

# HEALTHY RADIO LISTENERSHIP IN DIGITAL ERA- WITH SPECIAL REFERENCE TO HELLO FM 106.4

(Dr.V.Mahalakshmi)

**Abstract:** Today, all sorts of digital devices have been combined to create a 'self-media' environment that resituates radio, to face new challenges. The broadcasting scenario in India is changed with the arrival of private FMs and the promise to revolutionize the entire broadcasting market. Radio had its re-incarnation in the form of FM, since the year 2002. The radio industry in India has been growing by leaps and bounds, and it is clear that the future belongs to radio with Hello FM standing at the helm of this future. Hello FM 106.4 was the only network to have a 100 per cent success rate on winning the 2nd Phase of Radio License bidding. Hello FM is gearing up to repeat its record in the third phase as well to meet out the competition and make it the largest radio player in the Tamilnadu market. The study is related to healthy listening and influencing factors among FM radio listeners with special reference to HELLO FM 106.4. It is based on descriptive research method and it attempts to formulate the problem of evaluating FM listeners and their perceptions.

**Index Terms-** HELLO FM, Entertainment, Healthy Radio listenership, Social changes

## I. INTRODUCTION:

Radio has never been radically real. Radio industry is one of the oldest media industries. There was only All India Radio (AIR) before the phase I. After that, the private FM stations emerged and they were in the need to compete with the other fm stations that already exists in order to have high reach among others. Since News is not permitted on private FM, they took other strategies to become a leader in the market. In this, RJ's speaking about the social issues, playing the public service announcement and health related information which is the tools they took, to become number one among the other FM radio station. It had its re-incarnation in the form of FM, since the year 2002.

Among the private networks, FM radio stations are the largest network in Tamilnadu. They had won 10 licenses, to set up and operate radio stations in the commercial centres of Tamilnadu like Chennai, Coimbatore, Madurai, Trichy, Tirunelveli, Tuticorin, Erode, Salem and Vellore. Eventhough, it is vibrant in its operation in 10 centers, but its reach covers half of Tamilnadu's population and millions of people every day.

Hello FM is serving them with the right mix of information and entertainment. The channel achieved the leadership position in the state through well-designed programming and marketing strategies. The program format is originally in Tamil, aimed at reaching the mass population. The programming schedule caters to different segment. It is a 24x7 channel, starting the day at 5am with Tamil Devotional songs for two hours followed by other programs, targeting the working class executives, preparing them for a positive and hard working day, by playing peppy fast- paced music. Likewise, programs are designed to target housewives. In the evening, programs targeted towards the commuting working class, in the late night, the music genre shifts to soft tunes which makes the city to sleep peacefully.

### 1.1 Problem Statement:

As we all know the radio is the one medium which gives us all kind of information related to our day today life and issues which happening in and around us. So does this kind of social initiatives influence the public for some action or response? This study is carried out to know how far HELLO FM 106.4 has satisfied its listeners in this competitive scenario. Also find out how successfully they have used FM radio – as a powerful tool to update the audience with educational and informative content by primarily gratifying entertainment needs. Various factors influencing listeners need to be identified for further development.

### 1.2 FM Radio Listenership:

FM Radio is a device which influences its listeners throughout the world. . It has the capacity to increase the knowledge, ideas, and understanding on any issue maintaining personal relationship with its transmission. It is a medium through which its listeners interact with their environmental subjects. It brings change in the person's attitudes, culture and brings social change. Social change is the process of bringing development in social

structures which makes people learn the ways of life styles. FM radio stations are the most popular entertainment medium offering millions of people a great variety of shows. According to experts, there are 250-300 million radio users today. Radio nowadays considered as an obsolete medium for this generation, still it has its applications. People not only use to hear the news or send signals, but they hear it without noticing it. In spite of I-pods and MP3 players, Radio with the beginning of FM, brought a great change among the people.

In the first phase, in 1993, the government sold airtime to FM channels in Madras, Mumbai, Delhi, Kolkata, Indore, Visakhapatnam and Goa to private operators. Radio Mirchi (Times FM) began its operations in 1993 in Ahmadabad. Till 1993, All India Radio was the only radio broadcaster in India. The government took the initiative to privatize the radio broadcasting sector and till June 1998, The Times Group operated Times FM. After then, the government has not renewed the contracts given to the private operators and announced the auction of 108 FM frequencies throughout India. Radio City Bangalore is the first Indian private FM radio station, started its operation from July 3, 2001. In the Phase II (2006), FM licensing offered to 338 frequencies, where 237 were sold. The government again re-bid the unsold frequencies. In Phase III, FM licensing is offered to smaller towns and cities. Around 91 cities were taken in bid by Reliance and South Asia FM (Sun group).

## II. Research objectives:

In the broadest terms, the key objective for this study is to understand the public purposes in which radio has traditionally delivered continue to be valued by listeners in the digital age. In order to assess radio's public purposes from the perspective of today's listeners, it is necessary to investigate listeners' attitude and expectations regarding networking on commercial radio, and local radio's requirements. To achieve this objective, a study on the healthy radio listenership towards HELLO FM 106.4 in digital era, how the HELLO FM 106.4 radio influence the listeners, how the HELLO FM 106.4 is an effective tool for inculcating social changes and to identify various factors influencing the listeners towards HELLO FM 106.4.

### 2.1 Research methodology:

A descriptive study is conducted, to ascertain and to describe how the organization continuously engage themselves in studying and analyzing the major issues. The sampling method adopted in this study is Probability sampling. Under the probability sampling, Area sampling is used. A structured questionnaire has been administered to get the information from the respondents.

A pilot study is initially conducted to ensure that the proposed methods and procedures would be applied in a large and expensive investigation. The samples are pre tested and verified for the reliability of the questionnaire and a sample size of 120 from a large population has been determined.

### 2.3 Review of Literature:

Sandeep Jain, AVRC, DAVV, Indore 2004, Effect of Different F.M. Radio Channels on Audience - In this study, the researcher observed the media behavior, listening habits, popularity of F.M. Radio Channels, language used, effects of program on listeners. It has been revealed that maximum number of persons preferred VividhBharati, Radio Mirchi and F.M. Radio channels. Youth preferred Radio Mirchi and older generation VividhBharati because of its language sophistication. Another aspect showed that originality of the language was likely to be in danger due to the combination of Hindi and English used by Radio Mirchi which affected the audience significantly.

Anjan brahma Priyankitahazarika, www.scribd.com/doc/39639735/Fm-Radio-Final-Here in this study report, the impact and popularity of the upcoming Radio channels captured the minds of the people of North East'. The research is focused on youngsters, working professionals, housewives from the middle income segment, to understand the mentality of the middle class people and the contributing factors. The analysis showed that the radio is very much popular in the urban area and a source of entertainment than infotainment or as a means of communication.

Sadaf Naqvi, Mohammad Fahim Baloch, BabrakNiaz, Mirwais Kasi. QUETTA (PAK) Vol. XXIV No.1, 2011 - The role of FM Radio in creating development, change, listener's adjustment in the social environment with special focus on informative programs and effects among the people particularly in Quetta city which is distinguished by multi cultural and multi linguistic land? The findings of this research showed that FM radio's listeners are mostly, the youths of Quetta due to their main focus on entertainment and interactive programs.

Binod C Agrawal " Youth The Indian Listeners of Radio: Some Observations" - A research by TALEEM Research Foundation, Ahmedabad, Radio Asia 2011 Conference, February 21-23, 2011 at New Delhi, India- The purpose in this study was to understand the radio listening by youth in India. The findings are based on Meta analysis of several media studies conducted over a period of time having a subsample of youth radio listener in every study. The findings showed that, the radio continues to thrive on the Indian film songs and music. Youths and listeners are attracted to this genre of songs and music.

Indian Entertainment and Media (E&M) Outlook (2010)- Report suggested that Many FM radio stations are encouraging their RJs (Radio Jockeys) to reach out to young listeners using social networks preparing a base for themselves and the FM radio station. This particular activity assists the youth to get engaged with their favorite RJs even after the airtime on the radio. Furthermore, the FM stations themselves have also their fan page where the listeners can bond with the station. FM is such a station which has taken these initiatives and has elicited an extremely favorable response in fulfilling the entertainment needs of the youth

Indian Readership Survey (2012) - The largest readership surveys conducted in India captured the listenership for radio. IRS 2012 Q3 results suggested that majority of radio listenership comes from the age group of 20-40 years of age. In their findings it is observed that 27% listenership was below 20 years of age whereas 26.00 % above 40 years of age. But most of the chunk falls between 20 to 40 years of age which is 48.00 %. As a consequence, stations continue to focus on youth by developing youth centric programming which fulfils their entertainment needs.

Amrita Nair-Ghaswalla, FM radio new listeners study, TNN Oct 4, 2003, The Times of India, March 28, p. 8.- Here in this study, the nature and growth of FM radio in India has been studied which provide details about India's leading private FM radio operators - Radio Mirchi, their business strategy and operations. The study on 1200 respondents covered the cities of Mumbai, Delhi, Kolkata, Bangalore and Chennai. As per the study, Delhi had a significant impact, Kolkata was more conservative. In terms of regular listenership, both Radio Mirchi and Radio City had the top position across Delhi, for students and housewives Radio Mirchi was ahead of Radio City, for executives and businessmen, it was the other way. IN Kolkata, Radio Mirchi faces strong competition from Amar Radio. Students, housewives, non-car owner executives and businessmen prefer Amar Radio. The car owners, executives and businessmen prefer Radio Mirchi.

Vijayakumar, N. (2014) A study on the healthy listening pattern among FM radio listeners: with special reference to Mysore district, International Academic Journal of Information Systems and Technology, Volume 1, Issue 9.- The FM radio is an entertainment for lonely listeners, students and business people. The quality, relevance and suitability of FM programs were discussed with friends, parents, family members and relatives. Now FM radio authorities re-designing the programs.

Fever 104 FM - November 2008-A leading radio station of Delhi conducted a listenership survey among the age group of 20-35 years, to find out the opinions, preferences and views pertaining to music and program content of the radio station. The group has to provide its listeners a true radio listening experience. The station head of Fever 104 FM, said that they adopted a policy of 'listening to their listeners'. It is an effort to understand what Delhi people want in their radio station. They wanted the audience to build a better radio station for Delhi. All their opinions would be considered in designing and refining the programs on Fever 104 FM". From the outcome of this survey, it was found that the listeners of Delhi primarily expected entertainment from the radio station and listening to radio was their favorite time pass. The listeners demanded more local content on radio.

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, Volume 1 Issue 1, 1-11- The research attempts to formulate the problem of evaluating FM listeners and their perceptions.

Sajjad Malik (Winter 2013): "Media and Militancy: A Case Study on the use of FM Radio" by Taliban in Swat, IPRI Journal XIII, No. 1 77-96- In this, the important role of FM radio played in the rise of the Taliban in Swat and how Maulana Fazlullah, the leader who used the air waves to reach the mass on the pirate FM radio. It was observed that, the timings and contents used by the Maulana for broadcasting were carefully chosen to reach the maximum number of people. The radio of Fazlullah was known as "Mullah Radio". The broadcast became very popular during the height of Fazlullah's control in Swat in 2007 and 2008; almost everyone listened to his radio. The people listened to the live speeches and the leader succeeded in garnering the support from his people. But, here the researcher identified the mistakes committed by the leader, first thing identified was that he was in a hurry secondly he was not ready to share power with other stakeholders. The researcher found that, by applying violence to get authority and perpetuate it through coercion, the leader saw his downfall.

According to Sharma, S. K. & Kishore, D. (1970), the effectiveness of radio as a mass communication medium and effective in bringing a significant change in knowledge and farmers' attitude towards various socio economic issues. They stated that farmers retained the communicated knowledge even after 15 to 30 days of transmission. The study identified that there was a positive effect of radio broadcast in gaining knowledge of the respondents for all the programs which were broadcasted on health and environment under the special programs. They also concluded that mass media like radio were the crucial means to create and generate awareness and interest with respect to innovations and information broadcasting.

## 2.4 Hypothesis Formulated:

H1. There is no significant difference between the factors and benefits of listeners.

H2. Listening preference and programs are independent to each other.

H3. There is no significant difference between the factors involved in listening experience.

### III. ANALYSIS AND INTERPRETATION:

#### 3.5.1 Mann-Whitney Test

The Mann-Whitney U Test is superior to the sign test in that it utilizes more of the information contained in a sample; so that less information is wasted the test is used to determine whether the same two independent samples are drawn from the same population.

| Factors                                 | N | Mean Rank | Sum of Ranks |
|---|---|-----------|--------------|
| listeners Daily life issues             | 3 | 3.33      | 10.00        |
| listeners Healthy sources of relaxation | 3 | 3.67      | 11.00        |
| Total                                   | 6 |           |              |

|                                | listeners          |
|--------------------------------|--------------------|
| Mann-Whitney U                 | 4.000              |
| Wilcoxon W                     | 10.000             |
| Z                              | -.221              |
| Asymp. Sig. (2-tailed)         | .825               |
| Exact Sig. [2*(1-tailed Sig.)] | 1.000 <sup>a</sup> |

a. Not corrected for ties.

b. Grouping Variable: Factors

$P(0.825) > 0.05$ , Hence we Accept the Null Hypothesis

#### 3.5.2 Kruskal-Wallis Test:

A non- parametric method for one way analysis of variance used to determine if three or more samples originate from the same distribution. The Kruskal Wallis test essentially a standard one way analysis of variance, with ranks assigned to the data points replacing the data points themselves, and is applicable to more than sample groups.

#### Descriptive Statistics

|                      | N  | Mean  | Std. Deviation | Minimum | Maximum |
|----------------------|----|-------|----------------|---------|---------|
| Listening Preference | 18 | 26.67 | 14.317         | 7       | 50      |
| Factors              | 18 | 2.00  | .840           | 1       | 3       |

#### Ranks

| Factors                          | N  | Mean Rank |
|----------------------------------|----|-----------|
| Listening Preference Music       | 6  | 9.58      |
| Listening Preference Talk show   | 6  | 9.83      |
| Listening Preference Older music | 6  | 9.08      |
| Total                            | 18 |           |

#### Test Statistics<sup>a,b</sup>

|             | ListeningPreference |
|-------------|---------------------|
| Chi-Square  | .062                |
| df          | 2                   |
| Asymp. Sig. | .970                |

a. Kruskal Wallis Test

b. Grouping Variable: Factors

P (0.970) > 0.05, Hence, Null Hypothesis is accepted.

### 3.5.3 Chi Square Test:

Chi-square is a parametric test. The chi-square is the application of testing the significance difference between observed and expected values.

**Listening \* programs Cross tabulation**

|           |             |                | programs  |           | Total |
|-----------|-------------|----------------|-----------|-----------|-------|
|           |             |                | program 1 | program 2 |       |
| Listening | Daily news  | Count          | 71        | 49        | 120   |
|           |             | Expected Count | 55.5      | 64.5      | 120.0 |
|           | Local guide | Count          | 40        | 80        | 120   |
|           |             | Expected Count | 55.5      | 64.5      | 120.0 |
| Total     |             | Count          | 111       | 129       | 240   |
|           |             | Expected Count | 111.0     | 129.0     | 240.0 |

**Chi-Square Tests**

|                                    | Value               | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|---------------------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square                 | 16.107 <sup>a</sup> | 1  | .000                  |                      |                      |
| Continuity Correction <sup>b</sup> | 15.085              | 1  | .000                  |                      |                      |
| Likelihood Ratio                   | 16.297              | 1  | .000                  |                      |                      |
| Fisher's Exact Test                |                     |    |                       | .000                 | .000                 |
| Linear-by-Linear Association       | 16.040              | 1  | .000                  |                      |                      |
| N of Valid Cases <sup>b</sup>      | 240                 |    |                       |                      |                      |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 55.50.

b. Computed only for a 2x2 table

### Table Value

16.112 (calculated value)

0.05 % Of confidence level

Degrees of freedom = (c-1)\*(r-1) = (5-1)\*(2-1) = 4

Calculated value > Table value i.e., 2.617 < 9.488 .**Accept H<sub>0</sub>**

The listening preference of respondents and programs are dependent on each other.

### 3.5.4 One Way Anova Test:

In ANOVA setting, the observed variance in a particular variable is partitioned into components attributable to different sources of variation.

| Anova: Single Factor |       |     |         |          |
|----------------------|-------|-----|---------|----------|
| SUMMARY              |       |     |         |          |
| Groups               | Count | Sum | Average | Variance |
| TO A GREAT EXTENT    | 5     | 215 | 43      | 457      |
| TO SOME EXTENT       | 5     | 246 | 49.2    | 277.7    |
| NOT AT ALL           | 5     | 139 | 27.8    | 564.2    |

| ANOVA               |        |    |          |          |          |          |
|---------------------|--------|----|----------|----------|----------|----------|
| Source of Variation | SS     | df | MS       | F        | P-value  | F crit   |
| Between Groups      | 1212.4 | 2  | 606.2    | 1.400108 | 0.284105 | 3.885294 |
| Within Groups       | 5195.6 | 12 | 432.9667 |          |          |          |
| Total               | 6408   | 14 |          |          |          |          |

Calculated value < Table value

1.400 < 3.88

Accept  $H_0$

There is no significant difference between the factors involved in listening experience.

#### IV.CONCLUSION:

Radio, a medium of communication plays a vital role in the development of any country. The significance of radio as a medium enhances the developing countries like India, especially in the minds of youth, as it informs, educates and entertains its audience; the information derived from radio is applied for decision making, logical argument, and many. FM channel has gained popularity over the years. The increased number of FM channels and 24 x7 service has helped the listeners with the variety of entertainments. Not only in numbers and timings but this age old medium has restructured its content as well to suit the modern times. The radio has modified its strategy to woo the listener and instead of broadcasting what they think is right, they put more focus on what the viewer wants. The transformed radio intelligently categorizes the program and targets its audience knowing that every individual has a particular interest at specific periods of the day. If the challenges and the issues facing FM channels are met properly, it will not be difficult for them to become one of the top booming industries of India in the coming years.

#### REFERENCES:

- [1] Amrita Nair-Ghaswalla, FM radio new listeners study, TNN Oct 4, 2003, The Times of India, March 28, p. 8.
- [2] Anjan brahma priyankita hazarika, www.scribd.com/doc/39639735/Fm-Radio-Final
- [3] Binod C Agrawal “ Youth The Indian Listeners of Radio: Some Observations” - A research by TALEEM Research Foundation, Ahmadabad, Radio Asia 2011 Conference, February 21-23, 2011 at New Delhi, India.
- [4] Maria Elena C. Reyes et.al, “FM Radio Listeners in Cagayan De Oro City, based on the Functional Approaches of Broadcast Media” Vol. 1 July 20012, Online: ISSN 2094-9642
- [5] 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, Volume 1 Issue 1, 1-11
- [6] Sadaf Naqvi, Mohammad Fahim Baloch, BabrakNiaz, Mirwais Kasi. “FM radio and social change in Quetta city” ISSN 1810-2174, QUETTA (PAK) Vol. XXIV No.1, 2011
- [7] Sajjad Malik (Winter 2013): “Media and Militancy: A Case Study on the use of FM Radio” by Taliban in Swat, IPRI Journal XIII, No. 1 77-96
- [8] Sandeep Jain, AVRC, DAVV, Indore 2004, Effect of Different F.M. Radio Channels on Audience
- [9] Sharma, S. K. & Kishore, D. (1970). Use of radio as a mass Communication medium in dissemination of agricultural information. Indian journal of Extension Education, Volume 6. Page 12-14
- [10] Vijayakumar, N. (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, Volume 1, Issue 9.