From Content to Connection:

Creating Communication Strategies for Manufacturing Companies Using Social and Traditional Media to Increase Brand Awareness Among Potential Technical Talent

Bachelor Thesis

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Management summary

The aim of this study was to investigate communication strategies that can be employed by manufacturing companies using traditional and social media to increase brand awareness among potential technical talent. To indicate communication strategy preferences, social as well as traditional media usage, and preferences as well as consumption of content were examined among technical employees of an electronics manufacturing company, located in the Netherlands. The company wants to know how they can best address new technically educated employees. Furthermore, the influence of attitude towards media on media usage was investigated. A quantitative study was performed including a survey to get an insight into the media usage, attitude towards media, interests as well as preferences regarding topics, formats, and types of content among technical employees. The results showed that social media platforms are used by the majority of the respondents, while traditional forms of media are used by less than half of the participants. Popular social media platforms were YouTube, Facebook, and Instagram, while online versions of national and local newspapers were the most popular among the respondents regarding traditional media. Furthermore, video content of less than 10 minutes was preferred by the majority of the respondents for both media platforms as well as informative and entertaining content. Sports, news, technology, traveling, and food were popular topics of interest. Additionally, attitude towards media was found to significantly influence media usage. Overall, based on the results of this study, communication strategies can be created that align with the media usage, preferences, and consumption of content of the target audience, which are expected to be successful with regard to improving brand awareness. Although, since this study only included technical employees of a company located in the Netherlands, the generalizability of the results is limited due to the specific sample.

Keywords: Communication strategies, brand awareness, social media, traditional media, manufacturing companies, media usage, content consumption, content preferences

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1. Introduction

In the dynamic scene of the manufacturing industry, there is a great need for technically educated staff. Companies strive to attract and retain skilled professionals with the required and relevant knowledge of technology. However, this can be a challenging activity because of the high demand for technically educated employees. In 2022, almost 85.000 vacancies had to be filled for technical employees in the Netherlands (UWV, 2023). Although organizations are already struggling to fill more than half of the vacancies, over 60% of the employers expect that finding suited staff will only get harder in the upcoming years (UWV, 2022). Therefore, manufacturing companies should find a way to effectively reach the people they are looking for. Hence, every company needs a successful communication strategy to spread information about the organization in order to gain people's attention (Kamadi et al., 2022; Mohansyah & Parani, 2018). Additionally, a successful communication strategy is necessary in order to improve brand awareness (Rizky & Majid, 2023). Overall, the need for an effective communication strategy is found to be of great importance for manufacturing firms to increase brand awareness among a particular audience.

Previous research has shown that communication strategies can contribute to increasing familiarity of a company and its products using different media platforms. Effective communication strategies can help demonstrating the competitive advantage and enhance brand awareness of a company (Kamadi et al., 2022; Mudjiyanto, 2018). Furthermore, there is a widespread understanding among companies that strong brand awareness leads to a competitive edge in the market and improves the company's reputation and credibility (Latif et al, 2014). Regarding media, switching from a traditional to a digital media marketing strategy is found to be useful for an airline in Africa, resulting in increased promotion and enhanced brand awareness (Ndanyngu, 2020, as cited in Kamadi et al., 2022). Additionally, the usage of online platforms in marketing strategies is found to be efficient regarding reaching consumers and spreading brand awareness of a startup company's product in the husbandry sector (Sya'idah et al., 2015). So, current knowledge highlights the importance of successful communication strategies in enhancing brand awareness and various media platforms that can be used.

Although previous studies have addressed the importance of communication strategies in relation to brand awareness, manufacturing companies in the Netherlands still struggle to

reach and attract the appropriate staff. Therefore, new insights are desired regarding communication strategies and media platforms that can be used by manufacturing firms to approach technical employees. Hence, a more specific investigation of the media usage and content consumption of technical employees in the Netherlands is desired. Based on these insights, communication strategies could be created that align with the preferences and consumption behavior of technical employees in the Netherlands which are expected to contribute to spreading brand awareness.

The focus of this study will be on the different communication strategies using both social and traditional media platforms that manufacturing firms can employ with the aim to improve brand awareness among potential technical employees. Both social and traditional media will be investigated to discover whether there are differences regarding a person's usage, interests, preferences, and content consumption on different types of media. In addition, a person's attitude towards traditional and social media will be taken into account. An electronics manufacturing firm, located in the east of the Netherlands, wants to know how they can best address new technically educated employees. Therefore, this exploratory study aims to provide the company with new relevant insights into the media usage and content consumption of the target group in order to increase brand awareness among possible technical talent.

The main research question of this paper is: *"What communication strategies can manufacturing companies employ using traditional and social media to increase brand awareness among potential technical talent?"*

In order to answer the research question, the following sub-questions have been created:
- *What social media platforms are currently popular among the target audience?*
- *What specific content regarding topics and formats should manufacturing companies consider in their communication strategy using social media to align with the preferences and consumption behavior of the target audience?*
- *What traditional media platforms are currently popular among the target audience?*

- *What specific content regarding topics and formats should manufacturing companies consider in their communication strategy using traditional media to align with the preferences and consumption behavior of the target audience?*
- *What is the influence of attitude towards media on media usage?*

To answer the research questions, a theoretical framework will be developed to analyze existing literature about the main constructs of the study. Next to that, media usage as well as content consumption, preferences and interests regarding content, and the influence of attitude towards media on usage will be investigated. The data will be collected using a survey and conclusions will be drawn based on the results. Lastly, limitations and recommendations grounded on the results of the study will be discussed.

2. Theoretical framework

In this section, the concepts of communication strategies, brand awareness, social media, traditional media, and attitude towards media will be addressed. Moreover, a conceptual model will be introduced containing the relations between the discussed variables.

2.1 Communication strategies

Effective communication strategies are essential for organizations to spread different types of messages and connect with particular audiences. Communication can be described as the practice of conveying messages by a communicator to other persons who receive the message to inform or influence viewpoints, attitudes, or actions (Amin & Priansah, 2019). The delivery of messages can take place directly through verbal means or indirectly using media channels (Amin & Priansah, 2019). Additionally, a mutual relationship between the transmission of messages and the receiver is required (Hasbullah et al., 2018, as cited in Amin & Priansah, 2019). Using communication tools is found to be successful regarding the practice of increasing brand awareness (Liando & Setyawati, 2014). The foundation of effective communication is the exchange of comprehension between actors, namely the communicator who sends out the message, and the target audience who receives the message (Utomo et al., 2023). Therefore, the target audience is the main focus in formulating a communication strategy (Ekowati & Sierita, 2022; Utomo et al., 2023). This is due to the fact that the media platform and content format of the message are determined by the target audience (Utomo et al., 2023). In order to successfully convey the content of the message, the delivery has to align with the target audience's perception (Sutrisno et al., 2022; Utomo et al., 2023). Next to that, the content of the message has to be structured and adjusted to the target audience's perspective to make sure that the message is perceived by the audience as intended by the communicator (Abdurrahim et al., 2023; Utomo et al., 2023). In addition, it is important to prevent conflict situations that are caused by inefficient communication, which can result in misinterpretations, inaccurate approaches, and reciprocal feelings of frustration (Etgar, 1979, as cited in Mohr & Nevin, 1990). According to Mohr and Nevin (1990), the combination of several communication facets can be defined as a communication strategy. The communication facets consist of frequency, direction, modality, and content (Harvey & Griffith,

2002; Mohr & Nevin, 1990). Frequency relates to the communication quantity and the duration of contact between individuals (Farace et al., 1977, as cited in Mohr & Nevin, 1990; Harvey & Griffith, 2002). Regarding direction, communication can either be unidirectional or bidirectional (Miller, 1999, as cited in Harvey & Griffith, 2002; Mohr & Nevin, 1990). Modality refers to the means of conveying information and the extent to which a medium can be personalized, which is also known as media richness (Draft & Lengel, 1986; Draft et al., 1987; Lengel & Draft, 1988, as cited in Harvey & Griffith, 2002; Mohr & Nevin, 1990). Lastly, content concerns the message that is spread and the type of strategy used within the communication (Harvey & Griffith, 2002; Mohr & Nevin, 1990). On the whole, a communication strategy needs to include several elements and has to be focused on and aligned with the perception of the target audience regarding the delivery of a message.

2.2 Brand awareness

Communication strategies can be helpful in spreading a company's brand awareness. The understanding and interpretation of communication can impact a person's attitude and opinion of a brand in a positive way (Bruhn et al., 2012; Schivinski & Dabrowski, 2015). A brand can be described as ''a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors'' (Kotler, 1991, as cited in Keller, 1993, p. 2). Brand identities refer to the separate brand elements which are collectively known as the brand (Keller, 1993). With regard to a brand's attention and recognition, brand awareness refers to the capability of possible consumers to recognize or remember a brand which provides support to consumers to successfully connect products with brands (Aaker, 1991, as cited in Cheung et al., 2019). Next to that, Parida and Prasanna (2021) identify brand awareness as ''a potential buyer's ability to identify or remember that a brand belongs to a specific product group'' (p. 3). According to Langaro et al. (2015), brand awareness is found to reflect the extent to which a brand is present in the mind of the consumer. On the whole, brand awareness can be identified as the potential consumer's capability to identify or recall a brand in order to connect it with its products. In order to create awareness, several remarkable brand elements, for instance the logo, name, or slogan, have to be displayed multiple times to the consumer (Langaro et al.,

2015). These activities appear to add to embedding brand associations in the mind of a consumer, enhancing the connections between brands and the product category, as well as use and consumption scenarios (Aaker, 1991, as cited in Langaro et al., 2015). Next to that, these exposures are found to improve one's feeling of familiarity with a brand (Hoyer & Brown, 1990; Keller, 2003; Langaro et al., 2015). There are four stages of brand awareness (Wahid & Puspita, 2017, as cited in Kamadi et al., 2022). First, total unawareness of a brand refers to the situation where potential customers are insecure whether they are already familiar with a particular brand (Wahid & Puspita, 2017, as cited in Kamadi et al., 2022). Next, two important aspects of creating brand awareness are brand recognition and brand recall (Keller, 1993; Wahid & Puspita, 2017, as cited in Kamadi et al., 2022). The first factor, brand recognition, is related to the capability of consumers to verify past disclosure to a particular brand when a hint to the brand is provided. A requirement for brand recognition is that consumers successfully distinguish the brand as being previously observed or witnessed (Keller, 1993). Next, brand recall is about the capability of consumers to get back to the brand based on a particular product category as well as the fulfilled wishes of that category, or an alternative type of hint. In short, brand recall involves the act of consumers accurately constructing a brand based on memories (Keller, 1993). Lastly, top of mind is the level where the brand comes to a consumer's mind first when thinking of a specific product group (Wahid & Puspita, 2017, as cited in Kamadi et al., 2022). Overall, brand awareness is found to relate to the presence of a brand in a potential consumer's mind and it can be improved in many ways. Both social and traditional media can be used to enhance one's familiarity of a brand.

2.3 Social media

The popularity of social media platforms has increased and several types of content are available nowadays. Content on social media is accessible to a broad audience, up-to-date, and available in a digital format (Lai & To, 2015). Lai and Turban (2008) identify social media as ''online platforms and tools that people use to share opinions and experiences including photos, videos, music, insights, and perceptions with each other'' (p. 389). Next to that, individuals are in charge of the social media usage (Lai & Turban, 2008). Also, social media is accessible and often free to use (Lai & Turban, 2008). Social media platforms facilitate the

creation and spread of content generated by users (Lai & To, 2015). Several types of content can be uploaded on social media, such as ''photos, videos, music, images, and texts to share ideas, feelings, opinions, and experiences with other members'' (Lai & To, 2015, p. 139; Lai & Turban, 2008; Turban et al., 2015, as cited in Lai & To, 2015). The uses and gratifications theory can be used to understand the way individuals use media and what reasons there are for usage in order to fulfill particular demands (Dolan et al., 2019; Katz & Foulkes, 1962). The theory aims to investigate what factors play a role in the decision-making progress of individuals to select media to meet their needs, which enable them to accomplish gratifications such as increased knowledge, enjoyment and leisure, social engagement, and rewards or compensation (Dolan et al., 2019; Ko et al., 2005). Based on the theoretical foundations of the uses and gratifications theory, the study of Dolan et al. (2019) aims to create a division of social media content into four categories, namely informational (De Vries et al., 2012; Cvijikj & Michahelles, 2013) and remunerative (Cvijikj & Michahelles, 2013), belonging to rational appeal, and entertaining (De Vries et al., 2012; Taylor et al., 2011) and relational (Muntinga et al., 2011; Lee et al., 2013, as cited in Dolan et al., 2019), related to emotional appeal. Informational content refers to the degree to which users are being provided with useful information based on social media content (Dolan et al., 2019). Next, content that could supply financial rewards or encouragement can be identified as remunerative content (Dolan et al., 2019). Furthermore, entertaining content measures the degree to which content is enjoyable and amusing to consumers (Dolan et al., 2019). Lastly, relational content is about the degree to which social media content fulfills an individual's demand for assimilation, interpersonal engagement, and the wish for social advantages (Dolan et al., 2019). Overall, a variety of content can be found on social media platforms.

The rise of social media has introduced new channels to share information and connect with people around the world. Social media platforms have expanded the last decennium and have become a major driver for achieving, creating, and sharing different kinds of information and content across various disciplines, both for private as well as business purposes (Beier & Wagner, 2016; Stieglitz et al., 2018). Social media is found to have a significant impact on the lives of individuals (Vannucci et al., 2019). In 2019, 88% of the Dutch individuals aged 12 years and older are found to use social media on a daily basis and more than 90% of the persons aged 12 to 65 use social media (Statistics Netherlands, 2020). Next to that, this group is

increasing annually and people are considered to use one or more social media platforms (Statistics Netherlands, 2020). The majority using social media is youth, but recently elder people have increased their social media usage as well (Statistics Netherlands, 2020). With regard to most used platforms, in 2023, WhatsApp is being used by 85% of the Dutch population aged 16 to 64 (Statista, 2024b). Facebook is ranked second with nearly 70%, followed by Instagram with 63% (Statista, 2024b). Next, TikTok is used by 38% of the people, succeeded by LinkedIn (36%), Pinterest (33%), and Snapchat (31%) (Statista, 2024b). Lastly, X (29%) is found to be the least popular platform among the Dutch population (Statista, 2024b). With regard to YouTube, approximately 9.9 million Dutch persons aged 15 years and older are found to use the platform in 2023 (Statista, 2023a). Overall, a variety of social media platforms are used by Dutch population.

On social media, the receiver can interact with the content because of the two-way communication. According to Dolan et al. (2019), engagement behavior includes the consumption of content, as well as liking, sharing, and placing comments. The internet is taking on the role of 'mass medium', which means that it experiences the effect of classic mass media and is used as a channel to spread and bring information and entertainment (Fortunati, 2005). Because of the Internet, it is possible to spread audio visual content to a particular user or a greater public (Amiel & Sargent, 2004; Ayyad, 2011). Next to that, media on the Internet is found to be more accessible compared to traditional media because of the strict and limited schedule (Ayyad, 2011). According to Yoon and Kim (2001), internet-based platforms are different from traditional media with regard to the following most noticeable aspects: (1) the ability to deliver information without time or space constraints, (2) a variety of sources and endless availability of information, and (3) the capacity to focus on particular groups or persons. Additionally, interactivity is found to be one of the main characteristics of internet-based media platforms, enabling users to choose a particular type of content and reply to it (Yoon & Kim, 2001). So, multiple differences can be noted between the characteristics of social and traditional media.

2.4 Traditional media

Regardless the growth of social media platforms, traditional media remain present in the information landscape. Traditional media contains various forms of visual, audio, and printed means of communication, such as television, radio, newspapers, and magazines (Çizmeci & Ercan, 2015). Television is found to be an impactful medium with regard to advertising because of its ability to spread information among a broad audience (Kotler & Keller, 2006, as cited in Phanthong & Settanaranon, 2011). Since the debut of commercial broadcast channels at the end of the 1980s, the Dutch television market has increased significantly (Wonneberger et al., 2013). Starting with two channels in the late 1980s, over 50 commercial and public broadcast channels were digitally accessible in 2010 (Wonneberger et al., 2013). Next to that, there are multiple national public as well as commercial television channels in the Netherlands. Additionally, every province has at least one regional channel (Van Eijk & Van der Sloot, 2011). Public channels focus on news and ongoing events, while commercial channels concentrate on entertaining programs (Curran et al., 2009; Wonneberger et al., 2013), such as programs about music, sports events, reality shows or soaps (Kraaykamp et al., 2007). On radio, solely auditive content is being broadcasted, such as news programs or music (Verhoef et al., 2000). Both national and regional radio stations exist, with each province having its own radio station (Hollander, 1994, as cited in Hollander et al., 1995; Hollander et al., 1995). Regarding newspapers, the content is about topics such as news, lifestyle, celebrities, fashion, and hobbies and travel adventures. Additionally, visual elements such as photographs or graphs are being used to tell a story (Franklin, 2008). On the whole, various content types can be found on traditional media.

Despite the rise of digital platforms, the use of traditional media continues to be widespread. With regard to television, a Dutch person watched television on average 138 minutes a day in 2022 (Stichting Kijkonderzoek, 2023). More specifically, 20- to 34-year-old Dutch people watch 109 minutes of television on a daily basis in 2022 (Statista, 2024d). The people aged 35 to 49 are found to watch television for 175 minutes every day (Statista, 2024d). Lastly, people aged 50 to 64 spend 242 minutes per day watching television (Statista, 2024d). Overall, watching television (70%) is ranked third regarding most used media service among people aged 18 to 64 in the Netherlands (Statista, 2024c). Digital video content, such as downloading or streaming, as well as digital music content are placed first (81%) respectively

second (75%), followed by radio (64%) and podcasts (33%) (Statista, 2024c). On the whole, digital forms of video and music content are found to be the most popular among the Dutch population. Regarding printed media, according to Statista (2024a), books (35%) appear to be the most popular among the 18- to 64-year-old Dutch population, followed by magazines (28%), daily newspapers (18%), and weekly newspapers (15%). However, the majority of the respondents (41%) indicated to not have used any of these printed media in 2023 (Statista, 2024a). So, the majority of the Dutch population did not use any type of printed media in 2023, and books are found to be the most popular type of printed media. Overall, the popularity of traditional media is found to be spread among the Dutch population.

The evolving media landscape has an impact on the way people select and engage with diverse communication tools. The media substitution theory indicates that individuals need to restructure time assigned to various activities and create new habits and behavior trends when a modern technology, such as the internet, is announced, since persons have a limited time period that can be spend on traditional media (Kaye & Johnson, 2003; Vitalari et al., 1985). Additionally, previous studies show that it is likely that individuals will spend less time on traditional media when a newly introduced technology is perceived more advantageous compared to a traditional medium, although both media communication means fulfill an identical function (Dimmick et al., 2000; Kang & Atkin, 1999; Lin, 2001; Lin 2001b, as cited in Kaye & Johnson, 2003). Next to that, new media platforms are expected to replace traditional forms of media with a comparable role when individuals consider the new media as more useful, less expensive, and an admirable source of content (Lin, 2001; Kaye & Johnson, 2003). However, time devoted to media that has a different function than a modern technology is unlikely to decrease (Kaye & Johnson, 2003). In addition, the new communication tool could support or add value to the current technology (Lin, 2001; Lin, 2001b, as cited in Kaye & Johnson, 2003). Overall, the media substitution theory suggests that individuals evaluate, order, and choose media platforms that most effectively fulfills their demands (Jeffres, 1978, as cited in Kaye & Johnson, 2003). So, individuals select media platforms that are perceived to be most suitable in efficiently meeting one's desires.

Traditional media have adapted to the digital environment, aiming to stay up to date with recent developments as well as the changing nature of modern society. Nowadays, the majority of the Dutch local as well as national newspapers, television channels and programs,

radio, and an increasing number of magazines have an online version (Deuze & Yeshua, 2001). Newspapers have adapted to the digital environment by creating online versions to reach youth and adults refusing to buy printed variants (Fortunati, 2005). In addition, television has created a new look to match the internet, aiming to attract people who used television before, but now prefer the internet (Fortunati, 2005). Next to that, media types such as magazines and radio stations have also started to use online platforms to spread content and reach the preferred audience (Van Selm & Peeters, 2007). On the whole, traditional media platforms have switched to online platforms as well to reach and attract a broad audience in an accessible way. A growing number of persons are gathering information through online platforms instead of relying on television or newspapers (Fox, 2008, as cited in Granka, 2010). A noticeable difference regarding the media platforms relates to the amount of choice of an individual and the control over the viewed content on media (Granka, 2010). Internet based platforms display a pull instead of a push paradigm, which indicates that persons have to search for specific sources and content that they wish to read or watch (Granka, 2010). Next to that, the interactive nature of digital platforms stimulates users to engage with content and look for particular stories and information, enabling the possibility to encourage individuals to actively view news content (Granka, 2010). Additionally, online platforms prevent the act of editors viewing and selecting content that is combined in a news broadcast which is presented to individuals (Shoemaker, 1991, as cited in Granka, 2010). Overall, the online traditional media platforms show several similarities with the characteristics of social media.

2.5 Attitude towards media

An individual's attitude towards media could influence one's consumption and usage. An attitude encompasses a person's thoughts, feelings, and actions towards a particular aspect of the surroundings (Evans et al., 2009, as cited in Phanthong & Settanaranon, 2011). Next to that, an attitude is found to be "a complex mental concept of motivational, emotional, perceptual and cognitive processes to evaluate an object of thought and response in certain ways'' (Hawkins & Mothersbaugh, 2010, as cited in Phanthong & Settanaranon, 2011, p. 12). On the whole, attitudes are found to seriously impact a person's way of living and consist of three components, namely a cognitive, an affective, and a behavioral element (Phanthong & Settanaranon, 2011). To start with, a cognitive element includes a person's viewpoint and

understanding of a specific item or condition which is described when individuals are getting familiar with the item that they potentially find interesting in an understandable term (Phanthong & Settanaranon, 2011). The cognitive element is obtained through the mix of direct familiarity and understanding of relevant information as well as the attitude object based on multiple sources resulting in particular actions (Schiffman & Kanuk, 2000, as cited in Phanthong & Settanaranon, 2011). Next to that, the affective element can be defined as a set of a person's emotional or expressional actions with regard to an object that can be positively or negatively assessed based on the consumer's demand (Wells & Prensky, 1996, as cited in Phanthong & Settanaranon, 2011). Lastly, the behavioral element addresses a person's intention to react in a particular way towards an object based on one's expertise and thoughts about the item (Hawkins & Mothersbaugh, 2010, as cited in Phanthong & Settanaranon, 2011). Additionally, the functional attitude theory of Katz (1960; Yoon & Kim, 2001) assumes that attitude provides four functions, namely utilitarian, ego-defensive, value-expressive, and knowledge. The utilitarian function refers to the aim of humans to gain the most benefits while minimizing the punishments. Secondly, defending a person from recognizing one's true self or the rough reality of the word outside is related to the ego-defensive function. Thirdly, the value-expressive function allows individuals to find contentment in conveying attitudes that align with their personal beliefs and principles. Lastly, the knowledge function refers to a person's demand to structure the world and life in a certain way as well as the search for definition, understanding, and better managing one's personal values to bring lucidity and stability (Katz, 1960). Next to that, several studies showed that an entertainment aspect (Alpar, 1999; Arli, 2017; Taylor et al., 2011), perceived usefulness as well as entertainment positively affects one's standpoint regarding a website or advertisement, while irritation is found to impact one's attitude in a negative way (Aaker & Stayman, 1990, as cited in Arli, 2017; Chen et al., 2002; Ducoffe, 1995; Hausman & Siekpe, 2009). Overall, an attitude consists of several components that indicate a person's assessment of an object and serves several functions. Therefore, an individual's beliefs about media could influence one's media usage.

To sum up, the aim of this study is to understand how manufacturing companies can employ effective communication strategies to spread brand awareness among potential technical staff. Regarding communication strategies, aligning the content and way of

conveying messages with the perception of the target audience is found to be of great importance as well as presenting the content in a clear and structured way so that misinterpretations are avoided. The content can be delivered through various media platforms where several types of content are offered. Multiple forms of social as well as traditional media are used by the Dutch population nowadays. Next to that, an individual's attitude towards media could influence one's actions regarding usage. Moreover, effective communication strategies could lead to improved brand awareness.

Figure 1 contains a conceptual model that includes a visualization of the relationship between the variables. The target group's preferences regarding content consumption and usage of both social and traditional media will be investigated to discover the impact on favored communication strategies. Additionally, attitude towards media is expected to influence the strength of social and traditional media platform preferences as well as content consumption in relation to preferred communication strategies. Based on these aspects, relevant insights are predicted to be obtained regarding the way a communication strategy can be employed to successfully reach the target audience, which is expected to result in increased brand awareness.

Figure 1

A conceptual model of the relationship between the target group's social and traditional media platform preferences as well as content consumption, communication strategy preferences and increased brand awareness.
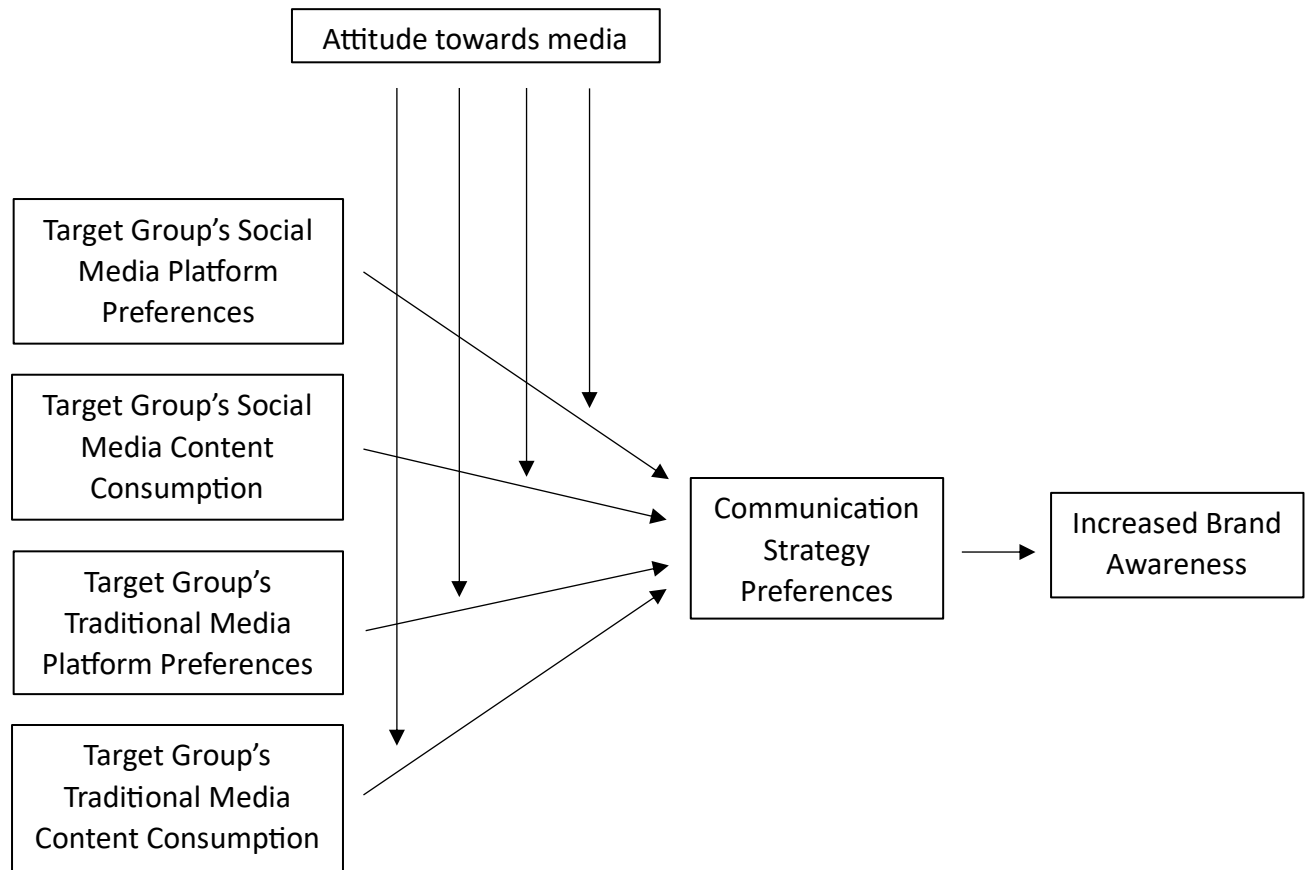
3. Method

3.1 Research design

In order to answer the research question, a quantitative study was performed. A quantitative approach was used since this method can be employed to gather an understanding of the behavior, attitude, and interests of the target audience as well as investigate relations between variables (Bowling, 2005). A survey has been conducted in order to gain insight into the media usage, content consumption, preferences and interests regarding content, and attitude towards media among technical staff from an electronics manufacturing company in the Netherlands. More specifically, for both social and traditional media, questions were asked regarding the usage of particular platforms, how much time is spent on those media platforms, what type of content and format is favored, and what topics suit the interests of the current technical employees. Next to that, several scale items were included to measure one's attitude regarding social as well as traditional media. Additionally, the survey contained demographic questions related to age, gender, nationality, education, department, function, and the way a person got familiar with the company. The survey was available in English and Dutch and conducted on paper and via the survey platform Qualtrics (https://www.qualtrics.com). The data was collected from 13/05/2024 to 24/05/2024.

3.2 Selection of participants

The sample of the study consisted of technical employees from an electronics manufacturing company in the Netherlands. This was also the only condition to participate in the study. In total, 172 participants filled in the survey. However, several responses were not finished. Therefore, only responses that were completed were used for the data analysis, resulting in a number of 134 respondents, aged between 19 and 64 (M = 37.5, SD = 11.8). The participants have been divided into two age groups, namely 19 to 40 and 41 to 64, inspired on differences in social media usage that have been demonstrated in previous research (Statista, 2023b). Both males (104) and females (30) filled in the survey. The majority of the respondents had a Dutch nationality (104). Moreover, most of the participants have completed middle-level applied education (mbo). An overview of the demographics can be found in Table 1.

Table 1

Overview of Age Group, Gender, Nationality, and Education of Study Participants per Subgroup

Baseline characteristic	Frequency	Percent	Valid Percent
Age Group			
19-40	84	62.7	65.1
41-64	45	33.6	34.9
Missing	5	3.7	
Gender			
Male	104	77.6	
Female	30	22.4	
Nationality			
Dutch	104	77.6	
Double	11	8.2	
Other	19	14.2	
Education			
None	1	0.7	0.8
Primary school degree	2	1.5	1.5
Secondary school degree	13	9.7	9.8
Some college but no degree	18	13.4	13.5
Middle-level Applied Education (mbo)	72	53.7	54.1
University of Applied Sciences (hbo)	20	14.9	15.0
Research University (wo)	7	5.2	5.3
Missing	1	0.7	

Note. N = 134. Participants were on average 37.5 years old (*SD* = 11.8).

3.3 Measures

To measure the different variables, a survey was created consisting of several sections which mainly included multiple-choice questions. Next to that, in order to investigate a

person's media usage and attitude towards social and traditional media, several scale items were included. The survey can be found in Appendix A.

First, several demographic questions were included to get to know more about the age, gender, nationality, education level, department and function the participants are currently working in. Additionally, a question about the way the participants got familiar with the company was included to get an insight into how the current employees became aware of the company.

The second block of questions was related to social media. Social media usage was addressed by including questions about which platforms the participants use, how many hours they spend on social media on a working day and weekend day, and what suits their interests regarding content on social media. Questions regarding these topics were included to discover the content that is consumed by the target audience, what the content is about, and what platform is used for content consumption. Next to that, preferences with regard to favored content type and format were indicated to get an insight into the type of content that is consumed by the technical employees. After that, statements regarding media usage and attitude towards social media were included. The scales consisted of a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The scales were based on items that were used in the study of Ellison et al. (2007) and Jenkins-Guarnieri et al. (2013). Additionally, based on results of the study of Preece et al. (2004), items related to one's knowledge and usage of media platforms were included. The items were divided into two scales to distinguish between social media usage and a person's general opinion towards social media. In total, the two scales contained nine items. Examples of the items were '*Using social media is part of my everyday routine*', '*Social media is of no value to me*', and '*Social media distribute valuable information in general*'.

Thirdly, questions regarding traditional media were included. Similar questions regarding platform usage, time spent, interests, content type, and format were used for traditional media to discover the preferences and usage of this type of media among the target audience. In addition, questions regarding the different types of traditional media were added. For magazines and newspapers, a distinction was made between the printed and website version of the paper. Furthermore, questions indicated which newspapers or type of magazine are used by the target group. Also, local traditional media were included. The focus was on

platforms that could be used for local and online advertising as well to spread awareness, with the potential to address persons based on a particular location (Bauer & Strauss, 2016). Therefore, national television and national radio were left out, since the company is only located in the east of the Netherlands and therefore these media were not considered relevant. Next to that, traditional media attitude and usage was indicated using several statements. Regarding the scale that was used for social media, it was possible to use the same or similar statements for most of the items with regard to traditional media. Examples of the items were *'I would be disappointed if I could not use traditional media at all'*, *'I like to use traditional media'*, and *'Traditional media is indispensable (vital) in modern society'*. However, the item '*I know how to use social media*' was changed to '*Traditional media is not from this age anymore*' to suit the topic of traditional media.

Lastly, statements about one's likeliness to remember a brand advertisement shown on several media platforms were included. The scale consisted of a 5-point Likert scale ranging from 1 (very unlikely) to 5 (very likely) and measured likeliness to remember a brand advertisement shown on different platforms. This scale was created by the researcher inspired by the different types of social and traditional media that were addressed in the survey to discover what media platform would be the most successful place to advertise for one's company. The scale included the general question 'Please indicate how likely it is that you will remember a brand advertisement shown on …' and contained items such as 'On a social media platform' and 'In a local newspaper'.

3.4 Procedure and ethics

Before conducting the survey and recruiting the participants, ethical approval from the BMS Ethics Committee of the University of Twente was obtained. Technical employees working at an electronics manufacturing company were invited to participate. Participation was voluntary and anonymous. Next to that, an informed consent was presented with information and the aim of the study at the start of the survey. When participants wanted to take part in the study, they could continue to the survey. A flyer was spread in the canteen to advertise for the study. Next to that, participants were invited to conduct the survey during team meetings.

Regarding ethical considerations, there were no risks associated with this research. However, since this study included an online survey, the risk of a breach is always possible. To minimize any risks, the data was anonymized, treated confidentially, and stored in a secured database, only accessible to the researcher and supervisors.

3.5 Data analysis

The data analysis was performed after several actions had been taken. The analysis of the survey was conducted after sufficient responses had been collected. The data was analyzed using the statistical software R (Version 2024.04.1+748). First, the data was inspected and cleaned up. Overall, 134 participants completed the survey. However, several responses included questions that were not answered. Therefore, the data was grouped into several categories to facilitate further analysis and ensure that only valid and completed answers were included for every category. Furthermore, after grouping the data into several categories, descriptive analyses were performed for various sections. Based on the descriptive analyses, multiple graphs and frequency tables were created to present the results of the study. Next to that, in order to analyze the scale items, multiple reversed scale items were recoded. Additionally, a factor analysis was performed with various scale items to simplify the data and discover potentially underlying patterns. In addition, correlation tests were run to check whether there was a relation between variables. To test the reliability of the scale, a Cronbach's alpha test was conducted, resulting a Cronbach's alpha of .60, which represents a questionable reliability level. Next to that, several nonparametric tests were conducted by running multiple chi-square tests to test potential relationships between two variables. Additionally, a Bonferroni correction was applied to the outcome of the chi-squared tests to reduce the risk of type I error. To indicate significant relationships between variables, a p-value of .05 was used.

4. Results

In this section, the main findings based on the results of the survey will be discussed. First, the popular social and traditional media platforms among the technical employees working at the company will be discussed to indicate platform preferences. After that, popular topics on both social and traditional media among the target audience will be addressed. Next, media formats that are preferred by the technical employees on social and traditional media will be mentioned. Afterwards, preferred content types by the target audience will be discussed. The findings regarding topics, content type, and format will be used to indicate the target group's content preferences for social and traditional media. Lastly, possible relationships between variables regarding attitude towards media and media usage will be addressed for both social and traditional media platforms.

4.1 Social media platform usage

To visualize the results regarding social media platforms usage, a graph was created. With regard to social media, Figure 2 shows that more than 80% of the respondents indicated to use WhatsApp. YouTube is found to be the second popular platform, followed by Facebook. However, participants aged 19 to 40 prefer Instagram over Facebook. Other social media platforms are used by less than 40% of the respondents. Additionally, less than 10% of the participants does not use social media at all.

Figure 2

Social Media Platform Usage by Age Group
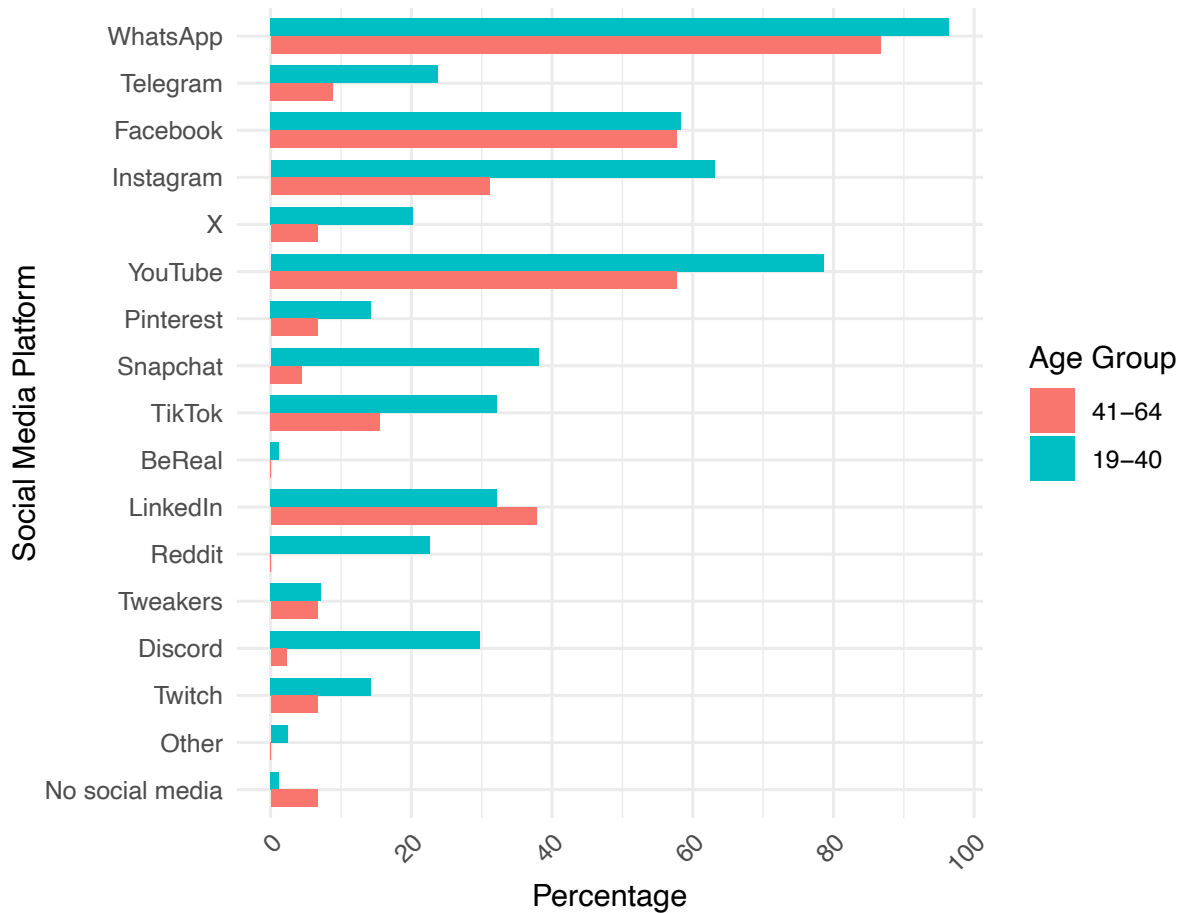
Note. Total *N* = 129, number of participants aged 19 to 40 = 84 (*M* = 29.5, *SD* = 5.55), number of participants aged 41 to 64 = 45 (*M* = 50.7, *SD* = 5.64).

4.2 Traditional media platform usage

The usage of different traditional media platforms has been depicted in Figure 3. To start with, not even 50% of the respondents used a particular form of traditional media. Next to that, the majority of the respondents aged 19 to 40 indicated not to use traditional media at all. Reading national newspapers on a website is ranked second among this age group, followed by the online version of a local newspaper. Among participants aged 41 to 64, online versions of traditional media are preferred as well. More than 45% of the participants in this age group used the website version of a national newspaper and 40% indicated to read local newspapers online.

Figure 3

Traditional Media Platform Usage by Age Group
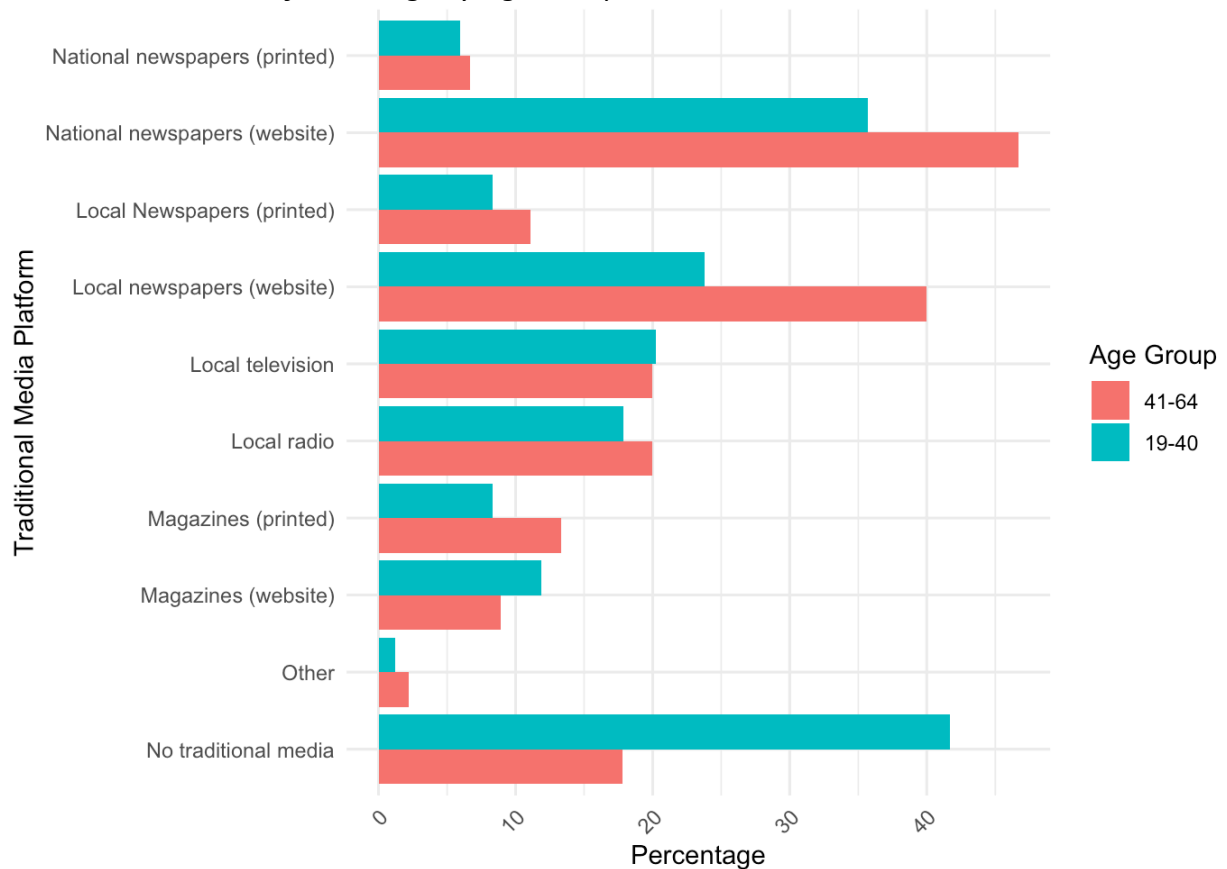
Note. Total *N* = 129, number of participants aged 19 to 40 = 84 (*M* = 30.7, *SD* = 5.86), number of participants aged 41 to 64 = 45 (*M* = 52.1, *SD* = 6.18).

4.3 Popular media topics

Table 2 shows the five most popular topics on social media among the participants. Almost more than half of the participants indicated to be interested in all five topics. Sports is found to be the most popular topic among respondents aged 19 to 40, while news is preferred by participants aged 41 to 64. Traveling is ranked second among the younger participants, followed by technology. Participants aged 41 to 64 share the interests in these topics but are found to prefer technology over traveling. In total, the survey included 16 topics. A full overview of all social media topics can be found in Appendix B.

Table 2

Top Five Popular Social Media Topics by Age Group

Social media topics	Age group 19-40		Age group 41-64	
	n	%	*n*	%
Sports	57	67.9	22	50.0
News	39	46.4	28	63.6
Technology	51	60.7	26	59.1
Traveling	52	61.9	24	54.5
Food	45	53.6	22	50.0

Note. Participants could select multiple options. Therefore, the total frequency exceeds the total number of participants. *N* = 128, number of participants aged 19 to 40 = 84 (*M* = 29.9, *SD* = 5.59), number of participants aged 41 to 64 = 44 (*M* = 51.2, *SD* = 6.18).

With regard to traditional media, a similar top five regarding topics can be established. As can be seen in Table 3, sports is the most popular topic among participants aged 19 to 40, followed by news and technology. Regarding respondents aged 41 to 64, a difference regarding the most favored topic can be noted, since technology is rated first with a percentage of 60%. Among the older participants, news is ranked second, followed by sports. In total, 16 topics were included in the survey. A full overview of all traditional media topics can be found in Appendix B.

Table 3

Top Five Popular Traditional Media Topics by Age Group

Traditional media topics	Age group 19-40		Age group 41-64	
	n	%	*n*	%
Sports	42	55.3	23	51.1
News	38	50.0	25	55.6
Technology	37	48.7	27	60.0
Traveling	29	38.2	22	48.9
Food	26	34.2	22	48.9

Note. Participants could select multiple options. Therefore, the total frequency exceeds the total number of participants. *N* = 121, number of participants aged 19 to 40 = 76 (*M* = 30.9, *SD* = 5.89), number of participants aged 41 to 64 = 45 (*M* = 51.4, *SD* = 6.13).

4.4 Media formats

To indicate the participants' preferences regarding formats on social and traditional media, five types of content format were included. As can be seen in Table 4, the most preferred format on social media by both age groups is short-form video content, which refers to video content of less than 10 minutes. While participants aged 41 to 64 prefer audio content such as podcasts or music on the second place, younger people choose visual content, such as images or memes. Thirdly ranked among participants aged 19 to 40 is audio content, while the older age group favored written content, such as blog posts or articles. Although written content is ranked third among the older participants, this type of content is the least popular among the younger age group regarding social media. Additionally, long-form video content, referring to video content of 10 minutes or longer, is the least favored by participants aged 41 to 64.

Table 4

Social Media Format Preferences by Age Group

Social media format	Age group 19-40		Age group 41-64	
	n	%	*n*	%
Short-form video content	63	75.9	27	62.8
Long-form video content	26	31.3	9	20.9
Audio content	32	38.6	19	44.2
Visual content	44	53.0	10	23.3
Written content	22	26.5	14	32.6

Note. Participants could select multiple options. Therefore, the total frequency exceeds the total number of participants. *N* = 126, number of participants aged 19 to 40 = 83 (*M* = 29.5, *SD* = 5.62), number of participants aged 41 to 64 = 43 (*M* = 50.9, *SD* = 6.27).

Table 5 shows the format preferences with regard to traditional media. Both age groups favor short-form video content on traditional media, indicating video content shorter than 10 minutes. Audio content such as music and written content such as columns or articles are both ranked second among the older group of participants. The younger participants prefer written content or visual content such as images, ranked second respectively third. The least preferred type of content on traditional media by both age groups is found to be long-form video content, including video content longer than 10 minutes.

Table 5

Traditional Media Format Preferences by Age Group

Traditional media format	Age group 19-40		Age group 41-64	
	n	%	*n*	%
Short-form video content	51	68.0	24	53.3
Long-form video content	15	20.0	3	6.67
Audio content	19	25.3	16	35.6
Visual content	26	34.7	14	31.1
Written content	31	41.3	16	35.6

Note. Participants could select multiple options. Therefore, the total frequency exceeds the total number of participants. *N* = 120, number of participants aged 19 to 40 = 75 (*M* = 30.4, *SD* = 6.05), number of participants aged 41 to 64 = 45 (*M* = 51.6, *SD* = 6.46).

To discover potential relationships between particular social and traditional media formats and age group, multiple chi-squared tests of independence were conducted. However, no significant relationships between format on traditional media and age group were found. On the other hand, one significant association was discovered regarding social media format and age group. The association between age group and visual content on social media (χ^2 (1, N = 134) = 9.75, p < .01) was examined, resulting in a significant relationship between the variables. A full overview of the results of the conducted chi-squared tests for content type on social as well as traditional media and age group can be found in Appendix B.

4.5 Media content types

To investigate the preferences of the respondents regarding content on social and traditional media, several types of content were included. Figure 4 shows an overview of the different content types on social media and the participants' preferences by age group. Informative content and entertaining content are placed first respectively second by both age groups. While the younger participants prefer trending content on the third place, older respondents favor user-generated content. The other types of content are preferred by less than 30% of the respondents. Additionally, branded content is favored by around 15% of the participants.

Figure 4

Social Media Content Type Preference by Age Group
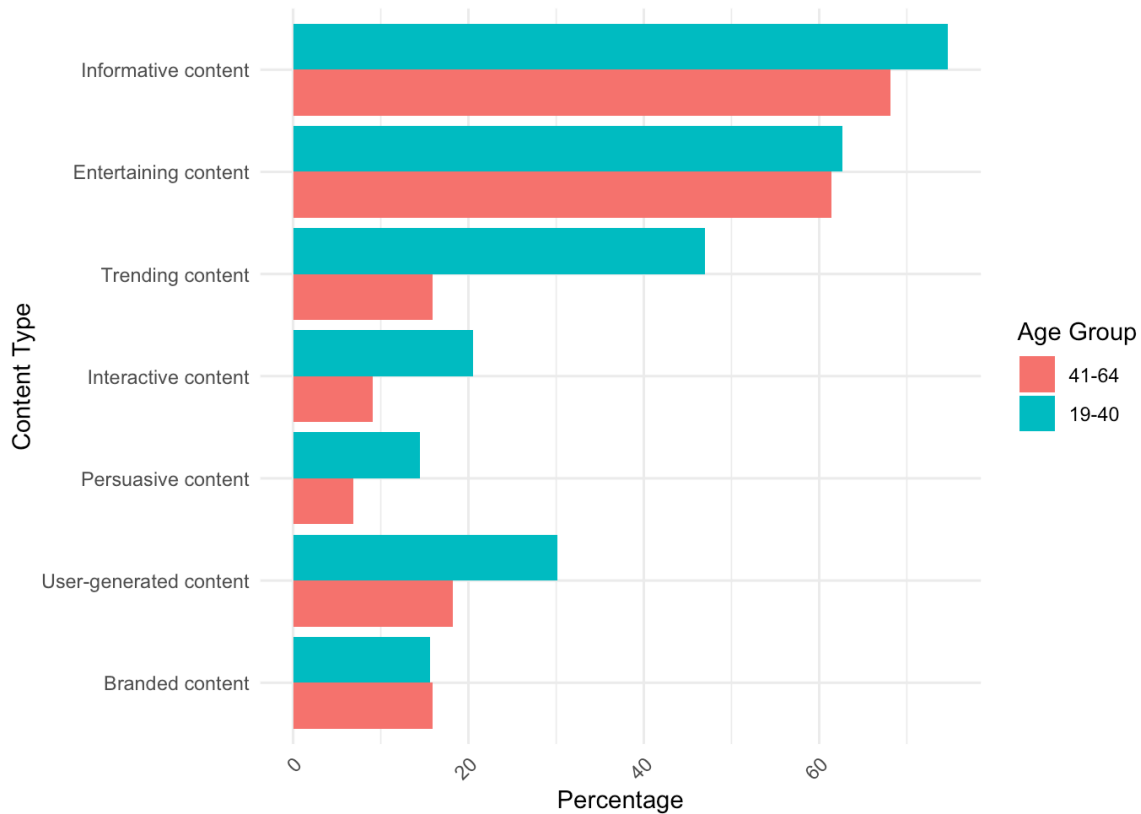
Note. Total *N* = 127, number of participants aged 19 to 40 = 83 (*M* = 29.4, *SD* = 5.30), number of participants aged 41 to 64 = 44 (*M* = 51.3, *SD* = 5.76).

      To envision the participants' preferences regarding traditional media content, a graph was created. Figure 5 shows that informative content and entertaining content is ranked first respectively second by both age groups. Third, trending content is favored among the younger participants, while older participants prefer persuasive content. Additionally, approximately 10% of the participants favor branded content.

Figure 5

Traditional Media Content Type Preference by Age Group
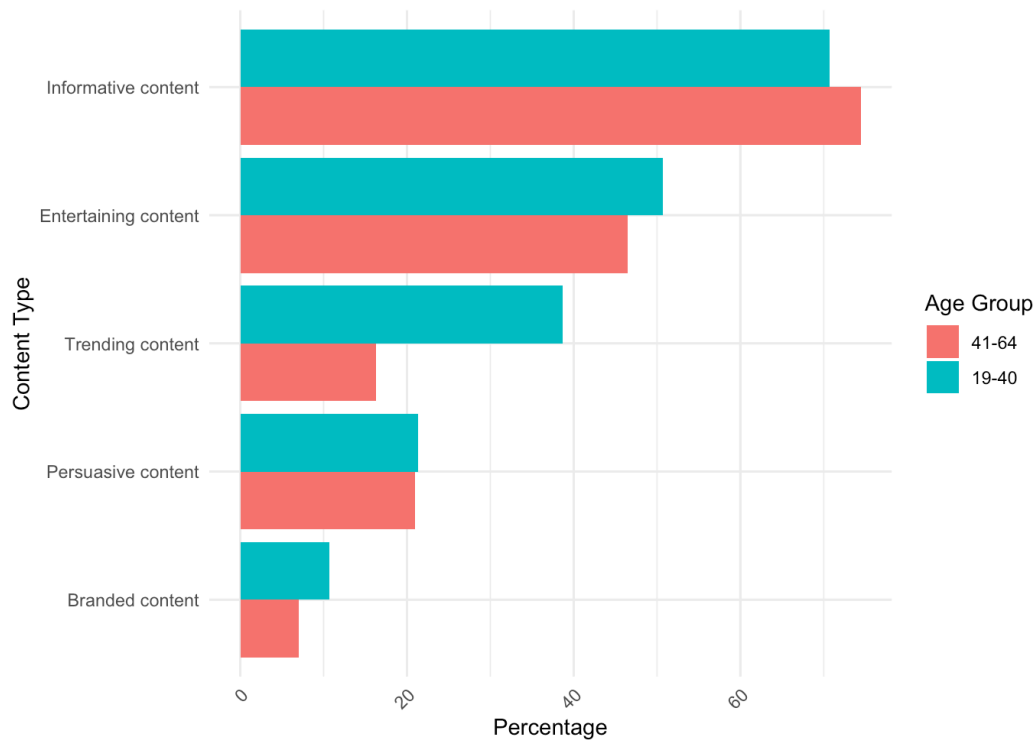
Note. Total *N* = 118, number of participants aged 19 to 40 = 75 (*M* = 30.5, *SD* = 5.86), number of participants aged 41 to 64 = 43 (*M* = 51.3, *SD* = 5.66).

In addition, the participants' likeliness to remember a brand advertisement shown on different media platforms was measured. To analyze this, means and standard deviations for every media platform were computed for both age groups as well as the total sample to discover differences. The mean value for social media platform (*M* = 3.19, *SD* = 0.99) was the highest based on the total sample, while national newspaper (*M* = 2.74, *SD* = 1.02) was rated last. However, no significant differences were noted regarding the different media platforms. A full overview of the participants' likelihood to remember an advertisement on various media platforms can be found in Appendix B.

4.6 Attitude towards media and media usage

To investigate the relationship between attitude towards media and media usage, several analyses were conducted. First, a factor analysis was performed to simplify the scale items. Next to that, the items were grouped into variables representing attitude and usage

regarding social and traditional media platforms, based on the statements included in the survey measuring one's usage and general attitude towards both media platforms. Additionally, to improve the internal consistency of the scale, particular scale items were deleted. Moreover, grouping the scale items into variables representing both social and traditional usage as well as attitude facilitated further analysis to discover relationships between the variables. To check for relationships between the variables, a correlation test was conducted. The results can be found in Table 6. Based on the results, a moderate positive correlation is indicated between traditional media attitude and traditional media usage. Next to that, social media attitude and social media usage are found to be moderately correlated. Also, a moderate relationship was found between social media attitude and traditional media attitude. However, a very low relationship was indicated between the remaining variables.

Table 6

Correlations for Social and Traditional Media Attitude and Usage

Variable	M	SD	1	2	3	4
1. Social media attitude	4.56	1.01	–			
2. Social media usage	4.54	1.04	.44	–		
3. Traditional media attitude	4.19	1.14	.42	.13	–	
4. Traditional media usage	3.79	1.24	.08	-.01	.59	–

To further examine the relationship between the variables, chi-squared tests have been performed. Table 7 shows the results of the significant relationships between the tested variables. In total, 16 comparisons have been conducted to investigate the relationship between different variables. A full overview of all comparisons can be found in Appendix B. Both social and traditional media usage and attitude have been examined. Next to that, actual social and traditional media usage has been investigated and compared as well by extracting the means of the hours spent on these platforms indicated by the participants. Additionally, age group has been examined as well. Significant relationships have been found between the hours spent and usage for both social and traditional media. Next to that, social media usage and social media attitude are significantly related to each other. Similarly, a substantial link

between traditional media attitude and traditional media usage was found. Also, social and traditional media attitude are found to be significantly related to each other. Furthermore, significant associations between traditional media usage and age group as well as traditional media attitude and traditional media hours have been discovered.

Table 7

Significant Results of Chi-squared Tests of Independence

Comparison	χ^2	df	N	p	Adjusted p
Traditional media usage vs. Age group	39.66	20	120	.006	.01
Social media attitude vs. Social media usage	492.53	330	120	< .001	< .001
Social media attitude vs. Traditional media attitude	372.89	225	120	< .001	< .001
Traditional media attitude vs. Traditional media usage	452.2	300	120	< .001	< .001
Traditional media attitude vs. Traditional media hours	162.05	120	102	.006	.01
Social media usage vs. Social media hours	463.84	294	102	< .001	< .001
Traditional media usage vs. Traditional media hours	233.50	160	102	< .001	< .001

On the whole, the results regarding popular social and traditional platforms have shown platform preferences among the target group. Next to that, content preferences have been indicated by analyzing content type, format, and topics for social and traditional media. Furthermore, several relationships have been found concerning both social and traditional media usage, attitude, age group as well as hours spent on these platforms.

5. Discussion

The aim of this study was to find what communication strategies manufacturing companies can employ using traditional and social media to increase brand awareness among potential technical talent. In order to do that, several preferences of the target group regarding media platforms and content consumption were examined to get an insight into the elements that a communication strategy should contain. Therefore, social and traditional media usage among the target group was investigated to discover platform preferences. Next to that, preferences regarding topics, format, and types of content on different media were investigated to indicate the target group's content preferences. Also, attitude towards social and traditional forms of media was examined. Additionally, differences between age groups and potential relationships between variables were addressed. In this section, the main findings of the study will be discussed as well as limitations. In addition, theoretical implications, practical implications, and recommendations for future research will be discussed.

5.1 Main findings

Starting with platform preferences, with regard to the usage of social media platforms, the results show that WhatsApp is the most popular platform among both age groups of the target group. This social media platform is used by around 80% of the respondents. Secondly rated is YouTube, followed up by Facebook. However, the younger age group prefers Instagram over Facebook. More social media platforms are used by participants aged 19 to 40. Less than 10% of the respondents indicated to not use social media at all. Since the features and advertising possibilities are limited on WhatsApp, this platform will be left out of sight for indicating the popular social media platforms among the target group. Therefore, the top three includes YouTube, Facebook, and Instagram as most used social media platforms. On the whole, the results of the survey align with the present statistics regarding social media usage among the Dutch population (Statista, 2023a; Statista, 2024b).

While several social media platforms are used by more than 50% of the sample population, the percentages regarding traditional media usage do not exceed that percentage. Around 40% of the respondents use the website version of a national newspaper, followed by

the online version of a local newspaper, approximately 30%. However, more than 40% of the younger participants indicated to not use any of the included traditional media platforms at all compared to less than 20% of the older age group. This aligns with present statistics indicating that the majority of the Dutch population did not use any printed media (Statista, 2024a). Additionally, traditional media platforms are slightly more used by participants aged 41 to 64, although this difference is overall less outstanding compared to social media usage.

With regard to the target group's content preferences, a similar top five can be presented regarding popular topics on both social and traditional media. For both media forms, topics regarding sports, news, technology, traveling, and food are found to be popular. There are differences in the rating of the topics among the different age groups, but these five topics suit the overall interests of the sample the best.

Considering media formats, similarities as well as differences have been noted. For both media platforms, short-form video content is preferred by around 60% of the respondents. This finding aligns with the increasing popularity of video content online (Shutsko, 2020). Regarding social media, visual content is placed second by people aged 19 to 40, compared to audio content that was preferred by older participants. With regard to traditional media, the second most favored format among the younger respondents is written content. Participants aged 41 to 64 also prefer this type of content, while audio content is placed second among that group as well. When performing a chi-squared test, a significant relationship between age group and visual content on social media was found. Based on this result, it can be concluded that the preference regarding visual content on social media significantly differs among the different age groups. However, for other types of content on social and traditional media, there was no relationship found with age group. A reason for this could be that the usage of different platforms offering distinct types of content varies among the age groups. Additionally, social media is found to be more popular among the participants than traditional media.

Regarding preferred content types on social and traditional media platforms, similarities and differences have been found. Informative and entertaining content were rated first respectively second by both age groups for both platforms. Also, obtaining different types of information is suggested to be the main motivation for individuals to use the internet (Maddox, 1998, as cited in Dolan et al., 2015). Additionally, entertainment content on social

media is found to be a significant reason for people to use these platforms (Dholakia et al., 2004; Dolan et al., 2015; Lin & Lu, 2011; Park et al., 2009). Regarding the thirdly ranked type of preferred content, noticeable differences have been reported with regard to the different age groups. Among younger people, trending content is thirdly ranked on both platforms, while there is no type of content that really stands out among the older participants. User-generated content on social media is rated third with less than 20% among those respondents, whilst informative and entertaining content had a percentage of over 60%. A similar situation is observed regarding traditional media, where persuasive content is ranked third with a percentage of approximately 20% compared to 60% and 40% of the first respectively second ranked content type.

Furthermore, several tests have been performed to measure attitude towards social and traditional media as well as usage of these platforms. Multiple moderate correlations were found for various variables. Social media usage is found to be moderately correlated with social media attitude, indicating that one's social media usage somewhat influences a person's attitude towards that type of media. This finding is also supported by the study of Hussein et al. (2022), showing a substantial link between attitude and use of social media. A similar relationship was found between traditional media usage and traditional media attitude. Additionally, a moderate relationship was found between social media attitude and traditional media attitude, which suggests that a person's positive attitude towards social media is somewhat likely to reflect a positive attitude towards traditional media as well, and vice versa. So, a noticeable association has been discovered among various variables. However, due to the moderate effect of the relationship, accurate predictions for particular variables based on one variable cannot be made. Additionally, correlations close to 0 have been measured for traditional and social media usage as well as traditional media usage and social media attitude. So, a moderate relationship can be found between attitude towards media, but very little association is discovered regarding media usage. However, the scale had a Cronbach's alpha of .60, which indicates a questionable reliability level. This can be due to the fact that several scale items were mostly rated with similar answer options by the participants, resulting in a low variability in answers.

Next to that, actual media usage has been compared with age group and the scales measuring media attitude and traditional and social media usage. Several chi-squared tests

were run and adjusted using the Bonferroni correction, resulting in multiple significant relationships. A significant association was found between traditional media usage and age group. This indicates that there is a significant difference in traditional media consumption among different age groups. This result aligns with the previously described differences between usage of traditional media among older and younger people. Next to that, significant relationships between social media attitude and social media usage as well as traditional media attitude and traditional media usage were found, indicating that a person's attitude towards media has an influence on media usage. In addition, a substantial link between social media attitude and traditional media attitude was found, which shows that there is a relation between the way individuals' feel about social and traditional media. However, no significant relation was found between social media usage and traditional media usage, indicating that one's social media usage does not influence usage of traditional media platforms. Furthermore, significant associations between the time spent on social media and social media usage as well as time spent on traditional media and traditional media usage were discovered. The relationships indicate that an individual's actual usage of these platforms is related to their perception of media usage. In addition, the results showed that hours spent on traditional media significantly relate to a person's attitude towards traditional media, indicating that attitude has an influence on time spent on these platforms. However, a similar relationship regarding social media was not found.

5.2 Limitations

Although this research provides new insights into media usage and preferences among a specific target group, it is important to take into account several limitations. The limitations concern answers to particular questions as well as interpretation of questions, quality of chi-squared test results, and generalizability of the study.

To start with, the answers of several participants were contradicting each other. The survey was conducted online and on paper. There were no questions skipped when a specific answer option was selected. Therefore, participants could answer all questions, even though they indicated not to use a particular type of media earlier. For example, various participants implied to not use any traditional media. However, when asking about what newspapers or magazines they read, multiple respondents selected several answers, even though there was

an answer option indicating that the participants do not use these media. On the whole, not all answers given by the participants were in line with each other.

Secondly, several remarks have to be made regarding the fact that this study was conducted at a company. During this study, the researcher was working at the HRM department of the company. The researcher joined multiple team meetings to inform the participants about the study and to conduct the survey, explicitly mentioning that the survey was anonymous, not work related, and focused on the interests of the participants. During the survey, it was observed that there was confusion about one question in particular, namely the question about media usage on a workday and weekend day. Several respondents tended to minimize the hours spent on media on a workday or even answer to not spend time on social media platforms at all on such days. Also, multiple participants seemed to be confused about the term 'workday'. An assumption can be that participants only view the time spent at work as a workday, without considering the remaining hours of the day. Taking into account these arguments, the validity and reliability of these questions can be questioned, considering a potential tendency from participants to give answers that are socially desirable given the context that the survey was conducted by an employee of the company itself during working hours.

Next to that, the results of several chi-squared tests can be questioned. Since the degrees of freedom were larger than the sample size for several chi-squared tests, the findings may not be valid. However, this issue may arise from using a sample size that contains an insufficient number of participants.

Lastly, the generalizability of the results of this study is limited due to the specific sample. Since this research indicated preferences regarding topics and characteristics regarding content as well as consumption and usage of media platforms among technical employees of a manufacturing company located in the east of the Netherlands, the results cannot be used to represent the broader population. Additionally, the sample size was not large enough to symbolize such a broad group.

5.3 Theoretical implications

The results of this study are found to contribute to and show similarities with existing knowledge. With regard to the uses and gratifications theory, Dolan et al. (2019) made a categorization of social media content, consisting of four groups. Two of these categories, namely informational and entertaining, were represented in the results of this study with regard to preferred content type. Moreover, informative and entertaining content were rated first respectively second regarding preferred content on social media. Additionally, similar results were found regarding favored types of content on traditional media. Next to that, regarding usage of social and traditional media platforms, a significant difference was discovered. While less than 50% of the respondents indicated to use a particular form of traditional media, the percentage of participants that do not use social media at all is less than 10%. This finding is likely to support the idea of the media substitution theory, suggesting that individuals need to restructure time spent on particular activities when a modern technology is introduced, due to the limited availability of time (Kaye & Johnson, 2003; Vitalari et al., 1985). Moreover, previous studies found that persons are likely to spend less time on traditional media when a new technology is announced, which is expected to be more beneficial compared to a traditional form of media, although both media platforms fulfill a similar function (Dimmick et al., 2000; Kang & Atkin, 1999; Lin, 2001; Lin 2001b, as cited in Kaye & Johnson, 2003). Therefore, the results of this study are likely to support the findings of previous studies regarding the usage of social and traditional media platforms. On the whole, the results of this research show various similarities with previous studies.

5.4 Practical implications

This study investigated the usage of various media platforms as well as attitude towards media, and preferences regarding content among employees of a manufacturing company. The aim of this study was to discover ways to increase brand awareness among potential technical staff, considering communication strategy preferences. Since the media usage has been measured and content preferences have been indicated, specific types of content can be created that align with the choices of the target audience. Next to that, the content can be spread on platforms that are most popular among the target group. Therefore, the insights of this study can be used to create communication strategies which are expected to be successful

in reaching the desired group of people, taking into account content preferences of the target group and using platforms that are popular among them. In short, in order to create these communication strategies, the following aspects should be considered:

- Social media platforms are more popular compared to traditional media, with the platforms YouTube, Facebook, and Instagram being most used.

- Traditional media platforms are used by less than half of the participants. Though, online versions of national as well as local newspapers are found to be most popular.

- For both social and traditional media, popular topics of interest are sports, news, technology, traveling, and food.

- Regarding media format, short-form video content is most favored by the majority of the respondents on both social and traditional media, referring to video content of less than 10 minutes. Other types of content, such as visual, written, or audio content can also be used, but are by far not as favored as short video content.

- With regard to content type, informative and entertaining content are found to be most preferred on both traditional and social media.

5.5 Recommendations

Based on this study, various recommendations can be done for future research. Regarding conducting a survey, it should be considered to include options to skip particular questions automatically based on specific answer options to avoid getting contradicting answers. Next to that, various terms that could be misinterpreted should be explained in more detail to avoid confusion. Also, since the reliability or validity of particular scales or tests was low, several measures, for example regarding sample size or scale construction, should be taken into account for future research to avoid such limitations. Regarding new studies, a more in depth understanding of the content consumption, preferences, media usage, and attitude towards media of the target group could be gained by using qualitative research methods as well. Based on insights obtained from these methods, a better understanding of one's motivations regarding usage as well as preferences and attitudes can be gained. Additionally, communication strategies that have been created using the output of this study could be analyzed by future research to examine the effectiveness.

6. Conclusion

This study aimed to investigate communication strategies that can be employed by manufacturing companies using traditional and social media to increase brand awareness among potential technical talent. To indicate communication strategy preferences, the popular social as well as traditional media platforms among the target group, and content preferences regarding these platforms have been examined. The most popular social media platforms are found to be YouTube, Facebook, and Instagram. With regard to traditional media, the website version of both national and local newspapers is the most popular among participants. However, a significant difference for age group can be noticed, since the majority of younger participants does not use traditional media at all. Regarding topics that suit the interests of the target group, a similar top five can be established for both media platforms. The top five includes sports, news, technology, traveling, and food. Short-form video content is the most popular format on traditional and social media among the target group, indicating video content shorter than 10 minutes. Regarding content type, informative and entertaining content is most favored by the target audience for both platforms. Next to that, attitude towards media has been investigated. Attitude towards media is found to significantly influence media usage. Furthermore, several relationships were discovered regarding one's attitude towards media and media usage as well as time spent on different media platforms, and age group. On the whole, based on the results of this study, communication strategies can be created to spread brand awareness among potential talent, adapting the strategy on the preferences and consumption behavior of the desired audience which is expected to improve effectiveness of the strategy. This study has contributed to investigating media consumption, content preferences, and viewpoints regarding traditional and social media among the technical employees of a manufacturing company in the Netherlands. Therefore, new insights have been provided among a specific target group. However, further research can be done to discover other relationships, potential underlying factors, or get a more in depth understanding of the target group's motivation, preferences, and consumption of particular types of media. Overall, new insights have been provided by this research, but additional research is desired to improve knowledge regarding the behaviors and preferences of this target group as well as effective communication strategies.

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Appendix A: Survey Design

Dear colleague,

I would like to invite you to participate in a research study "Increasing brand awareness among potential technical talent using traditional and social media". I am a third year Communication Science student from the University of Twente and this survey is part of my bachelor thesis.

The purpose of this research study is to investigate the usage of different media platforms as well as interests and preferences regarding media content among our technical colleagues.

So, it is about you and your interests and is not work-related.

It will take you max. 10 minutes to complete. Participation is voluntary and anonymous and the data will be deleted at December 2024. You may withdraw at any time without reason.

Thank you very much for your efforts!

Regards,

Danique van den Heetcamp

Please continue to the survey if you wish to participate

How old are you?

_____ years

What is your gender?

○ Male

○ Female

○ Other, please specify: _____

○ Prefer not to say

What is your nationality?

○ Dutch

○ Double, please specify: _____

○ Other, please specify: _____

What is the highest level of education you have completed or the highest degree you have received?

○ None

○ Primary school degree

○ Secondary school degree

○ Some college but no degree

○ Middle-level Applied Education (mbo)

○ University of Applied Sciences (hbo)

○ Research University (wo)

How did you get familiar with the company? (Multiple answers possible)

☐ Fair (e.g. business or internship fair)

☐ Vacancy

☐ News article

☐ Company presentation (at an event)

☐ Social media

☐ Advertisement

☐ Word of mouth

☐ (Employment) agency

☐ I did my internship at the company

☐ I already knew people that work at the company

☐ Other, please specify: _____

Social media = platforms where people can create, share, and exchange information and ideas with other users. Social media platforms offer the possibility to <u>both</u> consume and interact with content.

Which of the following <u>social media platforms</u> do you use? (Multiple answers possible)

- ☐ WhatsApp
- ☐ Telegram
- ☐ Facebook
- ☐ Instagram
- ☐ X (Twitter)
- ☐ YouTube
- ☐ Pinterest
- ☐ Snapchat
- ☐ TikTok
- ☐ BeReal
- ☐ LinkedIn
- ☐ Reddit
- ☐ Tweakers
- ☐ Discord
- ☐ Twitch
- ☐ Other, please specify: _____
- ☐ I do not use any social media platforms

On average, how many <u>hours</u> do you spend on <u>social media platforms</u> on a <u>workday</u>? (Put a circle around the number of hours)

0   1   2   3   4   5   6   7   8   9   10

Hours

- -

On average, how many <u>hours</u> do you spend on <u>social media platforms</u> on a <u>weekend day</u>? (Put a circle around the number of hours)

0   1   2   3   4   5   6   7   8   9   10

Hours

- -

What topics suit your interests regarding content on <u>social media</u>*?* (Multiple answers possible)

- ☐ Sports
- ☐ Animals
- ☐ Activities (e.g. indoor/outdoor activities)
- ☐ Local events
- ☐ News
- ☐ Fashion
- ☐ Beauty
- ☐ Technology
- ☐ Vehicles
- ☐ Nature
- ☐ Traveling
- ☐ Education
- ☐ Lifestyle
- ☐ Food
- ☐ Art
- ☐ Work

What type of format regarding content do you prefer on <u>social media</u>? (Multiple answers possible)

☐ Short-form video content (less than 10 minutes)

☐ Long-form video content (10 minutes or longer)

☐ Audio content (e.g. podcasts or music)

☐ Visual content (e.g. images, memes, graphs, or posters)

☐ Written content (e.g. blog posts, forum or articles)

- -

What type of content do you prefer on <u>social media</u>? (Multiple answers possible)

☐ Informative content (provides new information on a specific topic)

☐ Entertaining content (provides amusement or enjoyment)

☐ Trending content (popular among a broad audience, usually involves viral topics or current events)

☐ Interactive content (e.g. polls or quizzes)

☐ Persuasive content (influences your beliefs, behavior or attitude towards a particular topic, e.g. politics)

☐ User-generated content (content created by other users, e.g. friends or family, such as posts or comments)

☐ Branded content (promotion of a brand's product or services)

To what extent to you agree with the following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Using social media is part of my everyday routine	○	○	○	○	○	○	○
I enjoy checking my social media account(s)	○	○	○	○	○	○	○
I know how to use social media	○	○	○	○	○	○	○
Social media is of no value to me	○	○	○	○	○	○	○
I would be disappointed if I could not use social media at all	○	○	○	○	○	○	○

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Social media distribute valuable information in general	○	○	○	○	○	○	○
Social media is annoying in general	○	○	○	○	○	○	○
Social media is entertaining in general	○	○	○	○	○	○	○
Social media is indispensable (vital) in modern society	○	○	○	○	○	○	○

Traditional media = a form of mass communication that involves sharing messages or advertisements with a broader audience. Users can only consume traditional media content; interaction is <u>not</u> possible.

Which of the following <u>traditional media</u> do you use? (Multiple answers possible)
*'**Printed**' refers to the printed/offline version of a newspaper, e.g. the newspaper De Telegraaf.*
*'**Website**' refers to the website/online version of a newspaper, e.g. www.telegraaf.nl.*

☐ National newspapers (printed)

☐ National newspapers (website)

☐ Local newspapers (printed)

☐ Local newspapers (website)

☐ Local television (e.g. RTV Oost)

☐ Local radio (e.g. RTV Oost)

☐ Magazines (printed)

☐ Magazines (website)

☐ Other, please specify: _____

☐ I do not use any traditional media

On average, how many <u>hours</u> do you spend on <u>traditional media</u> on a <u>workday</u>? (Put a circle around the number of hours)

0   1   2   3   4   5   6   7   8   9   10

Hours

On average, how many <u>hours</u> do you spend on <u>traditional media</u> on a <u>weekend day</u>? (Put a circle around the number of hours)

0   1   2   3   4   5   6   7   8   9   10

Hours

- -

What topics suit your interests regarding content on <u>traditional media</u>? (Multiple answers possible)

☐ Sports

☐ Animals

☐ Activities (e.g. indoor/outdoor activities)

☐ Local events

☐ News

☐ Fashion

☐ Beauty

☐ Technology

☐ Vehicles

☐ Nature

☐ Traveling

☐ Education

☐ Lifestyle

☐ Food

☐ Art

☐ Work

What type of format regarding content do you prefer on <u>traditional media</u>? (Multiple answers possible)

☐ Short-form video content (less than 10 minutes)

☐ Long-form video content (10 minutes or longer)

☐ Audio content (e.g. music)

☐ Visual content (e.g. images, memes, graphs, or posters)

☐ Written content (e.g. columns or articles)

What type of content do you prefer on <u>traditional media</u>? (Multiple answers possible)

☐ Informative content (provides new information on a specific topic)

☐ Entertaining content (provides amusement or enjoyment)

☐ Trending content (popular among a broad audience, usually involves viral topics or current events)

☐ Persuasive content (influences your beliefs, behavior, or attitude towards a particular topic, e.g. politics)

☐ Branded content (promotion of a brand's product or services)

When reading newspapers (<u>both printed and on a website</u>), which newspapers to you read? (Multiple answers possible)

- ☐ De Telegraaf
- ☐ Algemeen Dagblad (AD)
- ☐ De Volkskrant
- ☐ NRC
- ☐ Trouw
- ☐ Tubantia
- ☐ De Wiezer
- ☐ Almelo's Weekblad
- ☐ Other, please specify: _____
- ☐ I do not read newspapers

- -

When reading magazines (<u>both printed and on a website</u>), what type of magazines do you read? (Multiple answers possible)[1]

- ☐ Car and motorcycle magazines (e.g. AutoWeek and Top Gear magazine)
- ☐ Family magazines (e.g. Privé and Story)
- ☐ Youth magazines (e.g. Tina and Donald Duck)
- ☐ Mind and body magazines (e.g. Happinez and Psychologie Magazine)
- ☐ Sports magazines (e.g. Voetbal International)
- ☐ Travel and leisure magazines (e.g. KampeerKampioen)
- ☐ Women's magazines (e.g. LINDA and Margriet)
- ☐ Science magazines (e.g. National Geographic)
- ☐ Home, garden, and DIY magazines (e.g. vtwonen and Eigen Huis & Interieur)
- ☐ Other, please specify: _____
- ☐ I do not read magazines

---

[1] Source magazine categories: https://nmodata.nl/printing/dagbladen-magazines-bereikcijfers-13plus

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Using traditional media is part of my everyday routine	○	○	○	○	○	○	○
I like to use traditional media	○	○	○	○	○	○	○
Traditional media is <u>not</u> from this age anymore	○	○	○	○	○	○	○
Traditional media is of <u>no</u> value to me	○	○	○	○	○	○	○
I would be disappointed if I could <u>not</u> use traditional media <u>at all</u>	○	○	○	○	○	○	○

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Traditional media distribute valuable information in general	○	○	○	○	○	○	○
Traditional media is annoying in general	○	○	○	○	○	○	○
Traditional media is entertaining in general	○	○	○	○	○	○	○
Traditional media is indispensable (vital) in modern society	○	○	○	○	○	○	○

Please indicate how likely it is that you will remember a brand advertisement shown …

	Very unlikely	Unlikely	Neutral	Likely	Very likely
On a social media platform	○	○	○	○	○
On local television	○	○	○	○	○
On local radio	○	○	○	○	○
In a national newspaper	○	○	○	○	○
In a local newspaper	○	○	○	○	○
In a magazine	○	○	○	○	○

- -

If you have any comments or anything else you want to share about this study or the questions asked, please enter them below or send an email to:

_____

Thank you for completing this survey!

Beste collega,

Graag nodig ik je uit voor deelname aan mijn onderzoek "Het vergroten van naamsbekendheid onder potentieel technisch talent met behulp van traditionele en sociale media". Ik ben derdejaarsstudent Communicatiewetenschappen aan de Universiteit Twente en dit onderzoek is onderdeel van mijn bachelorscriptie.

Het doel van dit onderzoek is om het gebruik van verschillende mediaplatformen en de interesses en voorkeuren wat betreft mediacontent onder onze technische collega's te onderzoeken.
Het gaat dus om jou en jouw interesses en is niet werkgerelateerd.

Het invullen kost je max. 10 minuten. Deelname is vrijwillig en anoniem en de gegevens worden in december 2024 verwijderd. Je mag je op elk moment zonder reden terugtrekken.

Heel erg bedankt voor je deelname!

Groet,

Danique van den Heetcamp

Ga verder naar de enquête als je wilt deelnemen

Hoe oud ben je?

_____ jaar

Wat is je geslacht?

○ Man

○ Vrouw

○ Anders, namelijk: _____

○ Zeg ik liever niet

Wat is je nationaliteit?

○ Nederlandse

○ Dubbel, namelijk: _____

○ Anders, namelijk: _____

Wat is het hoogste onderwijsniveau dat je hebt gevolgd of het hoogste diploma dat je hebt behaald?

○ Geen

○ Lagere school

○ Middelbare school

○ Hoger onderwijs maar geen diploma

○ Middelbaar beroepsonderwijs (mbo)

○ Hoger beroepsonderwijs (hbo)

○ Wetenschappelijk onderwijs (wo)

Hoe heb je het bedrijf leren kennen? (Meerdere antwoorden mogelijk)

☐ Beurs (bijv. bedrijven- of stagebeurs)

☐ Vacature

☐ Nieuwsartikel

☐ Bedrijfspresentatie (op een evenement)

☐ Sociale media

☐ Advertentie

☐ Mond-tot-mondreclame

☐ (Uitzend)bureau

☐ Ik heb stagegelopen bij het bedrijf

☐ Ik kende al mensen die bij het bedrijf werken

☐ Anders, namelijk: _____

Sociale media = platformen waar mensen informatie en ideeën kunnen creëren, delen en uitwisselen met andere gebruikers. Zowel het bekijken van content als interactie met content is mogelijk op sociale media.

Welke van de volgende <u>sociale mediaplatformen</u> gebruik je? (Meerdere antwoorden mogelijk)

- ☐ WhatsApp
- ☐ Telegram
- ☐ Facebook
- ☐ Instagram
- ☐ X (Twitter)
- ☐ YouTube
- ☐ Pinterest
- ☐ Snapchat
- ☐ TikTok
- ☐ BeReal
- ☐ LinkedIn
- ☐ Reddit
- ☐ Tweakers
- ☐ Discord
- ☐ Twitch
- ☐ Anders, namelijk: _____
- ☐ Ik gebruik geen sociale mediaplatformen

Hoeveel <u>uur</u> besteed je gemiddeld op een <u>werkdag</u> aan <u>sociale media</u>? (Omcirkel het aantal uur)

0   1   2   3   4   5   6   7   8   9   10

Uur

- -

Hoeveel <u>uur</u> besteed je gemiddeld op een <u>weekenddag</u> aan <u>sociale media</u>? (Omcirkel het aantal uur)

0   1   2   3   4   5   6   7   8   9   10

Uur

- -

Welke onderwerpen passen bij jouw interesses wat betreft content op sociale media? (Meerdere antwoorden mogelijk)

- ☐ Sport
- ☐ Dieren
- ☐ Activiteiten (bijv. binnen-/buitenactiviteiten)
- ☐ Lokale evenementen
- ☐ Nieuws
- ☐ Fashion
- ☐ Beauty
- ☐ Technologie
- ☐ Voertuigen
- ☐ Natuur
- ☐ Reizen
- ☐ Onderwijs
- ☐ Lifestyle
- ☐ Eten
- ☐ Kunst
- ☐ Werk

Welk soort format wat betreft content heeft je voorkeur op sociale media? (Meerdere antwoorden mogelijk)

☐ Korte videocontent (korter dan 10 minuten)

☐ Lange videocontent (10 minuten of langer)

☐ Audio content (bijv. podcasts of muziek)

☐ Visuele content (bijv. afbeeldingen, memes, grafieken of posters)

☐ Geschreven content (bijv. blogs, forum or artikelen)

- -

Welk type content heeft je voorkeur op sociale media? (Meerdere antwoorden mogelijk)

☐ Informatieve content (geeft nieuwe informatie over een specifiek onderwerp)

☐ Entertaining content (biedt vermaak of plezier)

☐ Trending content (populair onder een breed publiek, gaat meestal over virale onderwerpen of actuele gebeurtenissen)

☐ Interactieve content (bijv. polls of quizzes)

☐ Overtuigende content (beïnvloedt je overtuigingen, gedrag of houding ten opzichte van een bepaald onderwerp, bijv. politiek)

☐ User-generated content (content gemaakt door andere gebruikers, bijv. vrienden of familie, zoals posts en reacties)

☐ Branded content (promotie van producten of diensten van een merk)

In hoeverre ben je het eens met de volgende stellingen?

	Helemaal mee oneens	Oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
Sociale media gebruiken hoort bij mijn dagelijkse routine	○	○	○	○	○	○	○
Ik vind het leuk om mijn sociale media account(s) te bekijken	○	○	○	○	○	○	○
Ik weet hoe ik sociale media moet gebruiken	○	○	○	○	○	○	○
Sociale media bieden mij geen toegevoegde waarde	○	○	○	○	○	○	○
Ik zou teleurgesteld zijn als ik helemaal geen gebruik kon maken van sociale media	○	○	○	○	○	○	○

In hoeverre ben je het eens met de volgende stellingen?

	Helemaal mee oneens	Oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
Sociale media verspreiden over het algemeen nuttige informatie	○	○	○	○	○	○	○
Sociale media zijn over het algemeen vervelend	○	○	○	○	○	○	○
Sociale media zijn over het algemeen vermakend	○	○	○	○	○	○	○
Sociale media zijn onmisbaar in de moderne samenleving	○	○	○	○	○	○	○

Traditionele media = een vorm van massacommunicatie waarbij berichten of advertenties worden gedeeld met een breder publiek. Gebruikers kunnen alleen traditionele media content bekijken; interactie is <u>niet</u> mogelijk.

Welke van de volgende <u>traditionele media</u> gebruik je? (Meerdere antwoorden mogelijk)
 *'**Gedrukt**' verwijst naar de gedrukte/offline versie van een krant, bijv. De Telegraaf.*
 *'**Website**' verwijst naar de website/online versie van een krant, bijv. www.telegraaf.nl.*

☐ Nationale kranten (gedrukt)

☐ Nationale kranten (website)

☐ Lokale kranten (gedrukt)

☐ Lokale kranten (website)

☐ Lokale televisie (bijv. RTV Oost)

☐ Lokale radio (bijv. RTV Oost)

☐ Tijdschriften (gedrukt)

☐ Tijdschriften (website)

☐ Anders, namelijk: _____

☐ Ik gebruik geen traditionele media

Hoeveel <u>uur</u> besteed je gemiddeld op een <u>werkdag</u> aan <u>traditionele media</u>? (Omcirkel het aantal uur)

0   1   2   3   4   5   6   7   8   9   10

Uur

- -

Hoeveel <u>uur</u> besteed je gemiddeld op een <u>weekenddag</u> aan <u>traditionele media</u>? (Omcirkel het aantal uur)

0   1   2   3   4   5   6   7   8   9   10

Uur

- -

Welke onderwerpen passen bij jouw interesses wat betreft content op <u>traditionele media</u>? (Meerdere antwoorden mogelijk)

- ☐ Sport
- ☐ Dieren
- ☐ Activiteiten (bijv. binnen-/buitenactiviteiten)
- ☐ Lokale evenementen
- ☐ Nieuws
- ☐ Fashion
- ☐ Beauty
- ☐ Technologie
- ☐ Voertuigen
- ☐ Natuur
- ☐ Reizen
- ☐ Onderwijs
- ☐ Lifestyle
- ☐ Eten
- ☐ Kunst
- ☐ Werk

Welk soort format wat betreft content heeft je voorkeur op <u>traditionele media</u>? (Meerdere antwoorden mogelijk)

☐ Korte videocontent (korter dan 10 minuten)

☐ Lange videocontent (10 minuten of langer)

☐ Audio content (bijv. muziek)

☐ Visuele content (bijv. afbeeldingen, memes, grafieken of posters)

☐ Geschreven content (bijv. columns of artikelen)

- -

Welk type content heeft je voorkeur op <u>traditionele media</u>? (Meerdere antwoorden mogelijk)

☐ Informatieve content (geeft nieuwe informatie over een specifiek onderwerp)

☐ Entertaining content (biedt vermaak of plezier)

☐ Trending content (populair onder een breed publiek, gaat meestal over virale onderwerpen of actuele gebeurtenissen)

☐ Overtuigende content (beïnvloedt je overtuigingen, gedrag of houding ten opzichte van een bepaald onderwerp, bijv. politiek)

☐ Branded content (promotie van producten of diensten van een merk)

Als je kranten leest (<u>zowel gedrukt als op een website</u>), welke kranten lees je dan? (Meerdere antwoorden mogelijk)

☐ De Telegraaf

☐ Algemeen Dagblad (AD)

☐ De Volkskrant

☐ NRC

☐ Trouw

☐ Tubantia

☐ De Wiezer

☐ Almelo's Weekblad

☐ Anders, namelijk: _____

☐ Ik lees geen kranten

Als je tijdschriften leest (zowel gedrukt als op een website), wat voor soort tijdschriften lees je dan? (Meerdere antwoorden mogelijk)[2]

☐ Auto- en motorbladen (bijv. AutoWeek en Top Gear magazine)

☐ Gezinsbladen (bijv. Privé en Story)

☐ Jongerenbladen (bijv. Tina en Donald Duck)

☐ Mind- en bodybladen (bijv. Happinez en Psychologie Magazine)

☐ Sportbladen (bijv. Voetbal International)

☐ Reis- en recreatiebladen (bijv. Kampeer Kampioen)

☐ Vrouwenbladen (bijv. LINDA en Margriet)

☐ Wetenschappelijke bladen (bijv. National Geographic)

☐ Woon- tuin- en DHZ-bladen (bijv. vtwonen en Eigen Huis & Interieur

☐ Anders, namelijk _____

☐ Ik lees geen tijdschriften

---

[2] Source magazine categories: https://nmodata.nl/printing/dagbladen-magazines-bereikcijfers-13plus

In hoeverre ben je het eens met de volgende stellingen?

	Helemaal mee oneens	Oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
Traditionele media gebruiken hoort bij mijn dagelijkse routine	○	○	○	○	○	○	○
Ik vind het leuk om traditionele media te gebruiken	○	○	○	○	○	○	○
Traditionele media zijn <u>niet</u> meer van deze tijd	○	○	○	○	○	○	○
Traditionele media bieden mij <u>geen</u> toegevoegde waarde	○	○	○	○	○	○	○
Ik zou teleurgesteld zijn als ik <u>helemaal geen</u> gebruik kon maken van traditionele media	○	○	○	○	○	○	○

In hoeverre ben je het eens met de volgende stellingen?

	Helemaal mee oneens	Oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
Traditionele media verspreiden over het algemeen nuttige informatie	○	○	○	○	○	○	○
Traditionele media zijn over het algemeen vervelend	○	○	○	○	○	○	○
Traditionele media zijn over het algemeen vermakelijk	○	○	○	○	○	○	○
Traditionele media zijn onmisbaar in de moderne samenleving	○	○	○	○	○	○	○

Geef aan hoe waarschijnlijk het is dat je je een merkreclame zult herinneren getoond …

	Zeer onwaarschijnlijk	Onwaarschijnlijk	Neutraal	Waarschijnlijk	Zeer waarschijnlijk
Op een social media platform	○	○	○	○	○
Op lokale televisie	○	○	○	○	○
Op de lokale radio	○	○	○	○	○
In een nationale krant	○	○	○	○	○
In een lokale krant	○	○	○	○	○
In een tijdschrift	○	○	○	○	○

Als je nog opmerkingen hebt of iets anders wilt delen over dit onderzoek of de gestelde vragen, vul ze dan hieronder in of stuur een mail naar:

_____

Bedankt voor het invullen van deze enquête!

Appendix B: Overview of Survey Results

Table B1

Popular Social Media Topics by Age Group

Social media topics	Age group 19-40		Age group 41-64	
	n	%	*n*	%
Sports	57	67.9	22	50.0
Animals	25	29.8	13	29.5
Activities (e.g. indoor/outdoor activities)	32	38.1	16	36.4
Local events	18	21.4	8	18.2
News	39	46.4	28	63.6
Fashion	27	32.1	7	15.9
Beauty	10	11.9	4	9.1
Technology	51	60.7	26	59.1
Vehicles	38	45.2	13	29.5
Nature	32	38.1	17	38.6
Traveling	52	61.9	24	54.5
Education	14	16.7	9	20.5
Lifestyle	36	42.9	6	13.6
Food	45	53.6	22	50.0
Art	22	26.2	7	15.9
Work	13	15.5	11	25.0

Note. Participants could select multiple options. Therefore, the total frequency exceeds the total number of participants. $N = 128$, number of participants aged 19 to 40 = 84 ($M = 29.9$, $SD = 5.59$), number of participants aged 41 to 64 = 44 ($M = 51.2$, $SD = 6.18$).

Table B2

Popular Traditional Media Topics by Age Group

Traditional media topics	Age group 19-40		Age group 41-64	
	n	%	*n*	%
Sports	42	55.3	23	51.1
Animals	16	21.1	15	33.3
Activities (e.g. indoor/outdoor activities)	26	34.2	13	28.9
Local events	25	32.9	10	22.2
News	38	50.0	25	55.6
Fashion	9	11.8	7	15.6
Beauty	4	5.3	3	6.7
Technology	37	48.7	27	60.0
Vehicles	20	26.3	16	35.6
Nature	21	27.6	17	37.8
Traveling	29	38.2	22	48.9
Education	12	15.8	9	20.0
Lifestyle	18	23.7	8	17.8
Food	26	34.2	22	48.9
Art	13	17.1	9	20.0
Work	9	11.8	10	22.2

Note. Participants could select multiple options. Therefore, the total frequency exceeds the total number of participants. *N* = 121, number of participants aged 19 to 40 = 76 (*M* = 30.9, *SD* = 5.89), number of participants aged 41 to 64 = 45 (*M* = 51.4, *SD* = 6.13).

Table B3

Results of Conducted Chi-squared Tests of Independence for Content Type on Social and Traditional Media and Age Group

Comparison	χ^2	df	N	p	Adjusted p
Social media short-form video content vs. Age group	2.46	1	134	.12	.06
Social media long-form video content vs. Age group	1.27	1	134	.26	1.30
Social media audio content vs. Age group	0.07	1	134	.79	3.94
Social media visual content vs. Age group	9.75	1	134	.002	.009
Social media written content vs. Age group	0.15	1	134	.70	3.49
Traditional media short-form video content vs. Age group	0.39	1	134	.53	2.67
Traditional media long-from video content vs. Age group	2.20	1	134	.14	.69
Traditional media audio content vs. Age group	1.87	1	134	.17	.86
Traditional media visual content vs. Age group	< .001	1	134	1	5.00
Traditional media written content vs. Age group	< .001	1	134	1	5.00

Table B4

Likelihood to Remember a Brand Advertisement Shown on Different Media Platforms

Media platform	Age group 19-40		Age group 41-64		Total	
	M	*SD*	*M*	*SD*	*M*	*SD*
Social media platform	3.20	0.99	3.12	1.00	3.19	0.99
Local television	3.00	1.05	3.09	1.06	3.02	1.06
Local radio	2.59	1.01	3.05	0.97	2.75	1.02
National newspaper	2.62	1.07	3.00	0.89	2.74	1.02
Local newspaper	2.72	1.12	2.91	0.89	2.78	1.05
Magazine	2.65	1.12	3.00	0.93	2.77	1.07

Note. Total *N* = 124 (37.4, *SD* = 11.8), total number of participants aged 19 to 40 = 81 (*M* = 29.9, *SD* = 5.64), number of participants aged 41 to 64 = 43 (*M* = 51.5, *SD* = 5.99).

Table B5

Results of Conducted Chi-squared Tests of Independence

| Comparison	χ^2	*df*	*N*	*p*	Adjusted *p*
Social media attitude vs. Age group	14.91	15	120	.46	.92
Social media usage vs. Age group	17.53	22	120	.73	1.47
Traditional media attitude vs. Age group	20.56	15	120	.15	.30
Traditional media usage vs. Age group	39.66	20	120	.006	.01
Social media attitude vs. Social media usage	492.53	330	120	< .001	< .001
Social media attitude vs. Traditional media attitude	372.89	225	120	< .001	< .001
Social media attitude vs. Traditional media usage	279.45	300	120	.80	1.59

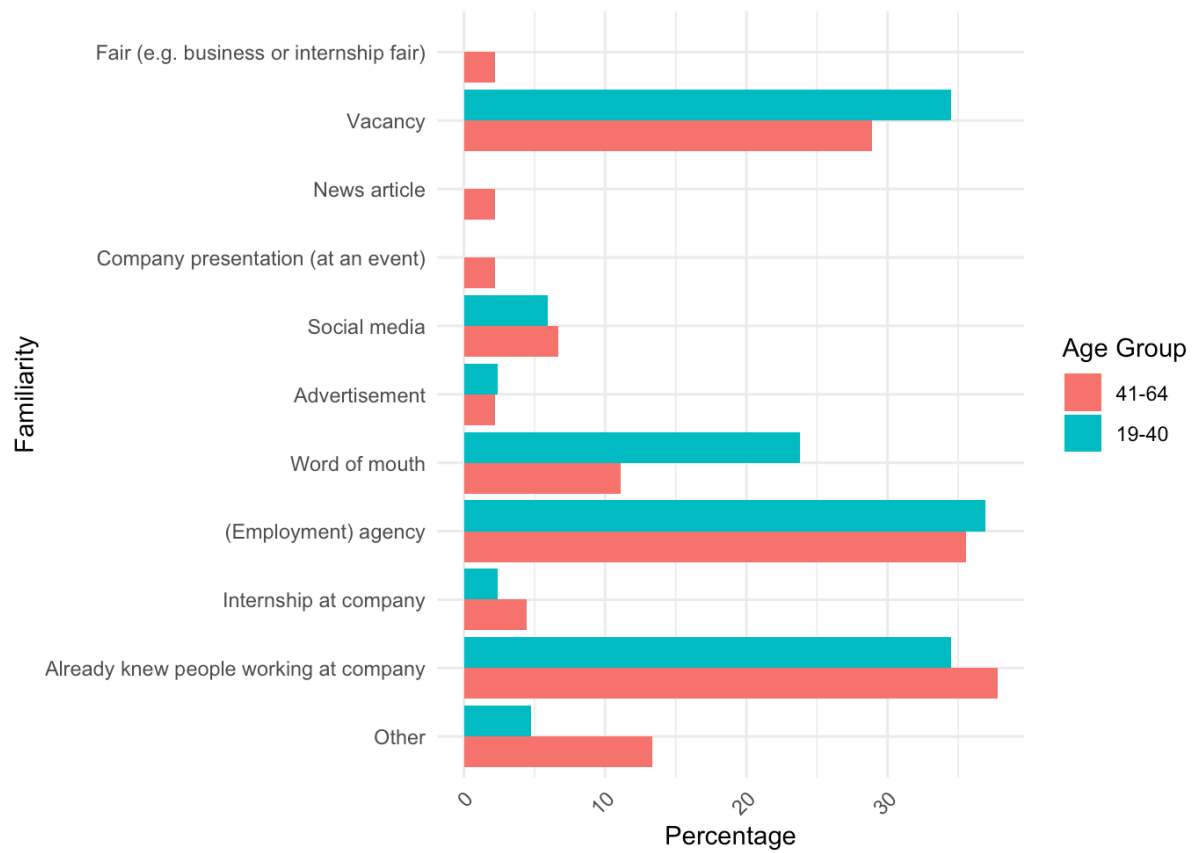|					
Social media usage vs. Traditional media attitude	351.22	330	120	.02	.40
Social media usage vs. Traditional media usage	436.99	440	120	.53	1.06
Traditional media attitude vs. Traditional media usage	452.2	300	120	< .001	< .001
Social media hours vs. Age group	15.4	14	102	.35	.70
Traditional media hours vs. Age group	8.97	8	102	.34	.69
Social media attitude vs. Social media hours	195.21	210	102	.76	1.52
Traditional media attitude vs. Traditional media hours	162.05	120	102	.006	.01
Social media usage vs. Social media hours	463.84	294	102	< .001	< .001
Traditional media usage vs. Traditional media hours	233.50	160	102	< .001	< .001

Figure B1

Newspaper Usage by Age Group
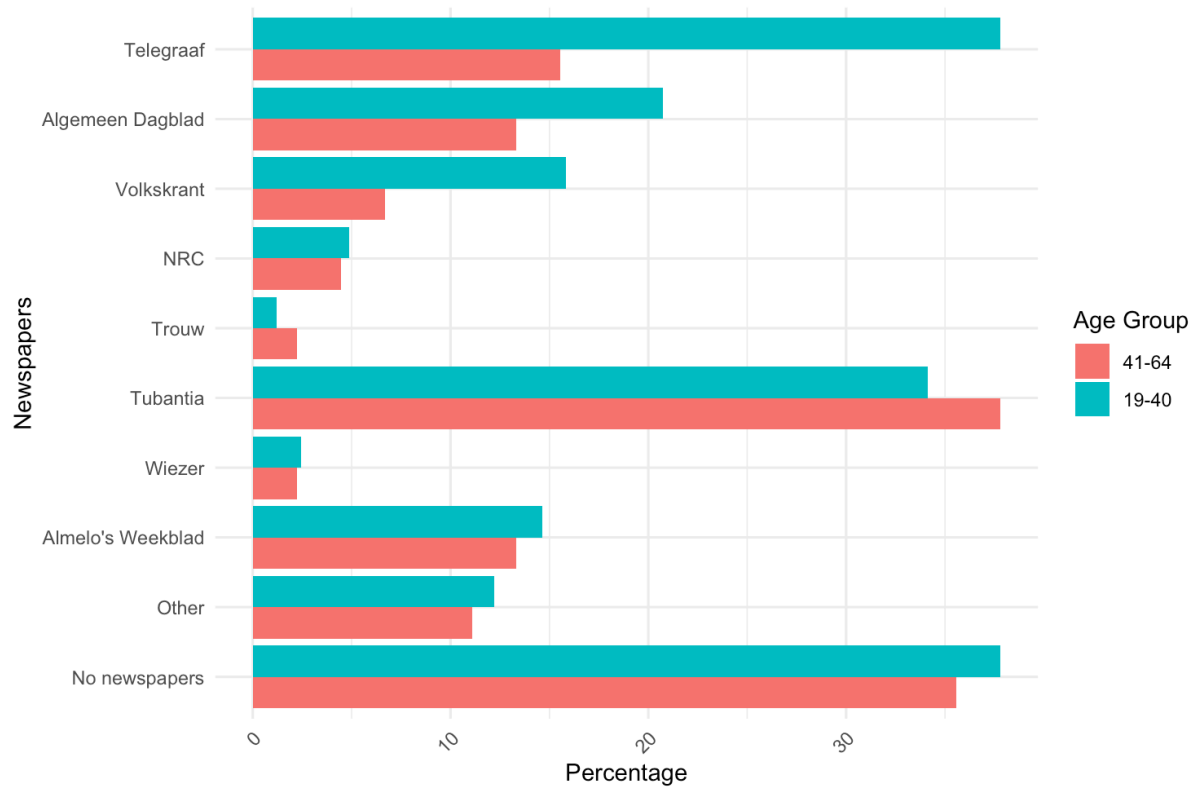
Note. Total *N* = 127, number of participants aged 19 to 40 = 82, number of participants aged 41 to 64 = 45.

Figure B2

Magazine Usage by Age Group
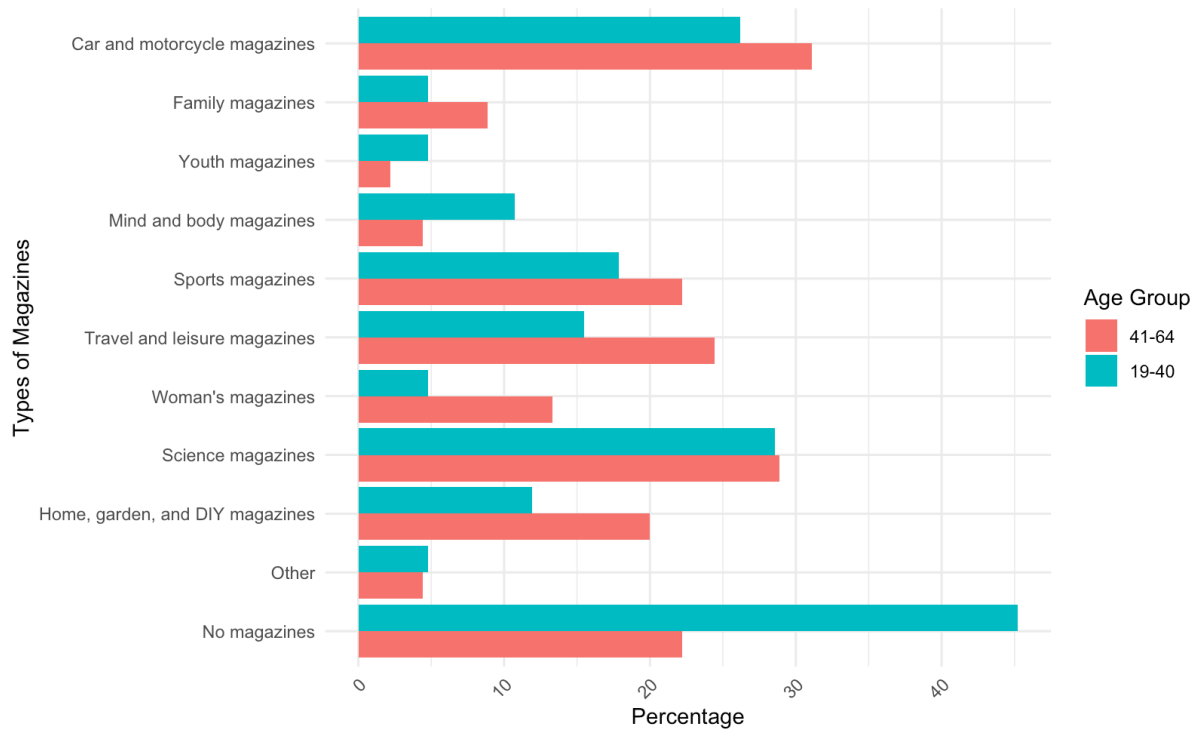
Note. Total *N* = 129, number of participants aged 19 to 40 = 84, number of participants aged 41 to 64 = 45.

Figure B3

Familiarity with Company by Age Group

Note. Total *N* = 129, number of participants aged 19 to 40 = 84, number of participants aged 41 to 64 = 45.