



RESEARCH ARTICLE

LISTENING ATTITUDE OF AUDIENCE TOWARDS FM RADIO

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ABSTRACT

Indian radio industry is one of the largest broadcasting organization in the world in terms of language of broadcast. Radio has come a long way from where it started in 1923. Radio is expected to be the second fastest growing medium of media communication. In India radio broadcasting has begun in 1935 by air and in 2001 the first private FM radio went on air. With the entries of private players in FM radio segment, FM radio has gained popularity in India. This paper deals with listening attitude of the audience towards FM radio in Coimbatore city.

Key words:

Radio, Listening Attitude, FM Radio.

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INTRODUCTION

There are varieties of programs or activities that go with the waves from radio stations, including talk shows, music, drama, news, announcements and education among others that provide useful information to the listeners. Talking about Coimbatore city, different FM radio stations are there i.e. 98.3 (Radio Mirchi), 93.5 (Suriyan FM), 91.1 (Radio City), 106.4 (Hello FM), 91.9 (Gyan Vani) and 103 (All India Radio). FM radio has today enabled advertisers to reach out to the audiences cost-effectively. Radio messages are delivered through speech which appeals to the imagination of the audience who often engage in other forms of activities even as they listen-in.

Review of Literature

Everlyne Nafula (2007) in this study the researcher has identified the factors influencing the content preference towards FM radio in Nairobi, descriptive research has been done with the help of questionnaire with open ended and close ended questions. The researcher selected 200 youth from day secondary schools in Nairobi for the research study and finds that youth tune to FM stations mainly for entertainment, news and information on issues affecting them, the study also shows that peer influence is the leading factor influencing content

preference among youth FM listeners. Rajalakshmi (2012), the researcher has studied the marketing strategies adopted by FM radio, and the findings show FM radio is the cheapest medium for advertising, the most listeners of FM radio are students and working men, 60-70% people listening radio while driving their car, the average daily listeners in households are 54% as compared to 85% television viewer, time spent in listening to radio is 105 minutes as compared to average TV viewers of 135 minutes.

Objectives of the Study

1. To analyse the audience perception towards FM radio
2. To study the preference of the respondents towards various types of shows in radio.

Statement of Problem

Advent of radio has tremendously transformed the way information is disseminated. Advancement in information and communication technology has brought other means of information dissemination such as television, internet, mobile phones, fax, telex, telegram among other. The question is, with this mirage of means of disseminating information; how relevant is radio and what are the most preferred shows in radio by the audience to withstand current heavy competition of various mass media.

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Limitation of the Study

The entire study is dependent on the response given by sample respondents, so the attitude and the mental status of the respondents will be reflected in the research findings. Since the time was limited. Convenient sampling method is used to select respondents. This study has been confined to Coimbatore city only. So it may not be universally applicable. The respondent's size was limited to 350 due to time constraints. The study is applicable to Coimbatore city only. So findings cannot be generalized to other area.

Research Methodology

The data collected using primary data using structured questionnaire. Secondary data collected from various magazines, journals etc. are used for study purpose. Statistical tools like Simple Percentage analysis, Chi-Square analysis and Weighted Average Analysis are used for analyzing the data.

Sampling Plan

1. Sample Size 350 samples
2. Sampling Methods Convenience Sampling Method
3. Sampling Area Different Areas Coimbatore City

Data Analysis and Interpretation

Table 1. Demographic Profile of the Respondents and Audience Listening Preference of FM Radio

S.No.	Demographic Variables	Category	Frequency	%
1.	Gender	Male	228	65.1
		Female	122	34.9
2.	Age	Below 20 yrs	0	0
		21 to 30 yrs	144	41.1
		31 to 40 yrs	52	14.9
		41 to 50 yrs	69	19.7
		Above 50 yrs	85	24.3
3.	Educational Qualification	No Formal Education	0	0
		School Level	68	19.4
		College Level	228	65.1
4.	Occupation	Professional Degree	54	15.4
		Private Employee	159	45.4
		Government Employee	18	5.1
5.	Monthly Income	Home Maker	17	4.9
		Business	51	14.6
		Others	105	30.0
		Below Rs.10000	53	15.1
6.	Nature of Family	Rs. 10001 – 20000	175	50.0
		Rs. 20001 – 30000	104	29.7
		Above Rs. 30000	18	5.1
7.	Family Size	Joint Family	124	35.4
		Nuclear Family	226	64.6
8.	Listening Pattern	2 members	35	10.0
		3 – 4 members	192	54.9
		Above 4 members	123	35.1
9.	Time Preference to Listen Radio	Daily Listener	159	45.4
		Occasional Listener	191	54.6
10.	Duration of Listening Radio	Morning	88	25.1
		Afternoon	0	0
		Evening	105	30.0
11.	Place for Listening Radio	Night	157	44.9
		Less than 1 hr	176	50.3
11.	Place for Listening Radio	1 hr to 2 hrs	156	44.6
		More than 2 hrs	18	5.1
		Home	210	60.0
11.	Place for Listening Radio	During Travel	106	30.3
		Work Place	34	9.7

Source: Primary Data

Chi-square Analysis

Table 2. Association between Demographic Profile of the Respondents and Listening Pattern of FM Radio

S.No.	Demographic Profile	Chi-Square Value	df	P-value	S/NS	Remarks
1.	Gender	41.963	1	0.000	S	Rejected
2.	Age	23.293	3	0.000	S	Rejected
3.	Educational Qualification	14.158	2	0.001	S	Rejected
4.	Occupation	85.211	4	0.000	S	Rejected
5.	Monthly Income	38.185	3	0.000	S	Rejected
6.	Family Nature	53.765	1	0.000	S	Rejected
7.	Family Size	48.391	2	0.000	S	Rejected

Source: Primary Data

H₀: There is no association between demographic profile of the respondents and listening pattern (Daily Listeners, Occasional Listeners) of FM radio by the respondents.

The above table shows that all the demographic variables i.e Gender, Age, Education, Occupation, Monthly Income, Family Nature and Family size, have p-value less than 0.05 and 0.01. Hence all the demographic variables are significant at 5 per cent and 1 per cent level. Therefore null hypothesis is rejected, so there is association between demographic variables of the respondents and listening pattern of FM radio by the respondents

Weighted Average Analysis

Table 3. Type of Show Preferred by the Respondents

S.No.	Shows	Weighted Avg. Score	Rank
1.	Talk Show	1896	7
2.	Interview with Celebrity	1728	9
3.	New Songs	1956	6
4.	Old Songs	2309	2
5.	Road Traffic Information	1963	5
6.	Health Programmes	2279	3
7.	Weather Information	1784	8
8.	Local News	2310	1
9.	Songs on Demand	2012	4
10.	Sports News	1255	10

Source: Primary Data

Table 4. Audience Perception towards FM Radio

S.No.	Factors	Weighted Avg. Score	Rank
1.	It provides information on current affairs	1576	1
2.	It provides information on Business	1435	6
3.	It provides information on Health	1417	7
4.	It provides Entertainment Programs	1485	3
5.	It Provides important information	1450	5
6.	It help to change the mood	1312	9
7.	Like to hear jokes	1524	2
8.	Like to listen radio because of RJ	1468	4
9.	It is anti – boring	1207	10
10.	Good source of entertainment & fun	1415	8

Source: Primary Data

The above table depicts the most preferred radio show by the sample respondents. “Local News” provided by the radio has obtained First rank, Second rank goes to “Old Songs”. “Health Programmes”, “Songs on Demand” and “Road Traffic Information” has obtained third, fourth and fifth rank respectively. The respondents gave sixth, seventh and eighth position to “New Songs”, “Talk Shows”, and “Weather

Information” respectively. The last two rank i.e. ninth and tenth was obtained by “Interview with Celebrity” and “Sports News”. Thus top priority was given to Local News and Old Songs by the respondents. The table reveals the weighted average score and rank of sample respondents towards Audience Perception on FM radio listening. Among the ten factors, top priority was given to Information on Current Affairs. Least importance is given to the factor Anti – Boring.

Conclusion

In the era of digitalization among the various information communication media, FM radios are fewer used by the respondents. In spite of the busy schedule of the audience, they find some time to listen to radio either in daily basis or occasionally. FM radio by concentrating on the weak areas like, providing business information, Entertainment factors etc. it can further widen its audience. Radio Jackeys (RJ) is also

one of the influencing factors for audience preference towards FM radio, so proper and active selection of RJs will also help the FM market to grow further in the forthcoming digitalized era.

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