

RADIO LISTENING HABITS OF KANPUR YOUTHS

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Abstract

Radio has been one very popular media in society. After the invention of this media, it became very popular and soon occupied an important role in the society. In recent years, the wide expansion of FM channels in urban areas has taken place and several private companies have started broadcasting programmes on FM radio. The easy availability of radio programmes has also helped in developing listening habits of radio programme among youths. The information about these habits is very useful for advertising companies and programme producers. Keeping in view to this point, the present study has been done which tries to find the radio listening habits of youths of Kanpur city. The study has been done through survey method using questionnaire. The data collected have been analysed and discussed. The findings have been given in brief in the end.

Keywords- Radio, Listening, Programme, listening habits, University, student, Youths, Kanpur

Introduction

Radio has been one very important technology of information, knowledge and entertainment dissemination. All members of the society can be benefitted from this technology. Radio has changed the face of human communication and became a fixed point in daily lives of human beings. Radio broadcasting has been divided mainly in two categories AM and FM broadcasting. AM stands for amplitude modulation. The signal of this type of broadcasting can be easily detected with simple device or equipment. The advantage of AM broadcasting is that it uses a narrower bandwidth in compare to FM. FM radio broadcasting is another main types of radio broadcasting in the World. FM usually denotes frequency modulation. This frequency modulation mainly takes place on VHF airwaves in a range of 88 to 108 mega hertz all over the world except a few countries. This broadcasting can be done in a limited geographical range but the sound quality remains very good.

FM broadcasting began in India on July 23, 1977 in Chennai, then known as Madras. Though, the expansion of AM broadcasting continued in India just after independence, but the expansion of this broadcasting could happen only in the decade 1990s. Though, it has begun in the country like United State 50 years before. During the decade 1990s, several private FM channel began to broadcast radio programmes. The Government policy to privatize radio broadcasting provided a great opportunity to private companies to come in this field. However, such type of broadcasting has several limitations also. News is not permitted to broadcast on private FM channels as on private TV Channels. Though, they can rebroadcast the news from All India Radio.

Strengths and weakness of radio

Radio media has several positive strengths in comparison to other media. It is direct and can reach specific audience and at different time of day. The programme production process is very simple and cheap in comparison to other media. It is a very portable and can be carried anywhere. The radio programmes are available in every corner of the world. It is a very easy available medium and it can be managed by even very poor people. It can broadcast specialised programme for various group of society. This media can be enjoyed while doing other activities. It is available in different form like walkman, mobile, computer, radio set. This is not possible with other media. It is an interactive media and provides immediate feedback. People can speak with radio persons immediately. People can easily understand the radio message and also give feedback.

Despite above qualities, there are several disadvantages of radio media also. One of biggest disadvantages of radio media is that it is only sound so people can easily be diverted from it. It can be given only once and it requires great attention. According to Hartman, radio signals are also susceptible to interference from atmospheric conditions and other broadcasts. It is very difficult to receive a clear signal from some locations, for example areas shielded by mountains may not receive a clear radio signal. (Hartman, 1999) The effectiveness of radio receiver can be easily affected by a structure's insulation or electrical interference from other appliances. Like most other forms of electronic communication, radio broadcasting also requires the presence of electricity, both at the point of the transmission and the point of reception.

Literature review - Listening behavior has been a very important part of study in radio broadcasting. There are a large number of studies in this field in India as well as in foreign countries. Several studies have been done even in developing countries.

Among recent studies, one was done by Hezron Mogambi in African country Kenya through survey method and a questionnaire was framed for it. This study was conducted to find listening habits and favorite radio stations and programmes. It found that several factors affected the listening habits of youths. It includes the programming pattern of radio stations, timing of programs, topics of discussion, radio host, type of music played and language of broadcast. (Hezron Mogambi, 2016)

Another online survey was done by Anne Pilon which tried to know the impact of online radio upon the listening habits of traditional radio. 51% of overall respondents think that online radio will likely have more listeners than traditional radio within the next five years. 28% were neutral. Just 20% think it's unlikely for online radio to surpass traditional radio within the next five years. (Anne Pilon, 2015)

The process of such study is very old also. For example one study was done in 1952 by Lyle Manson. It was conducted to find radio listening habits of high school students concerning music. It was done in partial fulfillment of the requirements for the degree of Master of Education in the graduate School of the Central Washington College of Education. It found that high percentage of the respondents preferred to listen to dance bands, but they showed a

definite preference for bands playing commercial and sweet music. Similarly, popular record programs were the most popular of any type of program and more boys liked sports programs than girls, but the boys still preferred popular record programs over any others. (Lyle Manson, 1952)

Another study of radio listening habits of higher education students was done by survey method. This survey tried to find answers of cause of radio listening by youngsters and what kind of programmes they prefer listening to and the role of the announcers on their preferences. The study determines the reason of the youngsters in listening to the radio as a means of communication in the contemporary age. (Metin Kasim and Aytekin Can, 2012)

Nature of Radio

Onabajo (1999) illustrates radio as one of the many ways for getting messages to a large number of people at one time, since it surpasses the border of space and time, and also jumps across illiteracy obstacle. Asekun-Olarinmoye (2013) explains that radio is the single most important media equipment, because it arrives at larger listeners anyplace in the earth. Radio is fast medium and it can give news to audiences as it happens. Onabajo (1999) says that radio can effectively influence a large audiences and it can persuade them and in this way it can give a feeling of unity among people and it can also create national consensus on any issue. It is also a very powerful instrument in various areas of public concern including environment, education, health issues, family planning, culture, economy and other social development issues (Onabajo, 1999). Though radio reaches millions of people at the same time, yet it speaks each of them individually. The listeners of radio feel a kind of companionship while listening any programme on radio. When it discusses any relevant public issues, they have a feeling of closeness with it. (Kuewumi, 2009)

New Technology in radio

In recent years, several new technologies have been incorporated in radio and Internet radio is one most important radio technology. It is also referred as Internet web radio, net radio, streaming radio, e-radio, IP radio, online radio, webcasting and by other such names. This is an audio service transmitted via the Internet. Simply, broadcasting on the internet is internet radio. This radio broadcasting is generally referred to as webcasting since it is not transmitted broadly through traditional wireless means. In this type of broadcasting, a continuous stream of audio programme is provided and it is different from podcasting. In case of podcasting, the audio programme is downloaded instead of streaming.

Streaming – It is a technology which is used to distribute internet radio using special technology. It can be done through various formats including MP3, Ogg Vorbis, Windows Media Audio, Real Audio, and HE-AAC. (Hoeg, Wolfgang; Lauterbach, Thomas, 2009).

Community radio – community radio is one which is operated and managed in the community for the community. It serves a defined community and it also takes democratic participation of people. It is basically third model of radio broadcasting besides commercial and public broadcasting. The content of such broadcasting is prepared keeping in view local

specific audience. It is operated, owned and managed by communities it serves. Such types of broadcasting are generally managed on non profit basis.

Digital radio – Digital radio is the use of digital technology to transmit and receive the message on radio spectrum. They may refer to digital transmission by radio waves. It includes digital broadcasting and especially to digital audio radio services. It has several benefits over traditional broadcasting. It includes efficient use of spectrum space. A large amount of information can be passed down through a single channel. It also contains improved quality of audio at low receiver signal levels.

Satellite radio – Satellite radio is nothing but a radio service which uses a satellite revolving round the earth for broadcasting various programmes. The evolution of satellite service has improved the quality of broadcasting in World. The greatest advantage is that the programme is not disturbed technically. Another important advantage is the absence of staying in a certain range. The satellite services are available in a very broad geographical location and one can listen to this programme while moving in a car. The satellite radio signal is digital which means the sound of programme is very clear and one can listen to it without any interference.

Besides above category of broadcasting, some other types of broadcasting are also well known. Commercial radio and amateur radio broadcast are among them. Commercial radio broadcast is owned by private corporate media, opposing to state ownership. Such type of broadcasting is totally based on airing advertisements for profits. Amateur radio is radio broadcasting which is famous for both as a hobby and as a service where participants are known as ‘hams’ and they utilize several kinds of radio communications technologies for communicating other radio amateurs basically for public services, recreation and self training. Amateur radio broadcasting can be done only after getting license by an appropriate authority in any country.

Radio listening habit in India – Several studies have been done about various aspects of listening habits of different groups of societies. A study was conducted by AZ Research’s Radio Listener’s Research. The report studied the FM Radio listening behaviour. It describes several aspects about FM Radio as a medium. This study was done on 45000 respondents of various sections of consumers between the age group of 14-50 years. It covered several important cities of India like Ahmedabad, Pune, Hyderabad, Chennai, Jaipur, Lucknow and Bangalore.

According to AZ research report more than 64% of people listen to FM radio every day. They attributed the increased acceptance of FM radio to the ease of access. Another finding was about the behaviour of the listeners. The study revealed that 71% of listeners preferred to listen to the same channel on the same time indicating strong loyalty. Respondents who left channels were only 16%. The recall quality of FM radio was found to be better than TV. 43 % correct recall was found in comparison to TV which was only 22 % correct recall. They could recall correctly the name of the program, name of the RJ, main sponsors of the program and

even the contents that are run on the FM channel. This result shows that FM Radio has a very high participation in comparison to television and print. (AZ Research report, 2016)

Kanpur City - Kanpur is the biggest city of the Uttar Pradesh. It is also the main centre of commercial and industrial activities of north India. Formerly, it was also known as Manchester of India. Now it is the commercial capital of Uttar Pradesh. Kanpur is situated at the bank of holy river Ganga and on the national highways no. 2 and 25 and state highway, the main Delhi-Howrah railway lines. This city is about 126 meters above the sea level. Kanpur has also become an important educational centre. Harcourt Butler Technological Institute, Agricultural College, Indian Institute of Technology, GSVM Medical College, National Sugar Institute and Government Textile Institute being located here. CSA and CSJM Universities are also located in Kanpur. (Wiki)

Radio stations in Kanpur- There was a time when only All India Radio service was available in Kanpur for a long time. But with the change in the broadcasting policy, several private FM radio services have begun in the city, Community radio services has also begun in the city for student community. Following are main radio services in the city.

IIT Kanpur community Radio – It is a community radio and the students are main target audience of this broadcasting. It can be received in a very limited geographical range and the programmes are also specific audience based. It is first of its kind of broadcasting in IIT campus. The FM station broadcast programmes relating to science with special emphasis on making the subject more interesting and simpler to students. It also transmits cultural programmes. It takes full participation of audience in the production of programmes.

Red FM- It is situated at 17/1, Rollen Tower, Mall Road, in Kanpur. It began in 2007. Red FM is an Indian FM radio brand, with stations broadcasting at the frequency 3.5 megahertz in various cities including Pune, Mumbai, Delhi, Kolkata and Indore, Bhopal, Gwalior, Jabalpur, Ahmedabad, Lucknow, Allahabad, Varanasi, Jaipur, Patna, Amritsar, Chandigarh. It was launched in 2002. At that time, it began with playing a mix of Hindi and English songs. But programming is now exclusively in Hindi. 'Bajaate Raho' (Keep Playing) is its punch line. "Morning No.1", "DL935", "Mid Day Masala", are the most widely broadcast shows. The Kanpur radio channel broadcasting gives local flavor to the contents of programme.

Radio City- This is first private FM radio station in India and was started on 3 July, 2001. Kanpur FM channel began in 2016. It broadcasts on 91.1 megahertz from Mumbai (where it was started in 2004), Bengaluru (started first in 2001), Lucknow and New Delhi (since 2003). It plays Hindi, English and regional songs. Radio City started New Media in May 2008 with the launch of a music portal – Planet Radiocity.com. This offers music related news, videos, songs, and other music-related features. The Radio station currently plays a mix of Hindi and Regional music. The radio city website gives detail report about its programmes. This radio broadcast various programmes taking the participation of listeners of Kanpur.

Radio Mirchi - It is situated at Civil lines Kanpur. Radio Mirchi is a nationwide network of private FM radio stations in India. It is owned by the Entertainment Network India Ltd (ENIL), which is one of the subsidiaries of The Times Group. The tagline of FM Channel is "It's hot". This radio keeps up weekly music plan for India. Some of its programme is very popular. It includes Mirchi Top 20 (Bollywood film Songs) and English Top 20 (English Songs). Both of these programmes give ranking of recorded music according to popularity. Charts are published on a weekly basis in the Indian English-language daily newspaper, The Times of India, and on Radio Mirchi's official website. Hia Kanpur is a very popular programme.

Fever 104 FM – This service belongs to HT Media ltd. This FM channel is available in several important cities in India. It began the broadcasting of programme in Delhi in October 2006), Mumbai, January 2007), Bangalore, since March 2007), Kolkota, January 2008) and in Chennai since September 2015 as Fever 91.9 FM) and Hyderabad in 2016 as Fever 94.3). This channel has repackaged great epics like Ramayana, Gandhi, Bose and Bal Gopal for youths. The station has also begun comedy radio series, 'Friends in a Metro; horror series, 'Kya Who Sach Tha' and radio dramas based on crime such as 'Case 104'. Bollywood, sports, music and reality on radio are the key pillars for the brand. It is latest FM channel which began in Kanpur

All India Radio – All India radio Vividh Bhaarat Channel in Kanpur is available with major part of programme is broadcast through relay system. This service provides radio programmes for several hours. This service also provides a mix of film music, skits, short plays and interactive programmes. All these programmes of Vividh Bharati are produced centrally at Vividh Bharati Service, Borivali, and Mumbai and then they are up-linked to the satellite. Several Vividh Bharati stations across the country down-link these programmes through captive earth stations provided at each of these AIR stations. Some local programme windows are also provided at these stations to give regional touch to the listeners. This channel prefers to broadcast only sponsored programme .

AIR FM Rainbow -service is available in Kanpur. This is a group of FM radio channels across India. The group of stations was previously called FM Metro, but the name was changed to FM Rainbow in 2002. The group is run by All India Radio, a government owned enterprise. It features Hindi and regional language songs, while also playing English music and providing hourly news in English, regional language and/or Hindi.

Statement of the Problem

The Supreme Court decision about the freedom of using air channel leads government to make provision for radio broadcasting in private sector. This leads to give license to private companies to make their own broadcasting centre and give content. However, it is very important to broadcast useful and popular content .The main objective of radio is to inform, educate and entertain the society. It can also be used to motivate, guide the society in a right direction. The youth is one very important segment of the society and radio channels always target them for listening to their programmes. Youths prefer to listen to radio programme in

their own way. This study therefore seeks to examine the radio listening habits of youths and also their attitude towards various programmes which may give very useful information.

Research Questions

The main objective is to study the habits of radio listening: The broad question is to find-

- What is extent is radio accessible to students?
- What is popularity of radio stations?
- What satisfaction do students derive from listening to radio?
- What is the attitude of students in radio listening ?
- What is the attitude of students to programmes on radio?

Methodology

In this study, descriptive survey method has been adopted to gain insight into the radio listening patterns, behavior and approach of students towards radio programmes. This technique avails the researcher the chance to recognize the power and drawback of students in line with radio listenership. Copies of questionnaire have used to collect useful information. The study has been done between December, 2017 and January, 2018.

Area of the study – Kanpur city is the area of the study and the youths between 20 to 25 years have been taken for the study. They are mainly graduates and postgraduates classes. Purposive sampling method has been adopted for data collection. Total 154 youths have been taken for the study. Most of these students belongs to C.S.J.M. University, Kanpur.

Analysis and Discussion of the result

Question 1: What is access of radio programmes ?

S.N.	Access	Frequency	Percentage
1	Poor	0	0
2	Normal	56	36.36
3	Very good	98	63.64

The access of radio was one important question. It was found that majority of the respondents have very good access to radio programme. It means there are no problems in utilization and there is not any problem in receiving the signals of programmes. Good quality of reception is one important condition for listening radio programmes.

Question 2: Which radio station do you like most?

S.N.	Radio station	Frequency	Percentage
1	Community	2	1.3
2	Vividh Bharati	42	27.27
3	Radio city	14	9.090
4	Radio mirchi	40	25.97
5	Radio fever	21	13.63
6	Red FM	35	22.73

From the above results, it can be concluded that Radio Mirchi is the most favorite channel among youths in Kanpur. The popularity of Vividh Bharati is at second place. Red FM is at second place while Radio city and Radio fever both are at third place. Community radio is not popular and there is very small number of youths to listen this radio. It means community radio is far behind in the order of choice.

Question 3: What is duration of radio listening?

S.N.	Duration in hour	Frequency	Percentage
1	1 h	91	59.09
2	2h	35	22.73
3	3h	14	9.09
4	4h or above	14	9.09

Days are gone when people used to listen radio programmes for several hours. Nowadays there are many other sources of entertainment and the duration of use of this media has decreased to a great extent. Most of the listeners listen radio programme maximum up to one hour. The percentage of listening radio programmes between one and two hours is a little more than 22 percentage, whereas, percentage of people listening the programmes three and hours is little more than 9 percentage in each.

Question 4: Which one is most preferred medium for listening?

S.N.	Satisfaction level	Frequency	Percentage
1	Radio set	28	18.18
2	Smart mobile	120	77.92
3	Computer, laptop	3	1.94
4	Tablet	3	1.94

The new media have dominated even in the field of radio. Radio set remains no longer as a source of listening radio programme, only 18.18 percentages out of all respondents use radio set for listening radio programmes whereas around 78 percentage of the respondents. The small number of computer laptop and tablets reveals that they are not very suitable for listening radio programmes.

Question 5: What is frequency of listening?

S.N.	Frequency of listening	Frequency	Percentage
1	Daily	56	36.36
2	Some times in week	77	50.00
3	Some times in 2 weeks	21	13.64

The listening of radio programme is not very regular. Almost thirty percentage of the listeners are listening radio programmes daily whereas half of the people listen anytime in the week according to their conveniences. There are such respondents also who listen radio programme sometime in two weeks.

Question 6: What is preferred hour of listening?

S.N.	hour of listening	Frequency	Percentage
1	Morning	28	18.18
2	Afternoon	35	22.73
3	Evening	21	13.64
4	Night	49	31.82
5	Any time	21	13.64

Different youths have different hours for listening radio programmes. Most of the youths listen to radio programmes in evening and night hours. Though they can listen to it at anytime but it is main listening hour and almost half respondents are such listeners. Morning listening hour are small and similarly little more than one fifth respondents listen radio programmes in afternoon. There are considerable number of listeners who can listen radio programme at any time.

Question 7: What is format of preference of programme?

S.N.	Preferred programmes	Frequency	Percentage
1	Music	70	45.45
2	Interview, Discussion	42	27.27
3	News	42	27.27

Music is the most popular and preferred programme format in radio broadcasting. Interview, Discussion and news programmes are equally desired by youths. In each case, a little more than 27 percentages accepted that they had liked it.

Question 8: What is purpose of listening programme ?

S.N.	Purpose of programme	Frequency	Percent
1	Entertainment	21	13.64
2	Information	35	22.73
3	Add to existing knowledge	7	4.54
4	All above	91	59.09

Entertainment, information and knowledge are main objectives of listening radio programmes. Most of the respondents accept that they are listening radio programmes for all those objectives. Radio media is not considered simply as a source of knowledge. Very small number of people accept that they listen radio only for gaining knowledge.

Question 9: Do you participate in interactive programmes?

S.N.	Participation in interactive programmes	Frequency	Percentage
1	Yes	63	40.91
2	No	91	59.09

More than half of the youths don't take part in radio interactive programmes. Taking part in the interactive programme is an active process for which some mental preparation is necessary. But listening of interactive programme may be a matter of interest. So more than two third of the listeners are actively listening interactive programmes whereas a little less than one third of the total respondents are not taking part in the interactive programme.

Question 10: Do you listen radio interactive programme ?

S.N.	Programme on internet	Frequency	Percentage
1	Yes	105	68.18
2	No	49	31,82

Majority of the people listen interactive programmes. Though they don't take part in it, yet they find it to be worth listening and they accept it. The interactive programmes are very important part of radio broadcasting.

Conclusions

From above description, it is clear that FM Radio channel is playing a very important role in the society in area of information, education and entertainment. The new media have made possible to listen radio programme at any place and at any time. So youths are using this facility for them. So, people today are more prone to listen to radio programmes at any time and at any place. This broadcasting is regarded as a credible source of entertainment, information and knowledge. It has become a very popular media among the urban youth community and they consider it an essential part of their lives.

Recommendations

The study has found that youths are listening radio programmes considerably and this can be further utilized for other higher objectives also. The students have overall a very optimistic attitude towards the FM radio channel. We can say that the utilization of FM radio channel should further be investigated. The contents of programme affect the attitude of listeners so they should carefully be developed and presented. Those programmes should be given priorities which are liked by them according to their choice. More such programmes can be produced according to their needs and their participation in the programmes should be encouraged. There should more micro level study on the habits of listening FM radio programmes and the moderation in the programmes should be done accordingly.

Further Study

This is very important area of media so the process of study may further be expanded in various directions. The Internet radio is one important technology in broadcasting. It is in the process of expansion and it can easily be set up by any person and it has more chance of expansion and utilization. So various studies can be done in this area.

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- www.iiste.org ISSN (Paper)2224-5766 ISSN (Online)2225-0484 (Online) Vol.5, No.12, 2015 157