

AN EVALUATIVE STUDY OF HEALTHY LISTENING PATTERN AMONG FM RADIO LISTENERS: A SPECIAL REFERENCE TO MYSORE DISTRICT

Niveditha Vijayakumar

Head of the Department of Communication & Journalism, Mahajana First Grade College, Karnataka, India

©2014

International Academic Journals

Received: 12th September 2014

Accepted: 23rd September 2014

Full Length Research

Available Online at: http://www.iajournals.org/articles/iajist_v1_i1_1_11.pdf

Citation: Niveditha, V. (2014). An evaluative study of healthy listening pattern among FM radio listeners: A special reference to Mysore District. *International Academic Journal of Information Systems and Technology*, 1 (1), 1-11

International Academic Journals

www.iajournals.org | Open Access | Peer Review | Online Journal Publishers

ABSTRACT

Radio has always been part of our lives. It has also been a profitable business since the early days of broadcasting. Today, all sorts of digital devices have combined to create a 'self-media' environment that resituates radio, in the face of new challenges. This paper is based on an evaluative study of healthy listening pattern of FM radio listeners. The broadcasting scenario has changed in India with the arrival of private FMs and the promise to revolutionize the entire broadcasting market in the Asian content. The study sought to determine healthy listening pattern among FM radio listeners' with special reference to Mysore District. The study is based on systematic survey research method. The research attempts to formulate the problem of evaluating FM listeners and their perceptions. Following are the parameters used for the survey: Place of listening FM Radio; Associates (Co-listeners) of FM radio; Duration of listening FM Radio; and Discussion over FM Radio. Statistical tests ANNOVA and CHISQUARE are used to verify the research hypotheses such as hypothesis 1: "The respondents have followed Healthy FM radio use patterns."

INTRODUCTION

FM broadcasting has breathed a new life as a medium of radio in recent past. Could radio now think this as a new phase of its life or a re-birth? Of course the answer is yes, this is to be called as the "Reinstate of Radio in FM version" people are today talking only radio (Red FM, radio Mirchi, Radio City, Big FM e.t.c.). One will find people with Radio sets of different shapes and sizes listening to their favorite music on roads, in hotels at home and in public places.

Questionnaire and interview methods were primarily used for the purpose of primary data collection. Besides this, formal observation and consultation were also adopted for the purpose of generating additional relevant information. Incidental sampling and stratified sampling methods were followed for the purpose of choosing the subject of the study. Descriptive statistics were used to analyze the data collected and findings indicated that FM radio seems to be an entertainment means for lonely listeners and students' up-to graduation. The business people happen to be the frequent listeners of FM programmes. The quality, relevance and suitability of FM programmes are largely discussed with the friends and very rarely with parents, family members and relatives. The researcher recommended that corporate authorities of FM radio should think of redesigning the programmes such that they are well received and accepted by a wide range of FM listeners not only house wives, unemployed youth, and students up to graduation.

Key Words: *Broadcasting, Digital devices, Revolutionize, FM listener's perceptions, Incidental sampling, stratified sampling*

The FM Radio is creating a competition among them to provide best and innovative programme to their audience. However, one can see that although radio is an excellent medium of communication. It has been used its full potential and various efforts should be taken to improve “Radio”. The Radio covers the area of 99.16; the population in India is 91.82 of geographical area (Srivastava, 1989:8).

FM radio stations are one of the most popular entertainment mediums offering millions of Indians a great mix of shows. According to industry experts and analysts, there are 250-300 million radio users today. Radio even though many consider it an obsolete medium in this generation, still has its use. People may not hear it to receive news or to send signals but they hear it without even realizing it. Many broadcasters thought that maybe the time for Radio is over with the introduction of i-pod’s and MP3 players but with the beginning of online radio, it is safe to assume that the Radio is making a comeback.

Evolution of FM

In 1934, much of the world was in the grip of the Great Depression. Unemployment was an epidemic, and many businesses struggled desperately to survive. One notable exception to these economic troubles, however, was the radio industry. Broadcasters in the US were making upwards of two billion dollars a year, and they owed much of their success to the innovations of a brilliant man named Edwin Armstrong. Twenty years earlier he had significantly improved the sensitivity and quality of radio receivers with his invention of the *regenerative circuit* in his junior year of college, and he went on to further improve them with his *Super Regenerative circuit* and *Super Heterodyne receiver*. These laid the foundation for the success of radio broadcasting-- in fact, almost any radio you buy today will still incorporate these innovations. But in 1933, Armstrong brought about an even more revolutionary change in the broadcasting business: FM radio.

Evolution of FM Radio in India

FM broadcasting began on 23 July 1977 in Chennai then Madras, and was expanded during the 1990s. In the mid-nineties, when India first experimented with private FM broadcasters, the small tourist destination of Goa was the fifth place in this country of one billion where private players got FM slots. The other four centers were the big metro cities: Delhi, Kolkata, Mumbai and Chennai. These were followed by stations in Bangalore, Hyderabad, Jaipur and Lucknow.

Phase 1 begun in 1993, the government sold airtime blocks on its FM channels in Madras, Mumbai, Delhi, Kolkata and Goa to private operators, who developed their own programme content. Times FM (now Radio Mirchi) began operations in 1993 in Ahmedabad. Until 1993, All India Radio or AIR, a government undertaking, was the only radio broadcaster in India. The government then took the initiative to privatize the radio broadcasting sector. It sold airtime

blocks on its FM channels in Indore, Hyderabad, Mumbai, Delhi, Kolkata, Vizag and Goa to private operators, who developed their own program content. The Times Group operated its brand, Times FM, till June 1998. After that, the government decided not to renew contracts given to private operators. In 2000, the government announced the auction of 108 FM frequencies across India. Radio City Bangalore is India's first private FM radio station and was started on July 3, 2001. It launched with presenters such as Rohit Barker, Darius Sunawala, Jonzie Kurian and Suresh Venkat.

Phase II of FM licensing happened in 2006, where some 338 frequencies were offered of which about 237 were sold. While, the government may go for re-bidding of unsold frequencies, Phase III of FM licensing sees smaller towns and cities opening up for FM radio. Although they were allowed only 15% of the total allocated frequencies, Reliance and South Asia FM (Sun group) bid for most of the 91 cities.

FM in Karnataka

All India Radio is based in Karnataka. It has been based in Bangalore since 1955, originating in Mysore. FM started when Radio City FM started broadcasting in Bangalore on July 3, 2001.

Content in FM Radio

News is not permitted on private FM. Nationally, many of the current FM players, including the Times of India, Hindustan Times, Mid Day and BBC are essentially newspaper chains or media, and they are making a strong pitch for news on FM. Private FM stations are allowed to rebroadcast news from All India Radio, as long as they do so without any changes or additions. The Supreme Court of India on 17 October 2013 issued public interest litigation to the Centre requesting that the rules should be changed to allow FM stations to broadcast news reports.

Mysore and Media

Mysore inspite of being ruled by different Rulers and Kingdoms for ages still retains its old charm and stately beauty. There are many 'not-to-be-missed' sights in Mysore like the magnificent Mysore Palace, Sri Jayachamarajendra Art Gallery, St. Philomena's Church, and KRS Brindavan Gardens.

Newspaper publishing in Mysore started in the year 1859 when Bhashyam Bhashyacharya began publishing a weekly newspaper in Kannada, called the Mysooru Vrittanta Bodhini. This was followed by other weekly newspapers like Karnataka Prakashika (1865), Mysore Gazette (1866) and Vrittanta Patrike (1887). One of the well known publishers in Mysore during the Wodeyar rule was M Venkatakrisnainya, who is also called as the father of Kannada journalism. He started a number of news magazines like Sampadabhyudaya, Vidyaadaayini, Mysore Patriot and Saadhvi.

[International Academic Journals](http://www.iajournals.org)

www.iajournals.org | Open Access | Peer Review | Online Journal Publishers

Mysore was the location of the first private radio broadcasting station in India when Akashvani (meaning voice from the sky) was setup in the city on September 10, 1935. The radio station was setup by M.V. Gopaldaswamy, a professor of psychology at his house in the Vontikoppal area of Mysore, using a 50-watt transmitter. The station was taken over by the Mysore state in 1941 and was moved to Bangalore in 1955. In 1957, the name Akashvani was chosen as the official name of the All India Radio (AIR), which is the radio broadcaster of the Government of India. The AIR station at Mysore broadcasts an FM radio channel at 100.6 MHz. Recently some private FM channels like BIG FM-92.7 AND RED FM – 93.5 have started operating in Mysore.

Mysore city started receiving television broadcasts in the early 1980s when Doordarshan started beaming its national channel, all over India. This was the only channel available for Mysoreans till Star TV started beaming satellite channels in 1991. Direct to Home channels are now available in Mysore.

SPECIFIC OBJECTIVES

1. To study the growth and development of FM stations in Mysore district.
2. To assess the listening patterns among FM radio users in Mysore district.
3. To analyze the usage and discussion of FM radio programs with their associates.
4. To examine the duration of usage of FM radio in Mysore district.

LITERATURE REVIEW

“The Utility of FM for the purpose of Teaching” by Ashutosh Kar, Lecturer George College, Department of Management studies, Kolkata

The researcher did a Study on the advantages of Campus based Community Radio stations and has come to conclusion that FM had a strong and far reaching impact for the purpose of teaching.

“The Effectiveness of Tri-Media Advertising Campaign for Enrollment of Liceo de Cagayan University” by Henry J. Abellonosa, Felisa Sheila T. E. scalona, M. Milliza A. Lavanza, Yves T. Maagad, Nikko P. Quinonez, Chucille B. Quipanes, Hannah Grace D. S.

The Scholar has studied the effectiveness of the Tri Media Advertising campaign for enrolment of Liceo de Cagayan University. The study revealed that the radio advertisement was very effective medium in terms of persuasive effect due to the language they speak in radio than television or print media. The researcher concludes saying that the radio is an effective medium in promoting the programs and services offered by LdeCU as the listeners can easily understand the messages from the radio for its language that is within the level of listeners understanding.

“Effect of Different F.M. Radio Channels on Audience” by Sandeep Jain, AVRC, DAVV, Indore (2004)

The researcher main purpose was to study the media behavior, listening habits, popularity of F.M. Radio Channels, language used, effects of programme on listeners. According to the researcher, his study has revealed that maximum people preferred listening to Vividh Bharati and Radio Mirchi F.M. Radio channels. And especially youth preferred listening to Radio Mirchi whereas older generation liked Vividh Bharati because of its language sophistication. Another aspect of the research showed that originality of the language was in danger due to mixture of Hindi and English used very prominently by Radio Mirchi and affected the audience significantly.

Project report on “FM Radio” by Anjan brahma priyankita hazarika, www.scribd.com/doc/39639735/Fm-Radio-Final

This study shows ‘The impact and popularity that the upcoming Radio channels have made on the minds of the people of North East’. The researcher has focused on youngsters, working professionals and housewives in the middle income segment for the research. The surveyor has done the study to understand the mentality of the middle class people which has an effect on lot of factors. The analysis of the research says that radio is more popular in the urban area and and also people felt that FM radio was more as a source of entertainment than as a source of infotainment or as a means of communication.

“FM radio and social change in quetta citym” by Sadaf Naqvi, Mohammad Fahim Baloch, Babrak Niaz, Mirwais Kasi ISSN 1810-2174, QUETTA (PAK) Vol. XXIV No.1, 2011

The study has focused on the Role of FM Radio in causing development, change, and listener’s adjustment in the given social environment with special focus on informative programmes and effects on the local populace particularly in Quetta city which is distinguished by multi cultural and multi linguistic mass land. The findings of the research showed that FM radio is mainly listened by the young generation of Quetta due to their main focus on entertainment and interactive programmes with feedback. It is assumed that this forum can be used as an effective tool of Social Change in Quetta.

“Media and Militancy: Case Study of Use of Fm Radio” by Taliban in Swat by Sajjad Malik, IPRI Journal XIII, no. 1 (Winter 2013): 77-96

The researcher has studied on the important role of FM radio played in the rise of the Taliban in Swat and how Maulana Fazlullah, leader who used the airwaves to reach out to the masses on the pirate FM radio. His findings observed that the timings and contents used by the Maulana for broadcasts were carefully chosen to reach the maximum number of people. The radio of

Fazlullah was known as “Mullah Radio”. The broadcast became very popular and during the height of Fazlullah’s control in Swat in 2007 and 2008, almost everyone listened to his radio. His study found that the people listened to his live speeches and the leader succeeded in garnering support of his people. But the researcher noticed the leader mistakes, first was that he was in a hurry and, second that he was not ready to share power with other stakeholders. So finally the researcher found that, due to the use of violence to get authority and perpetuate it through force, the leader saw his downfall.

“FM Radio Listeners in Cagayan De Oro City Based on the Functional Approaches of Broadcast Media” by Maria Elena C. Reyes et.al, Vol. 1 July 20012, Online ISSN 2094-9642

The researcher has analyzed the preferences of FM station listeners in Cagayan de Oro City based on the functional approaches of broadcast media. The researcher suggested that FM radio stations should continue to create and experiment on programs that entertain the listeners and cater to a variety of audience. Researcher recommended that the radio programmers should not compromise and sacrifice the quality of their programs and must follow the Broadcast Code of the Philippines in terms of content and language and also, FM radio stations should design their programs to complement the activities of the audience and they should air gender friendly programs.

Amrita Nair-Ghaswalla, FM radio draws new listeners: Study, TNN Oct 4, 2003, 06.09pm IST, Times News Network (2003). Radio Mirchi is Mumbai’s No. 1, shows survey. *The Times of India*, March 28, p. 8.

The study has examined the nature and growth of FM radio in India. It provides details of one of India’s leading private FM radio operators - Radio Mirchi, its operations and business strategy. The study covered the cities of Mumbai, Delhi, Kolkata, Bangalore and Chennai and had 1,200 respondents. As per the study, on both counts, Delhi has had a significant impact, while Kolkata was more conservative. Commenting on radio stations in particular, the survey noted that in terms of regular listenership, Radio Mirchi and Radio City had a tussle for the top spot across different segments in Delhi. Radio Mirchi was way ahead of Radio City as far as students and housewives were concerned, while for executives and businessmen, it was the other way round. Moving to Kolkata, the survey showed that Radio Mirchi had strong competition from Amar Radio. Both were at par for students. Among housewives and non-car owner executives and businessmen though, Amar Radio led. Among car owner executives and businessmen Radio Mirchi was ahead, the survey showed, noting that the gap between the top two in both the cities was not too big.

RESEARCH METHODOLOGY

The study sought to determine ‘An evaluative study of healthy listening pattern among FM radio listeners’ – A special reference to Mysore District. The study is based on systematic survey research method. The research attempts to formulate the problem of evaluating FM listeners and their perceptions. Following are the parameters used for the survey: (1) Place of listening FM Radio; (2) Associates (Co-listeners) of FM radio; (3) Duration of listening FM Radio; and (4) Discussion over FM Radio.

Statistical tests ANNOVA and CHISQUARE are used to verify the following research hypotheses such as: Hypothesis 1: The respondents have followed Healthy FM radio use patterns. Questionnaire and Interview methods were primarily used for the purpose of primary data collection. Besides this, formal observation and consultation were also adopted for the purpose of generating additional relevant information. Incidental sampling and stratified sampling methods were followed for the purpose of choosing the subject of the study.

RESEARCH CHI-SQUARE ANALYSIS

Hypothesis: Place of listening of the respondents is independent with respect to the profession of the respondents.

The hypothesis (Home) was accepted at a two tail P value of 0.284. With respect to the listening habits of the respondents profession is significantly independent with respect to home as a place of listening. Un-employed-youth, business people, house wives are found to be preferable listeners of FM at their homes. But however, taken all the professional people together 82.39% of the respondents are the FM listeners (at their homes) in Mysore city.

The hypothesis (Work place) was accepted at a two tail P value of 0.146. With respect to the listening habits of the respondents profession is significantly independent with respect to Work place as a place of listening. Un-employed-youth, business people, are found to be preferable listeners of FM at their work places. But however, taken all the professional people together 21.1% of the respondents are the FM listeners (at their Work places) in Mysore city.

The hypothesis (Travelling) was accepted at a two tail P value of 0.571. With respect to the listening habits of the respondents profession is significantly independent with respect to travelling as a place listening. Un-employed-youth, business people and house wives are found to be preferable listeners of FM while travelling. But however, taken all the professional people together 70.4% of the respondents are the FM listeners (during travelling) in Mysore city.

The hypothesis (Others) was accepted at a two tail P value of 0.144. With respect to the listening habits of the respondents profession is significantly independent with respect to other as a place

listening. But however, taken all the professional people together, only 3.5% of the respondents are the FM listeners (Others) in Mysore city.

Hypothesis: Duration of listening to FM radio programs is independent with the Education qualification of the respondents.

The hypothesis (Less than 1 Hour) was rejected at a two tail P value of 0.01. With respect to the listening habits the duration of FM listening is found to be significantly dependent on the respondents Education qualification. Majority of the respondents at their degree level are found to be preferable FM listeners.

The hypothesis (1 Hour) was accepted at a two tail P value of 0.601. With respect to the listening habits the duration of FM listening is found to be significantly independent on the respondents Education qualification. Majority of the respondents at their degree level are found to be preferable FM listeners.

The hypothesis (2 Hours) was accepted at a two tail P value of 0.630. With respect to the listening habits the duration of FM listening is found to be significantly independent on the respondents Education qualification. Majority of the respondents up to at their degree level are found to be preferable FM listeners for duration of 2 hours.

The hypothesis (3 Hours) was accepted at a two tail P value of 0.093. With respect to the listening habits the duration of FM listening is found to be independent on the respondents Education qualification. It is found that the respondents rarely listen to FM programmes for duration of 3 hours.

The hypothesis (Greater than 3 Hours) rejected at a two tail P value of 0.044. With respect to the listening habits the duration of FM listening is found to be dependent on the respondents Education qualification. It is found that the respondents very rarely listen to FM programmes.

CONCLUSIONS AND RECOMMENDATIONS

The FM radio seems to be an entertainment means for lonely listeners and students' up-to graduation. The business people happen to be the frequent listeners of FM programmes. The quality, relevance and suitability of FM programmes are largely discussed with the friends and very rarely with parents, family members and relatives. The corporate authorities of FM radio may think of redesigning the programmes such that they are well received and accepted by a wide range of FM listeners not only house wives, Un employed youth, and students up to graduation

LIMITATIONS OF THE STUDY

The survey is limited to only 142 (Male 79, female 63) respondents, which is a major limitation of the study, because as per as per the reports of national census of India 2011 report the Mysore city corporation limits has population of 887446 out of which 443813 are males and 443633 are females. The survey is conducted by using incidental sampling method, and to some extent even the snow ball sampling method is also adopted to identify the respondents from remote parts of the city. The survey is focused only on listening patterns of the respondents.

The study has a lacuna of not addressing the exposure and satisfaction levels of the FM radio programmes delivered. The findings of the study cannot be generalised and the findings needs further substantial empirical evidences in the form increased sample size (at least 10%-25% of the population)

REFERENCES

- IGNOU (2001). *Gyan Vani: The educational FM radio network of India*. Publicity material developed by IGNOU, New Delhi
- Sharma, R. C. (2002b). Gyan Vani: The Educational FM Radio Network of India. *International Review of Research in Open and Distance Learning*, 2(2). Field Notes Vol. 2, No. 2, News from Asia. Retrieved March 31, 2003: <http://www.irrodl.org/content/v2.2/field.html>
- TNN Oct 4, 2003, 06.09pm IST, Times News Network (2003). Radio Mirchi is Mumbai's No. 1, shows survey. *The Times of India*, March 28, p. 8.

Web Sources

- <http://www.planetradiocity.com/musicopedia/article-history/FM-Radio-in-India/1090>
- http://rthk.hk/mediadigest/20100211_76_122554.html
- http://works.bepress.com/cgi/viewcontent.cgi?article=1037&context=ratnesh_dwivedi
- <http://www.managementparadise.com/forums/radio-television/207483-history-fm-india.html>
- <http://www.broadcastandcablesat.co.in/indian-fm-radio-story-and-the-changing-future.html>
- http://en.wikipedia.org/wiki/FM_broadcasting_in_India
- http://en.wikipedia.org/wiki/Media_in_Karnataka
- <http://www.mysoredasara.gov.in/about-us/media-history/>
- http://en.wikipedia.org/wiki/Akashvani_%28radio_broadcaster%29
- <http://www.jou.ufl.edu/research/research-cjc/research-performance/ph-d-dissertations/>
- <http://younganthropologists.com/wp-content/uploads/2014/01/Craig-Tower-2008-Radio-ways-Society-locality-and-FM-technology-in-Koutiala-Mali-PhD-thesis-Preview.pdf>
- <http://hdl.handle.net/10948/859>
- <http://search.proquest.com/docview/304543614>

International Academic Journals

www.iajournals.org | Open Access | Peer Review | Online Journal Publishers

<http://www.indiaonlinepages.com/population/karnataka-population.html>

<http://www.billboard.com/biz/articles/news/1555861/younger-listeners-ditching-amfm-for-internet-radio-study>

http://articles.economicstimes.indiatimes.com/2003-10-04/news/27558161_1_fm-radio-listenership-radio-mirchi

http://www.academia.edu/5034279/Audience_Assessment_of_News_Commentary_on_Radio_Rivers_99.1FM_A_Port_Harcourt_City_Survey#

<http://www.icmrindia.org/Short%20Case%20Studies/Marketing%20Communications/CLMC009.htm>

<http://www.victoria.ac.nz/seftms/about/events/seminar-te-reo-o-te-kainga-the-tautoko-fm-audience-research-project>