what engages them. The research was going on from the 15th of January to May 1 2013.

Quintly is a free of charge tool available on the Internet. It was used to analyze the Facebook pages of Tasteline, Milda, and Arla. The data that was provided were information about change in the amount of likes on their Facebook pages, information about the posts on their page walls, distribution of comments and likes on the different posts, and much more. Tweetreach is also an online free of charge tool that was used to analyze Arla and Tasteline on Twitter. From this, one gained knowledge about the amount of followers and the reach and exposure of the tweets. The last tool used was SocialMention which was also free and available on the Internet. It was used in order to find the most used social media for the respective brand together with most common keywords. The information available from the different tools was observed and the interesting data showing up were documented and analyzed. A lot of other tools was considered but these ones worked best for the purpose if this study. The final outcome was good and the tools worked perfect for their purpose. This method was performed in order to get a deeper understanding about how the consumers act within these kinds of brand communities and what engages them.

The reason Tasteline was chosen as an object to study was that it is one of the biggest recipe sites who also is active in social media and has a large Facebook page. Arla were chosen because they also have a successful recipe site and they are a large producer of butter which is the biggest substitute to margarine. Arla also have many followers at their Facebook page and are active in other social media such as Twitter.

This part of the methods also includes a review of Milda.se, Tasteline.com, and Arla.se. This review contains evaluations of the present functions available to the users on the respective sites. (www.tasteline.com; www.milda.se; www.arla.se) How well Milda.se is optimized towards search engines is also analyzed.
3. Methods

3.2 Interviews

Semi-structured interviews were performed in order to get a deeper understanding on how Milda’s target group thinks and acts in social media. Semi-structured interviews are designed to allow the interviewer to ask follow-up questions in order to get deeper and more thorough answers from the interviewees. (Byrman & Bell, 2007) The participants were chosen based on the demographical information Milda have on their consumer group. They were found by using a snowball sampling. Four of the interviews were performed face-to-face and seven of them were performed through telephone. They took on average thirty minutes to perform and the questions were built upon the result from the literature review. The interviews were performed by using a template of example questions (See Appendix I). Then follow up questions were asked depending on the answers so the interviews ended up more like a discussion. The number of interviews was not decided beforehand and was supposed to proceed until a saturated result was provided. In this case, it ended up with eleven interviews. All of the interviewees were guaranteed total anonymity in order to make them more willing to participate and answer all questions honestly. The interviews were recorded and transcribed in order to not miss any important details.

3.3 Usability tests

In order to understand how the consumers interact with Milda’s web site, six usability tests were performed. These were supposed to give knowledge about what is preferred and what is not preferred with the layout and interface Milda has on their website today.

The participants were asked to perform tasks at the site while another person was documenting the process. In the end of the tests the users were asked a couple of questions about the interface and how to improve the site. The participants were chosen based on their computer skills and experience with Internet. To earn credibility, people with varied computer skills and experience were chosen. The people participating in the tests were not familiar with Milda’s website from earlier.

The tests were performed as evaluation methods based on the instructions available in Gulliksen and Göransson’s (2002) book Användarcentrerad Systemdesign. The first task for the participants was to upload a recipe to the site. The second task was to find a user-generated recipe and a recipe made by Milda. Afterwards, the participants were asked to browse freely on the site and tell about their opinions and experiences. The template used with tasks and questions is available as an appendix (see Appendix II). The length of the tests varied depending on how quickly the user solved the problems. It varied from between 10 to 20 minutes.

3.4 Survey

In order to get a quantified result to compare with the qualitative data, a survey was distributed through Milda’s Facebook page. The survey was open for two weeks and a total of 176 answers were collected. As an incentive to answer the survey, the respondents who completed it were able to win a price.
The survey was made with the tool Qualtrics and the questions were developed based on the results from the literature review, the usability tests, and the interviews. In order to structure the design and content of the questions, the guidelines made by Armstrong, W. (2012) were used. Most questions were bipolar with a seven point scale. This design was made based on the instructions from SurveyMonkey (2011) and Mahoney (2012). The questions in the survey together with the answers are available as an appendix (see Appendix III).
4. Findings and analyses

This chapter presents the findings made from the study together with analyses and connections to the literature.

4.1 Digital media research

4.1.1 Comparison between Milda, Tasteline and Arla

Unlike Milda and Arla, the website itself is Tasteline’s core product. They have around 28 000 recipes available and about 400 000 unique visitors per week. (Tasteline, 2013) Milda is uploading their own recipes into Tasteline’s recipe database in order to expose their recipes to a higher extent. A lot of other companies do the same which puts Tasteline in a quite good position regarding amount of recipes on the site. However, the user generated recipes on Tasteline does often not have any pictures and if they do they are often in bad quality. The recipes that actually look nice are the ones made by Tasteline or other companies and not the ones made by individual users. The social media in which Tasteline is active are Facebook, Twitter, LinkedIn, and YouTube. According to the tool SocialMention, the most used social media for Tasteline is YouTube. One of the keywords that are often mentioned together with Tasteline is Matlagningskurser (Cooking courses). This indicates that when Tasteline is mentioned in social media, it is often educative. (SocialMention, 2013) One can see this when one searches for Tasteline on YouTube and a lot of “How to” videos are available in the results. Milda is present at Facebook and have a lot of commercials available at YouTube. They also do TV-commercials. Arla is the most active user of social media and is present at Facebook, Twitter, LinkedIn, Youtube and they also do TV-commercials.

Both Arla and Tasteline have some kind of news feeds on their main page. It is the same for most other popular recipe sites as well (recept.nu, kokaihop.se, alltommat.se, hittarecept.se, recepten.se). These news feeds contains suggestions for recipes, information about food and diets, combinations of food and drinks, information about updates on the page, interviews with celebrities, and much more. In this sense, the user gets loaded with information only by entering the main page of these sites. However, on Milda’s main page there is not any news feed. The page is quite clean and only contains a couple of tabs and a search field. On the other hand this should lead to a clean and less confusing page for the consumers. On the other hand one does not get as much inspiration when entering as one does from other sites.

Milda.se, Tasteline.com, and Arla.se all provides a service where the users are able to create an account and design a profile. In these accounts users can do things as save their favorite recipes, subscribe to newsletters, or get a weekly menu. On Tasteline and Mild the users can even upload their own recipes to the site. On Tasteline.com, these user-generated recipes are added to the main recipe database where one can find all of the recipes available on the site. However, on Mild.se, the user-generated recipes are not included in the main recipe database with recipes provided by the company. In that sense, Milda is providing two separate recipe services, one made by the users and one made by the company. If Milda would like to integrate their two recipe databases into one, they do not have to put everything in the same database. Instead they can implement a search engine to the site which can search from multiple databases and present the result from the databases together. (Virginia Tech, 2013; Sqlone, 2008) When uploading a recipe to Milda.se, one can also choose to upload a video of e.g. someone cooking the recipe.

On Tasteline.com and Arla.se one does not have to be signed in to any account to be able to interact with the content at the page, one can comment and like recipes anonymously just by
entering the site. If one compares the amount of interactions on Tasteline, and Arla to other popular recipe sites where one has to be signed in to interact, the interactions per recipe is much higher on Tasteline. (Comparison of Tasteline.com, Arla.se, Milda.se, Recept.nu and Alltommat.se) This supports the literature review in the sense that it must be easy to interact and engage for the users to do so. While at Milda.se, one has to be signed in to the site in order to “like” recipes and one has to be signed in to Facebook to be able to comment on recipes.

Both Arla and Tasteline are active on Twitter and have about the same amount of followers (Arla has 1 280 and Tasteline has 1 018). However, Arla is much more active on Twitter by posting a lot of tweets every day. This has led to Arla’s tweets reaching almost 20 times more accounts than Tasteline’s. (TweetReach Tasteline, 2013; TweetReach Arla, 2013) This comparison shows that the more you post on Twitter, the more people you will reach. Hence, if you want to reach out with a message you should post a lot of content.

4.1.2 Data collected from Quintly
From the data collected from Quintly one sees that during the period of January 15 to May 1, Tasteline have increased with 4 000 likes on Facebook, from 7 000 to almost 11 000 likes. During the same period Arla have increased with almost 700 likes, from 27 000 to 27 700. Milda have decreased their amount of likes from just a bit over 11 000 to just a bit under 11 000 likes. According to Quintly, the number of fans on Tasteline’s Facebook page has been accelerating very fast in comparison to Milda and Arla. This could be seen as strange since they all act pretty much the same way on Facebook. They all post photos and recipes together with inspirational texts. Both Arla and Milda have also been posting even more than Tasteline has on Facebook. However, the 12th of April Tasteline seemed to have hit some kind of peak and did not increase their number of fans at all anymore. The reason they stopped growing so suddenly might be that they had reached their potential amount of fans on Facebook.

The data from the analyze tool Quintly showed that between the 26th and the 29th of January 2013 the amount of followers on Tastelines Facebook page increased with more than 240 people which was a increment of 3%. During this period Tasteline only posted two things, one post about a new recipe on their home page, and one post about what they were testing to cook in their kitchen at the moment. Both posts were uploaded together with a picture. This implies that the actions made on a company’s Facebook page do not have to do with the amount of likes the page gets. It is rather depending on trends in the society and what a company does outside of Facebook. The people liking Tasteline on Facebook might not even care for visiting the community. Maybe most of the followers of Tasteline follow the page because they like their products outside of Facebook and just want to show their support.

According to the data from Quintly, Milda is more active than Tasteline on Facebook (they post more often) and they also have more engagements per post than Tasteline. Despite this, the amount of fans on Tasteline’s Facebook page has been increasing rapidly compared to Milda. This also indicates that the more active a company is on Facebook does not play a crucial role on how many likes the company gets.

Based on the data collected from Quintly, the most popular post on Tasteline’s Facebook page during the period of January 15 to May 1 got more than 200 likes. It was a post about how to make chocolate mud and how to use it instead of marzipan. The people commenting on the picture had never seen such a thing before and thought it was really funny. This indicates that funny and odd posts generate more engagement than everyday posts. This is also what was found in the literature review, that entertainment is a main driving factor for engagement.
From the analysis made from Quintly, one can see that posts that encourage engagement also gains most engagement. The most popular posts on Milda’s Facebook page were the ones telling the consumers to interact. The posts contained instructions about that the user should like the post if they agreed with the statement or if they enjoyed the picture etc. This indicates that people engage in things if they are encouraged and told to. As the findings from the literature review mentions, it is important for a company to motivate and allow the users to interact or co-create if one wants to achieve engagement among them.

The analysis made from Quintly also indicates that engagement and interactions from the consumers (such as comments, likes and shares) comes directly after the posts from the company. This was the same for Arla, Milda and Tasteline. Almost all of the interactions happened within the same day the posts were distributed. This probably means that people interact as soon as they see a post. They do not wait and they do not plan the interaction, it rather happens spontaneously. If the interaction does not come right away it will probably never come. This supports the literature review stating that people want to engage on a more spontaneous level.

4.1.3 Milda’s recipe search function

When one searches for the word “pannkakor” (pancakes) on Milda’s website, only recipes with that exact spelling pops up (see Screenshot 1). The word “pannkaka” (pancake) does not appear if you do not make a new search with that exact spelling (see Screenshot 2). Neither alternative spellings nor recipes with similar spellings are showed in the results.

Screenshot 1 – Screenshot from Milda’s website showing the result of a search for Pannkakor (Pancakes).
4. Findings and analyses

Also, if one searches for “Bolognese” on Milda.se one finds nothing even though they, in their database, have recipes with the Swedish version of Bolognese, “köttfärsås” (see Screenshot 3). However, when searching for “Bolognese” on Tasteline, recipes with “köttfärsås” is also included in the result (see Screenshot 4).
4. Findings and analyses

When searching for “Chili con carne” on Milda’s recipe site, the third hit is a recipe of scones (see Screenshot 5). This indicates that the search function is not completely perfect.

When one searches for “Ren” (in English “Reindeer”) you do not find recipes with this ingredient or any other game meat but just recipes with titles including the word “Ren” (see Screenshot 6). This means that people are not able to search among ingredients but just search for names of the recipes. Based on this, the users are not able to find recipes with somewhat strange names.
4. Findings and analyses

4.1.4 SEO for Milda

Milda has good keywords and Meta descriptions to most of the relevant pages. However, they do not have any defined Meta description for their main page www.milda.se. The Meta description Google finds and uses to rank that page is shown in Screenshot 7. As seen, it is just random words collected from the actual page.

The URLs to the different pages on the site are often descriptive and relevant to the content on the respective pages. This makes them more relevant from a search engine perspective. Also, Milda does not have any drop-down menus on the site which makes it easier for the search engines. They also have unique Meta descriptions and titles for every page (except for the main page) which also will give them higher ranking.
As seen in Screenshot 8, only 29 of Milda’s recipes are indexed by Google. The reason that the other recipes does not show up could be because of two reasons. The first reason is that the site is very new and Google has not had time to index the different pages. (Teveo, 2013) One can solve this by sending the URL to the page one wants Google to find to www.google.se/add_url.html. The other reason is that the page-owner might not have allowed Google to find the site by adjusting the settings. One can solve this by changing the Meta settings on the page. (Google, 2012)

If one searches for "Spaghetti med köttfärsås" on Milda’s recipe site and enter the first recipe, the title of the page is named "Spaghetti med köttfärsås << Milda". Then the phrase "Spaghetti med köttfärsås" cannot be found in header one but first in header two. (The Title, Header one and Header two are marked in Screenshot 9) This is not optimal if one looks at the SEO part in the literature review since it is important to match the content in the title with the content in header one.
4. Findings and analyses

On some recipes, the name of the recipe is a picture and not a text-phrase as seen in Screenshot 10. In these recipes the words in the title cannot be found in any of the following headers. The source code for the recipe shown in Screenshot 10 is visible in Screenshot 11. There, one can see that header two consists of a link to a picture and not a descriptive text. This is something a search engine does not appreciate since they tend to only search for texts and not images.
4. Findings and analyses

As mentioned before, the title on the recipes contains the symbol "<<" as in the title "Spaghetti med köttfärsssäs << Milda". This symbol is in the titles of all pages within the site. (See Screenshot 12) In the HTML code, this symbol is read as "&laquo;" (see Screenshot 13). This phrase does not have anything to do with the actual content at the page and hence complicates for the search engine.
4. Findings and analyses

4.2 Interviews

4.2.1 Search engines vs. direct traffic

According to the interviews, most people tend to use search engines to find recipes if they know what they want to cook and just want to know how to do it. When they are going straight to a specific recipe site they are more looking for inspiration on what to cook. “I enter recipe sites if I don’t know what to cook yet, therefore I want to get some suggestions and inspiration on what to eat from the site.” In general, the interviewed people considered themselves to find what they were looking for when searching the web for recipes. “At least I always find some version of the recipe I’m looking for.” This quotation indicates that people are looking for inspiration rather than strictly how to do something. They have not always decided what they want to cook before they start browsing but seem willing to change their plans depending on what they find. Some of the participants mentioned that they often follow recipes slavishly when cooking. These persons were not looking as much for inspiration as for clear instructions on how to do something. However, most of the interviewed people tend to use recipes more as an inspirational source when they cook. Even if this behavior differs between the participants when it comes to cooking, they agreed in the opinion that they followed recipes thoroughly when it comes to baking. As a sum up, people tend to use search engines if they are looking for clear

Key findings from the digital media research:
- Being able to engage anonymously drives engagement.
- Being able to easily interact drives engagement.
- People appreciate the ability of being able to interact spontaneously.
- What companies do within brand communities is not necessarily correlated with the amount of fans they have.
- The consumers do not wait with interaction and engaging. They do it right away.
- Improvements have to be done with Milda’s recipe search function in order to improve the user experience.
- SEO increases traffic and Milda have the ability to improve their SEO.
instructions while they are searching on specific recipe sites if they just want inspiration on what to cook. Also, people tend to follow recipes more thoroughly while baking than they do while cooking. Based on this, one can draw the conclusion that sites dedicated to baking would gain their traffic mainly from search engines.

4.2.2 Recipe sites today

A common opinion from the interviewed people is that commercials, advertisement and banners on recipe sites are not appreciated and are seen as irritating. "If a banner shows up and fills the screen I leave the site right away". The complaints of the existing recipe sites on the market were that they were too messy without any clear structure. A cleaner layout without banners was highly desirable. Based on this, one can see that Milda has a competitive advantage towards other actors since they are not advertising any other products than their own. This creates a cleaner layout with fewer ads and banners.

A function available at some recipe sites that was appreciated among a couple of interviewees was the ability to search for whole menus and themes, especially for festive occasions. People appreciate to learn new things about cooking and food and sees recipe search on the web as an easy way to do that. Another thing the interviewees perceived as extremely important was that recipes contained pictures of the dishes. Some respondents even mentioned that they would never enter a recipe if it had no corresponding image; “A picture of the dish is necessary for me to enter it”. Furthermore, one can also see that the interviewed people tend to visit the same recipe site regardless of what they are about to cook. They prefer not to switch site from time to time but rather want to find all kinds of recipes at the same place.

Commentary fields and liking functions were appreciated among most of the interviewees. It works like a way to filter out bad recipes and highlight the good ones. Many of the interviewed people were engaged in these commentary fields and read them in order to find out more about the recipes. Some of the participants were even willing to use commentary fields to post content. However, in order to interact, these people wanted it to be as easy as possible. A big obstacle for interaction is if one has to log in to a site to be able to interact. That extra step is perceived as very annoying. As Grissemann and Stokburger-Sauer (2012) mentions in the literature review, it is of great importance to make it easy for the users to interact in order to achieve engagement. On Tasteline.com and Arla.se the user can both “like” recipes and comment on recipes without creating a profile or being signed in. This might be a reason why the engagement on Tasteline is higher than on other sites. The interviewees often use their smartphones when engaging in social media. However, the opinion among the interviewees were that it is more complicated to upload a recipe through a smartphone since there is a lot of text to write and a lot of ingredients and units to keep track of.

Almost all of the interviewed people felt that they found what they were looking for when browsing for recipes. However, two interviewees mentioned that they missed a niched baking site on the Internet. These people baked a lot and would really enjoy a site devoted for baking where you knew you could find everything you would need to know in that subject. From the literature review one can also see that a unique page among others gains competitive advantages. This means that focusing Milda’s web page more towards baking would give competitive advantages since no such site is available on the market. However, the question is whether the consumer base is large enough for such a narrow product.

4.2.3 Companies in social media

Many of the interviewed people tend to be very restrictive when it comes to showing that they like companies in social media. If they would do so they either have to be personally attached to the company or they really have to appreciate what the company does and be able to identify
with it. However, many of the participants contribute with content to social media (within or outside brand communities) to show their friends what they are up to.

The interviewed people believe that it is of great importance that a company is highly active in its own brand community on Facebook. In these kinds of communities, the interviewees value the presence of the company more than the presence of other users. They see it as a way of getting in contact with the company itself and not talking to other users. “I appreciate updates from the company. However, generally I dislike posts from other users in these communities”.

4.2.4 The importance of being seen, the social aspect
In the literature review, Brodie et al. (2011 (1)) stress the importance of social benefits in order to engage in an online platform. He argues that the more people engaging in a brand, the more likely it is that even more people start engaging. The same “domino” effect is visualized through the interviews. The participants said that they would be willing to engage and even upload recipes to a site if their friends were doing it. “If people I know did it, and it was an ordinary thing to do in my acquaintance, I would definitely do it as well.”

A finding from the literature review that also was found in the interviews was that people want some kind of response when they contribute with content to a site. According to the interviewees it is really important that the co-created content is seen by others in order to motivate them to continue with the content creating. However, even though feedback and credit (in form of likes, comments, etc.) from other users is of great importance, the interviews show that the company itself also must engage in users co-creations in order to encourage them to continue. Both based on the literature review and the interviews, presence of the company plays a major role in the engagement process. One interviewee said that “I want some kind of credit for my contribution, either by other users or by the company.” The interviewees said that a demand for them to upload recipes at Milda’s website is that they are seen by others. In order to upload content, they want to show others what they have done. If no one sees it, there is no point of contributing. In the literature study Brodie et al. (2011 (1)) also mention the importance of giving and receiving feedback on ones creations.

4.2.5 Why people interact
When it comes to engagement in social media, the interviewees tend to use Facebook because of the huge network of people that is present there. In there, they engage and interact mostly with humoristic things. Humor and enjoyment are, according to the interviews, the best triggers to encourage and maintain engagement. From the previous digital media research of this thesis, one can see that most recipe sites have news feeds on their main pages. Such a function would be a good way for Milda to spread information and encourage engagement through humoristic posts and updates. This will also show the users that Milda as a company is present and active at the site. This is important since the interviewed people said that they do not want to visit a site which is not updated and where no one else spends time. It is important for them to not be alone on the Internet. A well updated news feed on Milda’s webpage would show the users that the page is active and that the content is updated.

In order to engage or interact with someone else’s posts in social media, the interviewees said that the content of the post itself is more important than who the post comes from. Interactions like this mostly happen spontaneously where the users stumble in to something they find entertaining and want to show their support. The interviews show that spontaneous engagement happens much more often than planned engagement. This was also shown as a finding in the digital media research above. However, it is important for the interviewees to be able to identify with the content with which they engage. The content must be familiar and the users must be able to relate to it; “When I was pregnant I was really engaged and wrote a lot in forums for mothers probably because I could relate to it to a high extent”. 
4. Findings and analyses

4.3 Usability tests

4.3.1 Integrated recipe databases

These tests provided information about the complications in the interface and the usability on Milda’s website. The most important observation from the tests was that people do not understand the tab called “Vardagsfavoriter” where one can find the user-generated recipes (see Screenshot 14). All users went to the tab called “Recept” when they were supposed to search for or upload recipes. On Milda’s website the Recipes made by the company are not included in the same database and cannot be found together with the user-generated recipes. Based on the usability tests, this decreases the users feeling of actually co-creating with the brand. They did not want to be assigned a small sub-product but wanted to be a part of the “real” thing if they would even bother to create content. When the participants were asked to find a user generated recipe at the site it took on average 4 minutes before they realized they only could find it under the tab called “Vardagsfavoriter”. The opinion among the participants was however that these recipes were extremely hard to find. The fact that the user-generated recipes and the recipes made by the company are separated made all of the participants in this test a bit surprised. Many of them thought there was no point of engaging in a product no one would look at. If users are going to co-create, they want to be a part of the “real” thing, and not some side product. When entering a tab called “Vardagsrecept” under the tab named “Vardagsfavoriter” one can find the user-generated recipes. However, it was not possible to search among these recipes. This annoyed a lot of the participants in this test. Instead of a search function, one had to scroll among different “basic” recipes and find a recipe similar to the one you want to look at. Inside this “basic” recipe there is a column where one can find variations of that dish. These variations are the only user-generated recipes at the site and can only be found this way. The participants in these tests perceived those recipes as too hard to find.
4. Findings and analyses

4.3.2 Encouragement from the company

The design of the page was much appreciated based on colors, pictures and menu options. The interface was very appealing to the user. However, the common opinion was that the site in general looked like an official homepage only containing information about the company and their products. According to the participants, this means that one does not get a feeling that it is a place where you are supposed to upload content and co-create. “I don’t feel like I should upload content here. It feels like a really nice site where I am supposed to get information about Milda and what to do with their products.” One of the participants would have refused to engage just because of that reason; “A more neutral name for the site, not highly connected to a huge brand, would make me more willing to upload my recipes.” The literature review clearly states that the consumer must be allowed by the company to contribute with content. If the site is perceived as an informative homepage ruled by the brand only, the users will not think it is allowed or even possible for them to contribute with content there.

None of the participants in the test would have known that it was possible to upload their own recipes to the site if they were not told to beforehand. When the test persons got the task of uploading a recipe to the site, it took on average six minutes for them to find the place where it was possible to do so. Most of the participants thought it was extremely hard to find the button and one of them even questioned if it really was possible; “Are you sure it exists? If I was not told to do this I would have given up a long time ago.” What made most of them confused were the tab named “Recept” which did not include the user-generated recipes. Everyone went there at first to upload recipes and got really confused when they could not find it under that tab. “It seems like they don’t want the users to find it and upload recipes here.”

4.3.3 User’s profiles at the site

Under the tab in which one can find the profiles of the users at the site, one first of all sees the famous chefs from Milda’s TV-commercials (see Screenshot 15). Only if one scrolls down one can find a register where one can search for other profiles at the site. The participants of the tests felt that it was nice to recognize these TV-chefs. However, they did not feel encouraged to upload their own recipes, it rather prevented them from wanting to create an own profile since they did not feel good enough to contribute to the site; “I feel like I can’t come up with recipes as good as theirs”. If the TV-chefs are in focus, one lowers the willingness for others to create profiles. They feel less competent and less important compared to the TV-chefs.
4. Findings and analyses

When entering a user’s profile who has not uploaded or liked any recipes, the whole page (except from a potential picture) is blank (see Screenshot 16). In the usability tests a number of participants thought something went wrong when entering these pages and tried to reload the site a couple of times. The fact that there was no description on the profile or any text saying something like “This user has not uploaded any recipes”, made people believe something was wrong with the site and the user experience got worse.

4.3.4 Anonymous engagement

Many of the participants wanted to be able to interact and engage anonymously. Being able to do so would encourage them to interact with content at the site. From the digital media research above one can see that on Tasteline’s and Arla’s websites, one can like and comment on recipes without being signed in anywhere. One can interact being totally anonymous. As mentioned
above, this actually drives engagement and it seems to be good that the users are able to interact anonymously. The literature study also mentions that it has to be easy to interact in order for the users to do so. This also points at the advantages of being able to comment and like recipes without having to be signed in.

4.3.5 The recipes made by the users

The user-generated recipes on Milda.se could sometimes be perceived as a bit unstructured with the ingredients and the different steps about how to do everything. Also, the layout of the recipes was not consequent between the different types of recipes. First of all, the recipes made by the company under the tab “Recept” have a totally different layout from the user-generated recipes. Second of all, when entering the tab “Vardagsfavoriter” and then “Vardagsrecept” one can find a bunch of basic recipes which are mentioned above. The layout of these recipes is different from both of the other previous mentioned ones. This made the users a bit confused and they perceived it as harder to get familiar with the site.

When creating a recipe at Milda.se, there is a field where one can write a short describing note about the dish. When looking at these user-generated recipes as a user of the site, one can see the author’s short note in a box in the upper left corner of the page (see Screenshot 17).

Sometimes this note exceeds the space in the box which means the text continues beyond the box as seen in Screenshot 17. According to the participants in the tests this looked very tacky.

Under the tab called “Vardagsfavoriter” one comes to a page where some of the participants in the test did not realize it was possible to go any further (see Screenshot 18). The opinion among the participants was that it just looked like “…an ad with a bunch of information that no one will read…”. The different tabs in the bottom melted in with the background and were not that visible to the users. Since one has to go through this page to find the user-generated recipes it gets even harder to find them.
4. Findings and analyses

When entering a recipe with a video connected to it, the video starts playing automatically. The video is not visible from the screen as it is when entering the recipe, one must scroll down to find where the sound is coming from. This was surprising in a bad way for most of the participants. The opinion was that one does not want a video or audio to start playing if one does not ask for it.

When uploading a new user-generated recipe to the site one can do that based on an already existing recipe. Then the ingredients in that existing recipe are given to the user as a base to start with. Due to this, one does not have to make a whole new recipe from scratch. This function was appreciated among the participants in the tests. In the literature review it is argued that it has to be easy for people to interact and that tools making it easier for the consumers to do so will increase the interaction rate. Hence, by providing the consumer with such a function helping them to write the ingredients, one makes it easier for the consumers and the interaction rate increases.

4.3.6 Interaction with others at the site

Some of the participants thought it would be nice to be able to communicate to other chefs on Milda’s website. Now, one can comment on recipes but one cannot really communicate with or leave comments to other chefs. This desire supports the literature study showing that consumer to consumer interactions are really important to make the users satisfied and to engage them in the content at the site.

When one participant found a recipe she appreciated, she found out that she could not do anything but “like” the recipe if she did not want to involve the functions available through Facebook. The same person found it really disturbing that it was not possible to comment on recipes through the account on Milda.se but only through one’s Facebook account. This statement disagrees with the literature study showing that it is good to connect a company’s different networks and platforms on the Internet in order to attract and satisfy the consumers.

4.3.7 General opinions about the site

All of the participants perceived the page as quite slow both when loading pages and searching for recipes. This was something that would have made people leave Milda.se and instead visit
another site. When the participants tested the site in their Smartphones, they expected a layout adjusted to that device. Since this was not the case they got a bit irritated that they had to zoom in and out all the time. “There are a lot of great recipe applications available for Smartphones on the market. So if one wants to find a recipe through this kind of device there is no point of visiting a web site which layout is not perfect for the specific device.”

The participants believed that one problem with Mild.se is that one does not get any inspiration on what to cook. Under the tab “Recept” one just gets a search field and has to answer the question: “What do you want to cook?” If one does not know what one wants to eat, no suggestions or inspiration are available. This supports the result from the interviews where people said that they tend to use search engines if they know what they are going to cook while they tend to go straight to recipe sites if they need inspiration.

The opinion among all of the participants was that users cannot upload recipes spontaneously when at Mild.se. They perceived it as too complicated, especially if one does not already have an account available. One of the participants did visit Mild.se now and then before these tests and she did not even know it was possible to upload one’s own recipes there. She had never found the user-generated recipes and she had never visited the tab named “Vardagsfavoriter”. The opinion among all of the participants was that they would not have visited the tab called “Vardagsfavoriter” if they did not know what was in there beforehand.

Key findings from the usability tests:
- People do not understand what is under the tab called “Vardagsfavoriter”. They think they can find all recipes at the site under the tab called “Recept”.
- People dislike that there are two different recipe services. If they contribute, they want to contribute to the “real” thing.
- The design and interface of Mild.se is much appreciated.
- The site was in general perceived as quite slow.
- Audio cannot start playing automatically.
- Being able to interact anonymously encourage engagement.

4.4 Survey

The survey got 176 answers and the demographics of the respondents match the demographical information about Mild’s current consumer group. 93% were females and 7% were males. The age of the respondents were divided according to Table 1.
4. Findings and analyses

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-20</td>
<td>1%</td>
</tr>
<tr>
<td>21-30</td>
<td>15%</td>
</tr>
<tr>
<td>31-40</td>
<td>34%</td>
</tr>
<tr>
<td>41-50</td>
<td>25%</td>
</tr>
<tr>
<td>51-60</td>
<td>15%</td>
</tr>
<tr>
<td>61-70</td>
<td>8%</td>
</tr>
<tr>
<td>70+</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Table 1 – Showing the distribution of the answerers based on their age.*

Table 2 shows the most popular recipe sites among the respondents. Recept.nu is the most popular one followed by Tasteline.com.

<table>
<thead>
<tr>
<th>Which one is your favorite recipe site?</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tasteline.se</td>
<td>9%</td>
</tr>
<tr>
<td>Arla.se</td>
<td>4%</td>
</tr>
<tr>
<td>Milda.se</td>
<td>8%</td>
</tr>
<tr>
<td>Recepten.se</td>
<td>1%</td>
</tr>
<tr>
<td>Recept.nu</td>
<td>22%</td>
</tr>
<tr>
<td>Hittarecept.se</td>
<td>8%</td>
</tr>
<tr>
<td>Alltommat.se</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
<tr>
<td>I have no favorite site</td>
<td>32%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Table 2 – Showing the most popular recipe sites among the respondents. Recept.nu is the most popular recipe site. However, it is very common to not have a favorite site at all.*

98% of the respondents in the survey use Internet to find recipes regularly and 83% of the respondents have visited Milda’s website before. The respondents who were familiar with Milda.se had very much the same answers as the ones not being familiar with Milda.se. The majority of the respondents also believe that they often find the recipe they are looking for when browsing the Internet. This supports the result from the interviews where people also tend to find what they need. According to Table 2, one can see that it is very popular to not have any favorite recipe site. This indicates the use of search engines while looking for recipes. Also,
35% of the ones who actually had a favorite recipe site visited it mainly because it often appears from search engine results (see Table 3). This indicates that if another site were shown further up on the result list, these people might change favorite recipe site.

<table>
<thead>
<tr>
<th>Why do you prefer to visit that site?</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>It often pops up when I use search engines.</td>
<td>40</td>
<td>35%</td>
</tr>
<tr>
<td>It is aesthetical most appealing.</td>
<td>14</td>
<td>12%</td>
</tr>
<tr>
<td>It got the nicest pictures of the dishes.</td>
<td>17</td>
<td>15%</td>
</tr>
<tr>
<td>It got the best recipes.</td>
<td>22</td>
<td>19%</td>
</tr>
<tr>
<td>It is easiest to follow the recipes there.</td>
<td>21</td>
<td>18%</td>
</tr>
<tr>
<td>It has the most recipes.</td>
<td>24</td>
<td>21%</td>
</tr>
<tr>
<td>I visit it because of old habit.</td>
<td>42</td>
<td>37%</td>
</tr>
<tr>
<td>Other reason</td>
<td>10</td>
<td>9%</td>
</tr>
<tr>
<td>Most of my friends use that site.</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>It is easiest to find recipes there.</td>
<td>32</td>
<td>28%</td>
</tr>
</tbody>
</table>

Table 3 – Showing the reasons why the site in Table 2 is the preferred recipe site.

The things mentioned in Table 3 are crucial factors making users visit the site they chose in Table 2. The most important factor making the site a favorite among the users is because of “old habits”. One can also see that being visible from search engines is of great importance in order to get returning users. Table 3 also states that it is good if the consumers believe that there are a lot of recipes available on the site for them to be satisfied. This does not necessarily mean that the site must have the highest amount of recipes since the users will not know for sure. However, it must be perceived that a huge amount of recipes is available at the site. According to Table 3 it is also of great importance that the recipes are easy to find within the site in order for people to visit it. This stresses the importance of improving the present search function at Mildा’s website as the usability tests also mentions.
4. Findings and analyses

Chart 1 – The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. A bit over average agrees with the statement.

Chart 1 show that the respondents often follow the recipes they find thoroughly. This indicates that people enjoy to observe and follow recipes and are not using them only to get inspiration. The result from the survey also shows that people in general do not miss any inspiration about cooking and food on the Internet (see Chart 2).

Chart 2 - The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. The majority of the respondents disagree with the statement.
Table 4 shows what would make the respondents spend more time at a food site. It is shown that competitions, recipe search, and inspiration to weekly menus are the most appreciated functions. These were tightly followed by functions as being able to combine leftovers into new recipes and getting new inspiration to dishes one cooks very often. This indicates that people are looking for inspirational content at the current recipe sites and hence supports the result from the interviews and the literature review. The more time people spend at a site, the bigger is the probability that they actually engage in the site. Implementing and focusing on the above mentioned functions will hence increase the engagement among the consumers at the site.
4. Findings and analyses

Chart 3 - The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. A **bit over average** agrees with the statement.

Chart 3 shows how likely it is for people to contribute with recipes if other people would see the contributions. The result indicates that it is quite important for some respondents. Chart 5 shows the importance of response from other users and the same average result can be visualized from there. This supports what the literature study mentions about the importance of communication and socialization between the consumers. Another finding from this survey is that the more people who like a picture one have posted on Facebook, the more motivated one gets to upload more content (See Chart 4). This clearly indicates that interaction among the users is of great importance for people to be willing to upload content. This is also supported by the findings from the interviews and the literature review.

Chart 4 - The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. A **little bit over average** agrees with the statement.
4. Findings and analyses

Chart 5 - The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. *A bit over average agrees with the statement.*

However, in comparison with Chart 6 one can see that it is more important with response from the company itself than from other users. From the literature review one can also see that interactions between the consumer and the company are really important in order to engage the consumer.

Chart 6 - The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. *More than average of the respondents agree with the statement.*
4. Findings and analyses

Chart 7 - The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. **More average of the respondents agree with the statement.**

Chart 7 shows that the respondents need to have confidence in Milda as a brand if they would co-create with the company. They say that they need to be able to identify with the brand if they should engage in it. This is exactly the same result collected from the interviews and the literature review. This means that if people do not appreciate and cannot identify with the brand Milda, they will not upload content to Milda’s website.

Chart 8 - The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. **Most of the respondents highly agree with the statement.**

As Chart 9 shows, it is perceived as quite hard to upload pictures of dishes to Milda’s website. This is a huge problem for user-generated recipe sites since both Chart 8 and the interviews states that the users really appreciate pictures of the dishes they are about to cook.
4. Findings and analyses

Chart 9 - The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. A bit over average disagrees with the statement.

Chart 10 shows that most users believe that one can visit a company’s official homepage for entertainment reasons. This means that Milda have the ability to entertain their consumers at their website and that the consumers are open to receive such content. The literature study and the interviews also state that humor and entertainment are main factors driving engagement. In that sense, Milda will have the ability to drive engagement through entertainment and humor at the site.

Chart 10 - The chart shows to which level (1-7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. The majority of the respondents agree with the statement.

The results from the survey also show that people tend to look for recipes on the web for any occasion. It does not matter if it is for a festive occasion or just for weekday meals. This indicates that a good recipe site contains a variation of recipes for a lot of different occasions.
4. Findings and analyses

The opportunity to win a price for uploading content was motivating for the majority of the respondents (see Chart 11). In the literature review, Gummerus et al. (2012) says the same thing about prices and competitions; that it will most certainly attract engagement in short terms. However, according to Gummerus et al. (2012), the ones who are engaging because of prices are not the loyal and engaged consumers; they are just out for the price and will not care once they cannot make an economic benefit from it anymore.

The results from the survey show that it is of greatest importance for the users to be able to save recipes from the site to later occasions. It must be possible to do this while at the site so one can easily storage recipes one likes and find them again.

Chart 11 - The chart shows to which level (1–7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. **The majority of the respondents agree with the statement.**

Chart 12 - The chart shows to which level (1–7) the respondents in the survey agrees with the statement above the bars. The bars represent the percentage from the total amount of responses. **Most respondents agree with the statement.**
Most of the respondents appreciate reading recipes made by other users (see Chart 12). Earlier in the survey and in the results of the interview one can see that it is important with response from other users for people to contribute with content. The finding that is shown in Chart 12 shows that the users are able to fulfill this need by having an interest in other users.

**Key findings from the survey:**

- Inspirational content about what to cook would make people stay longer at a recipe site.
- People mainly visit recipe sites through search engines and because of old habits.
- It is important with feedback from the company and the other consumers if people should contribute with content.
- The social aspect of the co-creation is important. People want to show other users what they have done.
- Users want to be able to identify with the brand with which they are co-creating.
- One can visit a company’s official homepage for entertainment reasons.
- People browse for recipes for any occasion, festive as weekday meals.
- People appreciate to read user-generated recipes made by other users.
- It is important that dishes have belonging pictures.
- It is important to be able to save recipes one has found on a recipe site.
- It is complicated to upload images of food to the site.
- People almost always find what they are looking for when searching for recipes.
5. Discussion

*In this chapter the findings and analyses are critically discussed.*

From the results of the survey one can see that an optimal recipe site contains recipes for all kinds of meals and dinners since people tend to use the same site for all kinds of occasions. That makes Milda’s niched product with simple weekday recipes not optimal for the general user. By broaden their segment they will attract more users. On the other hand they will not be unique towards their competitors which have shown to be important. Since Milda’s recipe site is not so big compared to the competitors’, focusing the site towards a niched segment might be important in order to become the best site in its category. According to the survey there were a lot of users who did not have any favorite recipe site today. By attracting these people, Milda have the ability to gain market share. However, since Milda need to become bigger and increase their traffic, they have to attract a larger consumer group and should not start with narrowing their site towards a specific category. Plus, the consumers tend to find most recipes through search engines which mean that the more kind of recipes you offer, the more searches that are made from search engines are relevant to the content at your site. From the findings collected from the survey, one can see that most people find what they are looking for when searching for recipes. This indicates that people do not have any obvious need for something else regarding recipe sites on the web. Due to the findings from the interviews, people tend to visit the same kind of recipe site regardless of what kind of food they are going to cook. This means that a niched site would not become the favorite among the users since they cannot use it for all occasions. This also argues that Milda should offer a broad variation of recipes instead of a niched service.

One crucial thing mentioned in the digital media research is that if users are told to engage and interact, the engagement and interaction rate is getting higher. At Milda’s, Tasteline’s, and Arla’s Facebook pages all posts that encouraged interaction got most likes and comments. This makes it extremely important for Milda to show the consumers that it is allowed to contribute with content to the site and that Milda as a brand actually wants them to so.

According to the results from the survey, it is very common not to have any favorite recipe site. It is rather common to use search engines in order to find recipes. This means that Milda have a potential of gaining a lot of visitors through search engine traffic. This makes it really important for Milda to work with SEO to a high extent in order to gain traffic. Since it has shown to be important for the consumers to visit sites with a lot of other users, increasing traffic is essential for Milda. Some improvements and guidelines on how to improve the SEO are mentioned in the digital media research. Improving the site according to those instructions will most certainly increase the rating of Milda.se in search engine results and hence also increase traffic.

From the usability tests one can see that people using Milda.se gets annoyed due to the fact that all recipes do not have the same layout. Hence, in order to fully satisfy the consumer, Milda need a fixed layout for all their different recipes so the consumers will not get confused and annoyed. As the digital media research mentions above, most recipe sites where one are able to create accounts also have the function where one can save one’s favorite recipes on the site for later occasions. Since this function was shown to be very appreciated in the survey, it is important that Milda keeps this function at their site.

Due to the digital media research above, the recipe search function on Milda’s website does not find ingredients but just recipe names. This means that people will not find all of the recipes that are relevant to their search. Even though it might exist a lot of recipes with e.g. “minced meat”,
5. Discussion

the function only finds recipes with “minced meat” in the recipe name. This means that the user will not be able to experience all of the recipes available and hence believe that the recipe database is much smaller than it actually is. Due to the fact that it has shown to be important to have a lot of recipes available at a recipe site, it is important for Milda to improve their search function to be able to show the users all of the recipes available. Milda could e.g. make it possible to search among ingredients and not only recipe names.

From both the literature review and the interviews one can find that humor and entertainment are factors that drive engagement in social media. Furthermore, the survey showed that people appreciate visiting companies official homepages for entertainment reasons. This means that the users are willing to absorb humor and similar content at Milda.se and hence can Milda focus on increasing the engagement among the consumers through such content. According to the survey, the things people appreciate most when visiting a food site are competitions, inspiration for weekday meals and a great recipe search. However, from the digital media analysis made above, Tasteline offers (through the content in their news feed) entertainment in form of interviews with celebrities, articles about diets, recommendations of food combined with drinks, and much more. Having this kind of content demands that someone continuously are working with collecting and updating the information. However, to become successful among the recipe sites, both the literature review and the interviews points at the importance of having updated and varying content. Having a well updated news feed at their main page, Milda would show their consumers right away that they are present at the site. To decrease the work effort one can use the same content in this news feed as they have at their Facebook page. This would lead to the consumers perceiving that the site has updated content all the time as well as the consumers will have something to interact with once they enter the site. In order to engage the consumers, one must make them want to stay at the site for a longer period. In that sense the consumers will have time to interact and engage. People want to spend time at a site if there are a lot of things to do and interact with. They have to be entertained and get a good user experience. Even though competitions showed to be a driving factor for engagement according to the survey, people attracted to such things are according to the literature often only out for the money. If one wants to gain highly engaged consumers one cannot focus on offering economic benefits since it only gains engagement in short terms.

Images of dishes are really important for the user to even enter recipes. However, since the users find it too complicated to upload pictures together with recipes, Milda has to make it easier somehow. One action could be to provide the content creator with a database of different pictures of food and let them choose the picture most similar to the dish they have created. The reason people find it so hard to upload pictures together with recipes might depend on that people prefer to upload recipes from a computer. Hence, the picture of the dish is most certainly taken from another device and has to be transferred to the computer from e.g. a smartphone. Then, if Milda focuses on making it easier to upload recipes from e.g. a smartphone, people would be able to upload recipes more spontaneously right after they have cooked a successful meal. To do this, the first thing Milda has to do is to implement an interface adjusted to devices such as smartphones and tablets. When uploading a recipe, this interface must include big buttons and pre-written texts for the recipe descriptions since it is more complicated to write texts on a smartphone than it is on a computer. Then, Milda should think about developing an application where the users are able to use the recipe search, create content and everything else one can do at Milda’s website. In the literature review it is clearly stated that one has to be available from many platforms and devices in order to satisfy the consumer. This is confirmed in both the interviews and the usability tests. Hence, Milda must have a layout for each big device on the market such as computers, smartphones, and tablets.

Another crucial thing mentioned in the interviews, the usability tests and the survey was that the consumers have to be able to identify with the company with which they are interacting.
Confidence in the brand is really important which makes it extremely important for the user to appreciate Milda in order for them to interact with the brand. What was also mentioned was that it does not feel natural to upload content to an official homepage. Hence Milda really has to work on making the consumers feel welcome to contribute with content. They might do this by advertising their user-generated recipes to a higher extent than they do today.

Other interesting data from the survey shows that people quite often “like” companies on Facebook. If one compare this with the information showing that the consumers need to have confidence in the company with which they are interacting, one can see that the consumers do not have any problem with confiding in companies. This is a good thing for Milda and supports the theory that people will be able to engage in Milda.se even though it has a branded approach.

From the interviews one can clearly see that people tend to go straight to a recipe site (and not through a search engine) only when they are looking for inspiration on what to cook or do not know for sure what to do for dinner. In that sense, one has to increase the inspirational content on Milda’s website to make it the favorite recipe site on the market. According to the usability tests, the users do not get any suggestions of meals or pictures of food just by entering Milda.se. They only get the opportunity to search for recipes in a search field. If the user is looking for inspiration and does not know what to cook, this function is not helping to get inspiration. Therefore Milda should develop their recipe site and have more suggestions at the front page. The findings from the survey also states that inspirational content is what makes people stay longer at a recipe site. This stresses the importance that Milda focuses on providing more inspirational content on their site.

The findings from the literature review states that the relationship between the company and the consumer has to be mutually beneficial in order to gain engaged consumers. In that sense, one cannot let the consumer do the main work in a co-creation process. When one compares this statement with Milda’s recipe site one can see that the user-generated version called “Vardagsrecept” is only managed by the users. The content in there does not come from Milda or Unilever. In order to achieve engagement and co-creation, it is of great importance that Milda merges their two parts of their site together, the user-generated part and the recipes provided by Milda. Only then will the consumers find that it is worth putting time and effort into the product. A lot of things points at the importance of integrating Milda’s two recipe databases in order to satisfy the consumers. By doing so, the consumers will be co-creating in the “real” product which will make them more satisfied. One will also extend the amount of recipes in the database as well as getting more updated and innovative content. Since all of the participants in the usability tests went to the tab called “Recept” when they were supposed to upload a recipe, it will be easier for the consumers to find where to upload recipes and find the user-generated ones if they are all under the tab called “Recept”. As mentioned in the digital media research above, the search function at Milda’s website is not optimal. It only shows recipes with titles containing the word with the exact spelling as the user searches for. It is also not possible to search among ingredients which make it really hard to find recipes with somewhat strange names. Improving the search function must be of high priority in order to make the site more user friendly. A well working search function is a crucial factor for a recipe site. In the usability tests, the site was also perceived as very slow and it took too long time for the page to load when searching for recipes. These problems can be fixed by implementing a search engine to the site which will index the recipes and search among them very fast. By implementing a search engine to the site one can also search from different databases which makes it possible to integrate the two current recipe databases (the user-generated recipes and the ones provided by Milda). Hence, one can use the current databases with the same content and just implement a search engine to increase the speed and to be able to search among multiple databases.
Since both the literature review and the interviews states that it is important for the users to be able to choose their level of involvement in order to engage, it is important for Milda to offer this opportunity. Contributing with recipes is one level of involvement and probably the one demanding most engagement from the consumer. Liking recipes is another level of involvement demanding less engagement. However, one has to be signed in to Milda’s website in order to like recipes. This demands a higher level of engagement than if the user would not have to sign in to interact. The same is applied on the commentary function where one has to be signed in to Facebook in order to be able to comment. Making it possible to interact without being signed in would demand extremely little engagement from the users’ side compared to what it does today. Since it is important for the consumers to be able to engage in different levels, it might be good for Milda to offer the opportunity to interact without having to be signed in.

From the literature, one can see that by providing the users with tools and by encouraging them to interact, the engagement and co-creation will increase. These tools can for example be things like the image-database mentioned above, videos showing how to upload content, adjusted layouts for all kinds of devices and a lot more. The literature review shows that consumer-to-consumer interactions are really important. The same thing is mentioned in the interviews. That makes it really important to provide the consumers with opportunities making them able to interact with each other. The content the consumers upload must be seen by many other users in order to give them the emotional gratification they want. One way to enlarge the audience is to distribute more user-generated recipes at Milda’s Facebook page which has thousands of followers. Another way is to increase the traffic to Milda’s website. However, the most important thing is to improve the site as much as possible before working with the traffic so the user experience will be as good as possible for as many users as possible.
6. Conclusions

This section consists of the main findings from the study. The main conclusions are presented by answering the research question and the sub-questions from the first chapter. The answers for sub-question one and two are combined into one answer since engagement and co-creation goes hand in hand even though they are not the same thing.

6.1 Answers to the sub-questions

“What drives engagement in digital media?” & “What drives co-creation in digital media?”

Engagement and co-creation goes hand in hand to a certain extent even though co-creation occurs in a higher degree of engagement. On the Internet, people tend to engage in humoristic things. They like to be entertained and amused. To gain engaged consumers one really have to focus on delivering a great user experience. Regardless what the content is on a specific site, people also appreciate visiting sites with a lot of other visitors since they do not want to be alone when browsing. The social aspect is very important in co-creation processes and hence it is important that a site has many users who can interact with each other. People also appreciate updated and new content while visiting a website.

Since people interact more when others interact, increased traffic to a site increases the engagement and the interaction rate among the consumers. By optimizing the site towards search engines, the traffic will most certainly increase. Hence, by working with SEO the engagement will increase.

When people creates content to a site they prefer doing it spontaneously. It must be as easy as possible to co-create if the consumers are going to do it. Engagement and co-creation activities are not planned beforehand. The consumers must also be able to choose their own level of involvement in order to be satisfied. Sometimes they want to be deeply engaged, and sometimes they want to be briefly engaged.

Furthermore, it must be possible for the user to engage from different platforms and devices in order to make it easier for them. The easier it is, the more people will engage and co-create with the brand.

“What drives engagement on a company’s official homepage?”

A company gains engaged consumers on short terms by offering economic benefits. However, the ones attracted to these kinds of benefits will most certainly not engage in the brand anymore if they stop gaining money from it. If a user is going to interact with a brand out of other reasons than economical, it is important that they are able to identify with the brand.

It is important for the consumers that the company is present in the co-creation activities. One cannot let the consumers do all the necessary work in a co-creation process. Response from the company on the consumer’s creations is highly desirable.
Engagement gives birth to new engagement which means that if someone is engaged in a site and uploads content to it, others are more willing to do it as well. The social aspect is extremely important for the users to engage in a site or a community. Consumers want the opportunity to interact with both the company and other consumers.

6.2 Answer to the research question

How should Milda act in order to increase the engagement and co-creation among their consumers at their website?

The first thing Milda should do is to adjust their site according to the following points. These are the main improvements Milda should focus on:

- Integrate the user-generated recipes with the recipes provided by Milda by implementing a search engine. This will also speed up the site.
- Make it possible to interact (like and comment on recipes) without being signed in to an account.
- Implement a news feed to the main page on the site with updated content. It should contain inspirational content and suggestions on what to cook.
- Improve the recipe search function by making it possible to search among ingredients.
- Adjust the layout of the site to different devices (e.g. smartphones and tablets).

Furthermore, Milda should try not to niche their site to a specific category of food. They should rather have a wide selection in order to attract a lot of consumers.

The second step is to increase the traffic. This is easiest done with search engine optimization. The following steps are things Milda can improve with their site in order to search engine optimize:

- Allow Google to index the different pages on the site.
- Make sure the keywords used are optimized for Milda.
- Match the content in titles and headers.
- Take away unnecessary symbols in titles, headers and Meta descriptions.
- Add descriptive texts to the pictures used in the site.
- Do not use pictures to show text.
7. Critics and limitations

The fact that the study has been conducted during a specific period makes it harder to generalize the result over time. The longer period such study is conducted the more sure one can be that the result stays fixed over time. Since it is a case study, the investigations mainly regard Milda as a brand. This limits the relevance of the thesis for other companies and brands that are not similar to Milda.

The negative side of conducting semi-structured interviews is that the questions differ from case to case. Then the interviewer also can affect the outcome of the interviews through the way the questions are asked. Since the interviewees were chosen based on snowball sampling, the participants were not random picked among Milda’s consumers. This lead to a less credible result.

The survey got 176 answers which can be seen as quite few to represent Milda’s target group. The people choosing to answer a survey like this may not be representative for the whole consumer group. However, it still gave a quantitative value and worked as a good complement to the other methods.

Another limitation is that the investigation was made in Swedish while the thesis was written in English. This might have led to interpretations from the author’s side and that information disappeared in the translation process.
8. Further research

By conducting this study on other brands/companies, one would gain better understanding and knowledge regarding how and if this research is adoptable to other organizations. Researching whether or not the result is the same over time would also be of great interest for further research to either strengthen or contradict this study.

This study is focused on how a company should act in order to increase the engagement among their consumers. The solutions are based on the company’s perspective and tell them what they can do in order to engage their consumers. Therefore it might be interesting to investigate consumer engagement from the consumers’ perspective. A big part of the engagement process is that the consumers must be able to identify themselves with the company. This could be another angle of a similar study and the research question could be; What makes people identify themselves with a brand?
References

This chapter contains the references used for the thesis divided into Articles, Internet sources and Books.

Articles:


**Internet sources:**


Google, 2012. Site not doing well in search. Available at: [http://support.google.com/webmasters/bin/answer.py?hl=en&answer=34444#2](http://support.google.com/webmasters/bin/answer.py?hl=en&answer=34444#2) Last reviewed: 2013-05-15


Mahoney, Sean, 2012. *Bipolar or Unipolar – That is the question.* Available at: [http://blog.vovici.com/blog/bid/107332/Bipolar-or-Unipolar-that-is-the-question](http://blog.vovici.com/blog/bid/107332/Bipolar-or-Unipolar-that-is-the-question) Last reviewed: 2013-05-14


SurveyMonkey, 2011. *Yes, there is a Right and Wrong way to number rating scales.* Available at: [http://blog.surveymonkey.com/blog/2011/01/13/how-to-number-rating-scales/](http://blog.surveymonkey.com/blog/2011/01/13/how-to-number-rating-scales/) Last reviewed: 2013-05-14


TweetReach Arla, 2013. *TweetReach report for @arlasverige.* Available at: [http://tweetreach.com/reach?q=%40arlasverige](http://tweetreach.com/reach?q=%40arlasverige) Last reviewed: 2013-05-14

TweetReach Tasteline, 2013. *TweetReach report for @TastelineCom.* Available at: [http://tweetreach.com/reach?q=%40TastelineCom](http://tweetreach.com/reach?q=%40TastelineCom) Last reviewed: 2013-05-14


**Books:**


Appendices

Appendix I – Template for the interviews

1. Ansver du dig själv vara aktiv på facebook?

   a. Hur kommer det sig att du valt att använda facebook/Linkedin/Twitter etc?

3. Hur använder du Facebook? Aktivt/passivt?

4. Bidrar du med innehåll? Bilder, kommentarer, uppdateringar?

5. Vad gör du förutom att bidra med innehåll? “Gillar”, kollar på andras innehåll/uppdateringar, läser nyhetsflöden?

6. Vad ska (enligt dig) en engagerad person göra på Facebook?

7. Vad får dig att engagera dig i saker och ting på Facebook? Vad får dig att bidra med innehåll? Vilka motivationsfaktorer har du?

8. Likear/följer du något företag på facebook? Varför/varför inte?

9. Vad är enligt dig underhållande i ett online community?

1. Är du bekant med Mildas hemsida?

2. Brukar du söka efter recept på webben?

3. Var brukar du leta efter recept? Varför väljer du just det stället?


5. Vad skulle få dig att göra det? Vad skulle vara en motivationsfaktor för dig att göra det?

6. Finns det någonting du saknar i matväg på Internet? Information/inspiration om någonting speciellt?

61
Appendix II – Template for the usability tests

Uppgifter till deltagaren:
1. Lägg upp ett eget recept på hemsidan.
3. Hitta ett användargenererat recept som du tycker om.
4. Surfa runt fritt på sidan (från både dator och Smartphone) och berätta högt om dina upplevelser.

Att anteckna under processen

Platser där personen hakar upp sig:

Platser där personen navigerar fel:

Platser där personen hittar rätt direkt:

Förstår användaren att man måste skapa en inloggning för att kunna lägga upp recept?
Hur reagerar användaren när hen får reda på att man måste skapa en inloggning?

Allmänna kommentarer på uppgifterna:

Frågor till användaren efter testet:
Hur tyckte du att det gick?
Förstod du direkt vart du skulle gå?
Var anser du att du hakade upp dig mest?

Om du inte visste att du kunde lägga in recept på hemsidan, hade du då lyckats hitta tjänsten?

Kommentarer från deltagaren:
# Appendix III – Questions and answers to the survey

<table>
<thead>
<tr>
<th>Körn</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kvinna</td>
<td>164</td>
<td>93%</td>
</tr>
<tr>
<td>Man</td>
<td>12</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>176</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ålder</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-20</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>70+</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>61-70</td>
<td>14</td>
<td>8%</td>
</tr>
<tr>
<td>51-60</td>
<td>26</td>
<td>15%</td>
</tr>
<tr>
<td>21-30</td>
<td>27</td>
<td>15%</td>
</tr>
<tr>
<td>41-50</td>
<td>44</td>
<td>25%</td>
</tr>
<tr>
<td>31-40</td>
<td>60</td>
<td>34%</td>
</tr>
<tr>
<td>Total</td>
<td>176</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vilket alternativ stämmer bäst in på dig?</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jag har besökt Mildas hemsida tidigare</td>
<td>146</td>
<td>83%</td>
</tr>
<tr>
<td>Jag har aldrig besökt Mildas hemsida</td>
<td>30</td>
<td>17%</td>
</tr>
<tr>
<td>Total</td>
<td>176</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brukar du söka efter recept på webben?</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ofta</td>
<td>88</td>
<td>50%</td>
</tr>
<tr>
<td>Ibland</td>
<td>84</td>
<td>48%</td>
</tr>
<tr>
<td>Aldrig</td>
<td>4</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>176</td>
<td>100%</td>
</tr>
<tr>
<td>Jag hittar oftast det recept jag letar efter på webben</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>1 = Stämmer inte alls</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jag följer noga de recept jag hittar på webben</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 = Stämmer inte alls</td>
<td>2</td>
<td>11</td>
<td>20</td>
<td>37</td>
<td>45</td>
<td>41</td>
<td>14</td>
<td>170</td>
<td>4.71</td>
</tr>
<tr>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jag saknar inspiration från webben till min matlagning.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 = Stämmer inte alls</td>
<td>44</td>
<td>51</td>
<td>31</td>
<td>19</td>
<td>10</td>
<td>11</td>
<td>4</td>
<td>170</td>
<td>2.70</td>
</tr>
<tr>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Vilken sida besöker du oftast när du letar efter recept på webben?

<table>
<thead>
<tr>
<th>Sida</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tasteline.se</td>
<td>16</td>
<td>9%</td>
</tr>
<tr>
<td>Arla.se</td>
<td>7</td>
<td>4%</td>
</tr>
<tr>
<td>Milda.se</td>
<td>13</td>
<td>8%</td>
</tr>
<tr>
<td>Recepten.se</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Recept.nu</td>
<td>38</td>
<td>22%</td>
</tr>
<tr>
<td>Hittarecept.se</td>
<td>13</td>
<td>8%</td>
</tr>
<tr>
<td>Alltommat.se</td>
<td>13</td>
<td>8%</td>
</tr>
<tr>
<td>Annan sida:</td>
<td>13</td>
<td>8%</td>
</tr>
<tr>
<td>Jag har ingen favoritsida</td>
<td>55</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>170</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Varför besöker du oftast den sidan?

<table>
<thead>
<tr>
<th>Svarsalternativ</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Det är den som oftast kommer upp vid en “Google-sökning”</td>
<td>40</td>
<td>35%</td>
</tr>
<tr>
<td>Den är estetiskt mest tilltalande</td>
<td>14</td>
<td>12%</td>
</tr>
<tr>
<td>Den har finast bilder på maträtterna</td>
<td>17</td>
<td>15%</td>
</tr>
<tr>
<td>Den har de bästa recepten</td>
<td>22</td>
<td>19%</td>
</tr>
<tr>
<td>Det är lättast att följa recepten där</td>
<td>21</td>
<td>18%</td>
</tr>
<tr>
<td>Det finns flest recept där</td>
<td>24</td>
<td>21%</td>
</tr>
<tr>
<td>Jag besöker sidan av ren vana</td>
<td>42</td>
<td>37%</td>
</tr>
<tr>
<td>Annan anledning</td>
<td>10</td>
<td>9%</td>
</tr>
<tr>
<td>De flesta av mina vänner använder den sidan</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Det är lättast att hitta recept där</td>
<td>32</td>
<td>28%</td>
</tr>
</tbody>
</table>

Annan anledning

<table>
<thead>
<tr>
<th>År Medlem där</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ofta ganska okomplicerade recept utan massa 'lullull'</td>
<td></td>
</tr>
<tr>
<td>Det är lätt att se vad andra tycker om recepten</td>
<td></td>
</tr>
<tr>
<td>Appen</td>
<td></td>
</tr>
<tr>
<td>Jag har som sagt ingen favoritsida utan hamnar lite här och var vilket beroende på vad jag söker</td>
<td></td>
</tr>
<tr>
<td>nyttiga recept</td>
<td></td>
</tr>
<tr>
<td>Kjent via tv</td>
<td></td>
</tr>
<tr>
<td>ser en del via facebook</td>
<td></td>
</tr>
<tr>
<td>Jag tycker flera av matbloggarna är mycket inspirerande</td>
<td></td>
</tr>
<tr>
<td>kända kockar</td>
<td></td>
</tr>
</tbody>
</table>
### Vad skulle få dig att spendera mer tid på en receptsida?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diskussionsforum om mat</td>
<td>29</td>
</tr>
<tr>
<td>Tävlingar</td>
<td>92</td>
</tr>
<tr>
<td>Receptsök</td>
<td>89</td>
</tr>
<tr>
<td>Möjlighet att bidra med egna recept</td>
<td>32</td>
</tr>
<tr>
<td>Reportage om mat</td>
<td>34</td>
</tr>
<tr>
<td>Möjlighet att skapa en veckomatsedel</td>
<td>57</td>
</tr>
<tr>
<td>Få inspiration till en veckomatsedel</td>
<td>83</td>
</tr>
<tr>
<td>Få ny inspiration till recept jag ofta lagar</td>
<td>73</td>
</tr>
<tr>
<td>Möjlighet att kombinera ihop rester till en ny maträtt</td>
<td>76</td>
</tr>
<tr>
<td>Bloggar om mat</td>
<td>19</td>
</tr>
<tr>
<td>Övrigt</td>
<td>9</td>
</tr>
</tbody>
</table>

### Övrigt

**Fina bilder**

en kaloriräknare

Gärna flera veckomatsedlar, gärna i funktion där man själv kanske kombinerar veckomatsedel utefter givna recept och då möjlighet att skriva ut inhandlingslista. Inhandlingslista till veckomatsedeln är liksom ganska 'optional' tycker jag. Saknar den möjligheten på de flesta sidor.

Att kunna skriva i vilka ingredienser man har och så slumpas en mängd recept fram.

**Fina bilder**


**hälsosam och nyttig/kalorifattig mat**

**Få näringsinnehåll**

**Låra mig laga mat**
<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ju fler som skulle se de recept jag la upp, ju mer motiverad skulle jag vara att lägga upp recept.</td>
<td>19</td>
<td>18</td>
<td>20</td>
<td>39</td>
<td>28</td>
<td>26</td>
<td>18</td>
<td>168</td>
<td>4.13</td>
</tr>
<tr>
<td>1 = Stämmer inte alls</td>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Respons från Milda som företag är viktigt för att jag skulle kunna tänka mig att lägga upp recept.</td>
<td>13</td>
<td>11</td>
<td>16</td>
<td>37</td>
<td>41</td>
<td>37</td>
<td>13</td>
<td>168</td>
<td>4.46</td>
</tr>
<tr>
<td>1 = Stämmer inte alls</td>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mitt förtroende för Milda som varumärke påverkar min vilja att lägga upp recept på deras hemsida.</td>
<td>13</td>
<td>7</td>
<td>8</td>
<td>37</td>
<td>38</td>
<td>38</td>
<td>27</td>
<td>168</td>
<td>4.80</td>
</tr>
<tr>
<td>1 = Stämmer inte alls</td>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Respons från andra användare är viktigt för att jag skulle kunna tänka mig att lägga upp recept.</td>
<td>12</td>
<td>12</td>
<td>21</td>
<td>35</td>
<td>37</td>
<td>37</td>
<td>14</td>
<td>168</td>
<td>4.43</td>
</tr>
<tr>
<td>1 = Stämmer inte alls</td>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tid är en kritisk faktor för om jag ska bidra med recept eller inte.</td>
<td>7</td>
<td>13</td>
<td>17</td>
<td>44</td>
<td>28</td>
<td>35</td>
<td>24</td>
<td>168</td>
<td>4.63</td>
</tr>
<tr>
<td>1 = Stämmer inte alls</td>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Jag tycker att det skulle vara lättare att bidra med bilder på min matlagning än att bidra med själva recepten.  

<table>
<thead>
<tr>
<th>1 = Stämmer inte alls</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33</td>
<td>29</td>
<td>12</td>
<td>40</td>
<td>19</td>
<td>22</td>
<td>13</td>
<td>168</td>
</tr>
</tbody>
</table>

Jag skulle vara intresserad av att diskutera matlagning med andra matintresserade på Mildas hemsida.  

<table>
<thead>
<tr>
<th>1 = Stämmer inte alls</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25</td>
<td>26</td>
<td>14</td>
<td>30</td>
<td>35</td>
<td>21</td>
<td>17</td>
<td>168</td>
</tr>
</tbody>
</table>

Jag "gillar" ofta bilder och uppdateringar på företags Facebooksidor.  

<table>
<thead>
<tr>
<th>1 = Stämmer inte alls</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7</td>
<td>13</td>
<td>9</td>
<td>31</td>
<td>39</td>
<td>30</td>
<td>37</td>
<td>166</td>
</tr>
</tbody>
</table>

Man kan besöka ett företags officiella hemsida i underhållningssyfte.  

<table>
<thead>
<tr>
<th>1 = Stämmer inte alls</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>4</td>
<td>10</td>
<td>34</td>
<td>33</td>
<td>46</td>
<td>36</td>
<td>166</td>
</tr>
</tbody>
</table>

Jag blir motiverad att lägga upp fler bilder ju fler som "gillat" de bilder som jag tidigare lagt upp i sociala medier.  

<table>
<thead>
<tr>
<th>1 = Stämmer inte alls</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17</td>
<td>16</td>
<td>13</td>
<td>47</td>
<td>24</td>
<td>28</td>
<td>21</td>
<td>166</td>
</tr>
</tbody>
</table>
### Jag tycker om att dela med mig av mitt liv och mina erfarenheter på sociala medier.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 = Stämmer inte alls</td>
<td>21</td>
<td>33</td>
<td>26</td>
<td>29</td>
<td>26</td>
<td>16</td>
<td>15</td>
<td>166</td>
<td>3.69</td>
</tr>
<tr>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Jag letar ofta på webben efter recept att laga i vardagen.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 = Stämmer inte alls</td>
<td>1</td>
<td>6</td>
<td>11</td>
<td>23</td>
<td>47</td>
<td>48</td>
<td>34</td>
<td>170</td>
<td>5.29</td>
</tr>
<tr>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Jag letar ofta efter lite festligare måltider på webben.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 = Stämmer inte alls</td>
<td>1</td>
<td>3</td>
<td>9</td>
<td>19</td>
<td>30</td>
<td>65</td>
<td>43</td>
<td>170</td>
<td>5.59</td>
</tr>
<tr>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Det är viktigt att det finns bilder tillhörande de recept man tittar på.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 = Stämmer inte alls</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>10</td>
<td>16</td>
<td>30</td>
<td>108</td>
<td>170</td>
<td>6.31</td>
</tr>
<tr>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Det är viktigt att på hemsidan kunna "spara" recept man hittar så att man lätt kan hitta dem igen.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 = Stämmer inte alls</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>10</td>
<td>19</td>
<td>40</td>
<td>94</td>
<td>168</td>
<td>6.21</td>
</tr>
<tr>
<td>7 = Stämmer mycket bra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

70
### Att ha chansen att vinna ett pris skulle få mig att lägga upp egna recept på Mildas hemsida.

<table>
<thead>
<tr>
<th>1 = Stämmer inte alls</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 11 3 24 24 54 47</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>168</td>
<td>5.39</td>
</tr>
</tbody>
</table>

### Jag uppskattar att läsa recept som andra användare har lagt upp.

<table>
<thead>
<tr>
<th>1 = Stämmer inte alls</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 10 22 37 50 46</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>168</td>
<td>5.54</td>
</tr>
</tbody>
</table>