



Brand promotion through audio narration, examining the potential of podcast advertising in :The Ranveer Show

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Abstract

The quantity of podcast consumption that is growing and is expected to continue growing indicates that we are approaching the Era of podcasting. Advertising professionals have taken note of this new medium's quick advancement. Due to the low resistance of listeners to adverts seen through tale narration, podcast platforms offer a soft ground for advertising due to the intimacy developed through parasocial communication between listeners and presenters. *The Ranveer show*, one of the most well-known podcast programs in India, serves as the case study for this, which measures the potential of podcast advertising in India using a quantitative methods. Here is attempting to determine *The Ranveer show* characteristics and advertising strategies through observation and literature review. The study then aims to determine whether listeners do feel close to podcasters (an audience-host relationship), whether this proximity positively affects listeners' attitudes toward podcast ads, whether this proximity affects listeners' consumption of the advertised product, and whether the manner in which the broadcaster delivers the ad affects the listener's intention to purchase the advertised product. Quantitative methods are used in this purposive survey of *The Ranveer show* listeners to gather data for this study. According to the linear regression analysis, there is indeed an emotional closeness between listeners and podcasters that causes listeners' positive attitudes toward podcast ads. Their use of the promoted product is not considerably impacted by this emotional closeness, though. Podcast advertising is confirmed by p- values for three opinions by Chi Square test are 0.02, .456 and .543. For statistical Analysis I have used ORIGIN 2019 Software. Furthermore, the delivering approach of narrating advertisements are unable to forecast accurately how podcast listeners would consume their content.

Keywords: podcast, advertising, narration, parasocial communication,

1.Introduction:

The way consumers network and exchange knowledge has been completely revolutionized by the openness of media and data affordances (Bezbaruah et al. 2021; Dhir et al. 2018; Hudson et al. 2016). As a result of the media's widespread use, brand managers and marketers are always attempting to establish a presence on developing platforms where consumers are present in order to establish a connection and engage in conversation (Munsch 2021).

In terms of consumption and production volume, the podcast market is predicted to develop at a compound annual growth rate (CAGR) of 27.5%, with a global value of \$9.28 billion in 2019. (Grand vision Research 2020). In addition, the SARS-COVID-19 pandemic lockdowns have raised consumer engagement and their daily desire for fresh material, driving up traffic to music streaming services (Kumar 2020). After the United States and China, India is the third-largest podcast market globally in terms of podcast consumption (PWC 2019).

Podcast advertising revenue is projected to grow steadily, reaching \$32.7 million in 2021 and \$96 million in 2025. India offers a distinct perspective on data affordability and the way young customers consistently select for newer entertainment

platforms when compared to any other industrialized nation. According to Statista (2022), the amount spent on podcast advertisements alone in the current media environment has reached US \$223.20 million, a 22.6% growth from 2020.

The advertising spending on podcasts is only increasing, representing \$32.7 US million in 2021 and expected to reach \$96 US million in 2025. Compared to any other developed country, India presents a unique standpoint in terms of data affordability and how millennial consumers constantly choose newer platforms for entertainment. In the present media landscape, ad spending on podcasts alone has reached US \$223.20 million, with a 22.6% increase since 2020 (Statista, 2022). India, which is home to the largest cohort of millennials in the world—440 million—and is poised for continued growth as one of the fastest-growing emerging countries and advertising marketplaces for the second time, according to the International Monetary Fund (IMF) (Verma 2022)—despite the pandemic—needs research efforts to fully understand the phenomenon under investigation.

As of 2019, there were 40 million podcast listeners overall, a significant rise from 25.4 million the year before (Jha 2020). This growth may be explained by India's rising mobile internet penetration, which has expanded dramatically since the rollout of "Jio" in 2016. In addition to the rise in listeners, podcast material development has increased. Over the past few years, independent podcasting networks have emerged in India. It's interesting that these podcasters begin and keep creating material even if there isn't yet a solid business plan for the Indian podcasting industry.

In 2019, Ranveer Allahbadia aka BeerBiceps launched *The Ranveer Show* which is a podcast series on his YouTube channel aimed to share success stories. Popular personalities including Arnold Schwarzenegger, Gary Vaynerchuk, Priyanka Chopra, Dr S Jaishankar, Kunal Shah, Glenn McGrath, Sadhguru were featured on this show. The podcast covers topics such as money, health, business, fame, spirituality, and finance. Every episode has been designed to bring you some kind of value add. Therefore, more research is needed to determine what drives these podcasters to continue making podcasts in spite of brand promotion through audio narration.

The goal of this study is to investigate the reasons behind the potential of podcast advertising. The manuscript of the paper is as follows: the technique and analysis part come after a review of the literature for each of the constructs being studied and the theoretical justifications. Lastly, we examine the findings, draw conclusions, and outline the limits, contributions, and direction for future study.

2. Literature review

This is the golden era of audio as evidenced by more and more people who are viewers of sound-based programs and the availability of choices diverse audio content (Hammersley, 2018). After more than half a century of media practitioners have focused more on visual aspects, audio media is currently starting to show its strength (Ettmüller, 2021). Since As humans are born, sound is indeed the most basic tool for expressing things emotions and convey thoughts. Apart from that, humans also always have the desire to listen, especially in the form of narratives or stories (McCormack et al., 2018). From the beginning of human existence, conveying and Listening to stories is the most basic way to develop knowledge and spreading faith, the most fundamental aspect of building collective society. Increasing public interest in the media audio nowadays, one of which is attributed to the presence of podcast media. Since their first appearance nearly 18 years ago, podcasts have evolved became a popular audio medium. Even though it can be called a new phenomenon, podcasts have changing how audiences consume and interact with content media. Unlike reading media content and video media which demands an audience to give one hundred percent attention to the content being consumed (Liu & Gu, 2020; S. Sun et al., 2022), podcasts as audio content can be enjoyed while driving, cooking, exercising, studying, and becoming friends before bed. Apart from that, through global smartphone penetration is becoming increasingly massive (O'Dea, 2022), enjoying podcasts is becoming an increasingly common thing easy to do. With a series of audio content that you can enjoy at any time anywhere, anywhere, and at almost no cost, the podcast medium has become an object increasingly interesting to study in more depth from various points of view.

Podcasts have gone from niche media to mainstream media (Dietrich, 2022). The presence of a podcast that was once thought to be possible replacing radio, instead providing an alternative for those who want it Listen to broadcast content according to time and location preferences each (Berry, 2016). Several studies show that listeners podcasts have a young average age (Amanda, 2022; Craig et al., 2021; Netti & Irwansyah, 2018; Yaacob et al., 2021). That is, podcasts have succeeded in expanding the reach of listeners exponentially from the media audio based. This opportunity is then exploited

by companies technology giants including Apple and Spotify later developed it podcast hosting business, also produces original and exclusive content (Carman,2019). More than 100 million Americans (41%) listened to at least one podcast monthly in 2020, up from 32% in 2019 (Edison Research 2020); and 46 million Americans tuned in to an average of six podcast episodes per week for an average of 9.5 hours weekly (Nielsen 2020). With 60% of podcast listening typically done at home, adoption was especially enhanced during the COVID-19 pandemic.

In a report published by Spotify, they revealed that there has been an increase in the total time listeners spend on their platforms up to 95% in 2021, where there are more than 2.9 million podcast channels in inside (Silberling, 2021).The explosive audience growth has captured celebrity interest in new content producers and investors.In addition to having exclusive agreements in place with the Obamas, Kim Kardashian West, Prince Harry, and Meghan Markle for the production and distribution of their podcasts, Spotify just inked a \$100 million pact with podcaster Joe Rogan. In addition to their audiences' exponential growth, podcast hosts are perceived by many marketers as trustworthy influencers with devoted followings, which increases customer engagement and produces favorable brand results (Reyes 2020).

Recent studies (e.g., He, Hollenbeck, and Proserpio 2020; Gilmore and Pine 2007) indicate that consumers are generally more skeptical about emerging forms of advertising given the increased incidence of online fraud and fake product reviews. Yet, influencers with whom consumers have a parasocial relationship (PSR) can positively influence perceptions of an advertisement's credibility, as well as brand attitudes and behavior intentions (Jin and Phua 2014; Lee and Watkins 2016; Djafarova and Rushworth 2017). Based on a study conducted by Statista regarding podcast consumption globally, the number of podcast listeners around the world continues to climb and predicted to continue to increase.

In 2020, the global podcast audience reached 332.2 million people, which then increased to 338.7 million in 2018 (Götting, 2022a). In 2024, it is even predicted that this figure will skyrocket to 504.9 million total listeners. Apart from that, from several surveys conducted in the United States, Portugal, Brazil, and South Korea, more than a third of participants stated that they had listened to a podcast in the past month (Newman et al., 2019). So it is not surprising that there are many studies which states that the world is experiencing the Golden Age of Podcasting (Berry, 2015), Podcast Renaissance (Roose, 2014), or Podcast Revolution(Walker, 2019).

In India, the rapid growth of podcasts has emerged a series of research discussing podcasts. Some research regarding podcasts including discussing podcasts as an alternative distribution of audio content (Fadilah et al., 2017) podcasts as popular culture among young people (Sirait & Irwansyah, 2021), audience intention to listen to podcasts (Saputra, 2022), share podcast in post-pandemic economic revival (Firmansyah et al., 2021), podcast strategy as a new medium for comedy (Dalila & Ernungtyas, 2020), strategy retaining podcast listeners (Radika, 2020), and opportunities and challenges dissemination of content through podcasts (Zellatifanny, 2020).

3. Research gap:

podcast advertising has become increasingly popular and widely adopted, there are still several research gaps that present opportunities for further exploration. Here are some key research gaps in the field of podcast advertising:

1. Effectiveness Metrics and Measurement
2. Audience Targeting and Segmentation
3. Ad Format and Creativity
4. Integration with Other Marketing Channels

4. Objectives

- To study the impact of podcast advertising attributes in compare of brand promotion through audio narration. Customer satisfaction.
- To study listeners feelings of closeness with podcast broadcasters (an audience-host relationship),
- To examine the impact of podcast advertising attributes on audience loyalty.
- To determine the aspects of podcast that Indian audience value most and how.

5. Hypothesis:

As a result, after literature review, Podcast advertising and podcast consumption behavior are explained in the following hypothesis:

Hypothesis 1 (H1): the relationship between emotional closeness between listeners and broadcasters.

Hypothesis 2 (H2): The score on the perceived audience-host relationship scale will be predicting podcast advertising consumer actions.

Hypothesis 3 (H3): The score on the host-read ads effectiveness scale will be predicting podcast advertising consumer actions.

6. Research methodology:

A quantitative approach has been done by survey method. Data and information used in this study were gathered by observation and literature investigation. A comprehensive study of the literature was conducted, encompassing several scholarly publications, reference books, research papers, past studies, theses, web data, and news pieces pertaining to podcast advertising and The Ranveer show profile in general. After that, a brief observations on several episodes has been done from The Ranveer show to identify the type of advertising delivery approach what they do.

To test the three proposed hypotheses, a quantitative study was selected by using a survey method among The Ranveer show listeners. Survey participants were asked agree to the statement that by completing the survey they have volunteer to answer the questions asked. The survey carried out consisted of demographics participants and general podcast listening preferences, questions about The Ranveer show in general, perceived audience-host relationship, host-read ads effectiveness, and podcasts advertising consumer actions.

Questions to measure advertising consumer actions podcast adapted from a study conducted by Dittmar (2004), Mittal (1994), Wolin & Korgaonkar (2003). Meanwhile for questions related to perceived audience-host relationship and host-read ads effectiveness adapted from a study conducted by Moe (2021).

In this research, the respondents selected and considered representative were those who have listened to The Ranveer show and listened to the advertisements inside content in the last five years (2019-2023).

Through a questionnaire distributed via the social media platforms Whatsapp and Instagram to respondents who have the criteria set above. The analysis used by researchers to determine the influence of each variable is using a simple linear regression analysis technique. Simple linear regression analysis is a linear relationship between independent variables and dependent variable. Simple regression analysis can determine the direction of the relationship between independent variable with the dependent variable, whether it has a positive relationship or not negative, and predicts the value of the dependent variable when the value of the independent variable increases or down (Ghozali, 2016).

In this research, the dependent variable is specific to be identified is podcast advertising consumer actions. Each hypothesis will be analyzed independently using simple linear regression using the help of statistical applications origin 2019.

Findings and Discussion Results One of the podcasts that is quite prominent in India is The Ranveer show. The Ranveer show which is one of the pioneers podcast in India, in both Hindi and English where the biggest success stories in the nation are interviewed in an effort to uncover their success secrets.

In 2021, Spotify signs exclusive deal with Ranveer Allahbadia. Fashion brand Ajio has joined Ranveer Allahbadia's podcast 'The Ranveer Show' as its first ever brand partner. The first episode of the 16-part series has just been released and Ajio will dress Allahbadia in a specially themed ensemble for each episode.

Approach to Delivering Podcast Advertising to The Ranveer show Based on the results of observations of a number of episodes from The Ranveer show, researchers discovered the advertising delivery approach used by The Ranveer show is host-read ads and announcer-read ads. Host-read ads are a form of native advertisements written and delivered directly by the broadcaster podcast, while announcer-read ads are delivered by the announcer but written by third parties (Mancusi, 2017; Riismandel, 2020).

Although in the end it ends with an announcer-read ad, namely a promotion about the product itself, but The Ranveer show advertisements always begin with a narration first or even make one episode a product theme who advertise. One example is in the episode that aired on September 14 2020 entitled "Meni Pedi Congregation", for the first time This is the first time broadcasters have recorded podcasts outside the studio, but in a beauty treatment place in the South Jakarta area which is becoming advertiser. Throughout this episode they talk about grooming habits their bodies while trying several treatments available at that place such as manicures and pedicures. The host-read ads approach is used in almost all regular advertising content The Ranveer show.

Vilceanu et al., 2021 stated that with audience acceptance and high conversion rates, podcast advertising has become an anomaly amidst consumer aversion to traditional advertising. Listeners report that they are not bothered by embedded ads podcasts. Based on brief observations made on social media namely Instagram, author found no complaints regarding advertisements embedded in the content The Ranveer show become The Ranveer show social media has actually an extension of the podcast itself where the The Ranveer show team builds parasocial relationships with the listener. In fact, The Ranveer show often uses interactions with listeners as material for his podcast content.

7. Results and discussion:

Quantitative Analysis Results From the results of the recapitulation of respondents' answers totaling 393 people, It is known that the age range of respondents is from 18 to 40 years, with median 30 years. 192 (48.85%) male people from the total respondents chose Spotify (42), youtube (41), google podcast (41), apple podcasts (30) and Audible (38) as their favorite platform for listening to podcasts. 201 (51.14%) male people from the total respondents chose Spotify (48), youtube (40), google podcast (29), apple podcasts (37) and Audible (49) as their favorite platform for listening to podcasts.

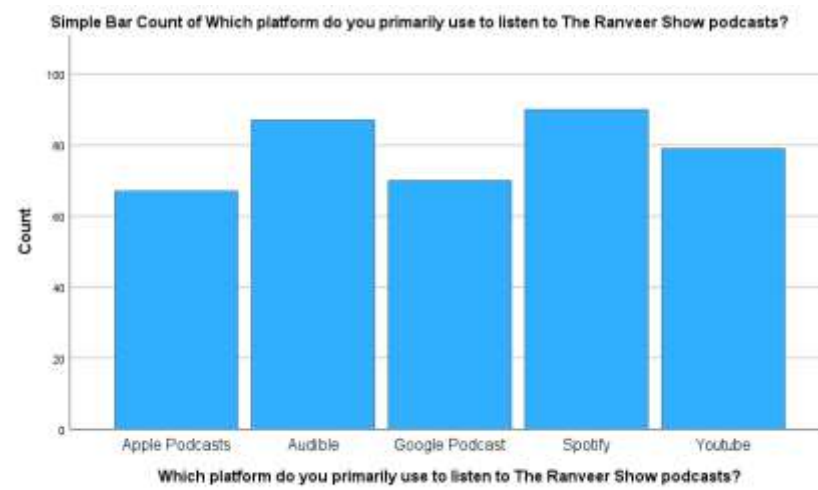


Fig 1. Hsitogram of platform primarily use to listen to The Ranveer Show podcast.

Table 1.

| | | Gender | | | Cumulative Percent |
|-------|--------|-----------|---------|---------------|-----------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | Female | 201 | 51.1 | 51.1 | 51.1 |
| | Male | 192 | 48.9 | 48.9 | 100.0 |
| Total | | 393 | 100.0 | 100.0 | |

Table 2.

Which platform do you primarily use to listen to The Ranveer Show podcasts?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Apple Podcasts | 67 | 17.0 | 17.0 | 17.0 |
| | Audible | 87 | 22.1 | 22.1 | 39.2 |
| | Google Podcast | 70 | 17.8 | 17.8 | 57.0 |
| | Spotify | 90 | 22.9 | 22.9 | 79.9 |
| | Youtube | 79 | 20.1 | 20.1 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

To examine this hypothesis, there is following questioner has been done which is listed below-

7.1 The relationship between emotional closeness between listeners and broadcasters

1. How much do catchy jingles or phrases in podcast ads help you remember brands?
2. How likely are you to make repeat purchases from brands featured on "The Ranveer Show"?
3. On a scale of 1 to 5, how effective do you find podcast advertising in influencing consumer actions?
4. How likely are you to explore a brand or product after it's featured on "The Ranveer Show"?

Table 3.

How much do catchy jingles or phrases in podcast ads help you remember brands?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Extremely | 85 | 21.6 | 21.6 | 21.6 |
| | Moderately | 63 | 16.0 | 16.0 | 37.7 |
| | Not at all | 80 | 20.4 | 20.4 | 58.0 |
| | Slightly | 66 | 16.8 | 16.8 | 74.8 |
| | Very much | 99 | 25.2 | 25.2 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Table 4.

How likely are you to make repeat purchases from brands featured on "The Ranveer Show"?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Likely | 82 | 20.9 | 20.9 | 20.9 |
| | Neutral | 70 | 17.8 | 17.8 | 38.7 |
| | Unlikely | 81 | 20.6 | 20.6 | 59.3 |
| | Very likely | 69 | 17.6 | 17.6 | 76.8 |
| | Very unlikely | 91 | 23.2 | 23.2 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Table 5.

On a scale of 1 to 5, how effective do you find podcast advertising in influencing consumer actions?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------|-----------|---------|---------------|--------------------|
| Valid | Effective | 78 | 19.8 | 19.8 | 19.8 |
| | Moderately effective | 73 | 18.6 | 18.6 | 38.4 |
| | Not effective at all | 91 | 23.2 | 23.2 | 61.6 |
| | Slightly effective | 75 | 19.1 | 19.1 | 80.7 |
| | Very effective | 76 | 19.3 | 19.3 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Table 6.

How likely are you to explore a brand or product after it's featured on "The Ranveer Show"?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Likely | 69 | 17.6 | 17.6 | 17.6 |
| | Neutral | 87 | 22.1 | 22.1 | 39.7 |
| | Unlikely | 93 | 23.7 | 23.7 | 63.4 |
| | Very likely | 73 | 18.6 | 18.6 | 81.9 |
| | Very unlikely | 71 | 18.1 | 18.1 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

The favorite genre of the majority of respondents is comedy (75%) followed by news/politics/current issues with 10%, with the remainder (10%) is divided into those who like lifestyle, arts & entertainment, horror, and education. As many as 80% of respondents also admitted that they listening to podcasts while doing other activities. Specifically regarding The Ranveer show, the majority of respondents (64%) stated that they know about The Ranveer show from social media and are followed by recommendations from Spotify as well as recommendations from friends, family and relatives. Based on answers to open questions regarding the reasons why they listening to The Ranveer show, almost all of them reasoned that it was because of the program motivational and journey of success.

p-value of all four questioner are 0.02, 0.0003,0.00923,0.0083 respectively. It shows that H1 is confirmed because the majority of respondents perceive that they have a close relationship with the broadcaster their favorite podcast.

7.2 The score on the perceived audience-host relationship scale will be predicting podcast advertising consumer actions.

1. How often do you encounter advertisements while listening to podcasts?
2. When advertisements come on during a podcast episode, how likely are you to pay attention to them?
3. Have podcast advertisements ever influenced your decision to purchase a product or service?
4. How often do you listen to the podcasts?

Table 7.

How often do you encounter advertisements while listening to podcasts?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | Frequently | 85 | 21.6 | 21.6 | 21.6 |
| | Never | 86 | 21.9 | 21.9 | 43.5 |
| | Occasionally | 70 | 17.8 | 17.8 | 61.3 |
| | Rarely | 64 | 16.3 | 16.3 | 77.6 |
| | Very frequently | 88 | 22.4 | 22.4 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Table 8.

When advertisements come on during a podcast episode, how likely are you to pay attention to them?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Likely | 83 | 21.1 | 21.1 | 21.1 |
| | Neutral | 71 | 18.1 | 18.1 | 39.2 |
| | Unlikely | 88 | 22.4 | 22.4 | 61.6 |
| | Very likely | 74 | 18.8 | 18.8 | 80.4 |
| | Very unlikely | 77 | 19.6 | 19.6 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Table 9.

Have podcast advertisements ever influenced your decision to purchase a product or service?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | Frequently | 83 | 21.1 | 21.1 | 21.1 |
| | Never | 80 | 20.4 | 20.4 | 41.5 |
| | Rarely | 65 | 16.5 | 16.5 | 58.0 |
| | Sometimes | 94 | 23.9 | 23.9 | 81.9 |
| | Very frequently | 71 | 18.1 | 18.1 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Table 10.

How often do you listen to the podcasts?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------|-----------|---------|---------------|--------------------|
| Valid | Daily | 79 | 20.1 | 20.1 | 20.1 |
| | Occasionally | 65 | 16.5 | 16.5 | 36.6 |
| | Once a week | 75 | 19.1 | 19.1 | 55.7 |
| | Rarely | 89 | 22.6 | 22.6 | 78.4 |
| | Several times a week | 85 | 21.6 | 21.6 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

After finding out that a confirmed podcast listener has close relationship with their favorite podcast host as demonstrated by high scale of perceived audience-host relationship, next to understand Learn more about which advertising factors are related to perception audience-host relationship.

First, H2 which shows the relationship between perception audience-host relationship with podcast advertising consumer actions. It means, whether the close relationship between listeners and podcast broadcasters can be predicting the consumption behavior of podcast listeners who listen to ads. The variable podcast advertising consumer actions (Cronbach's $\alpha = .635$) is used to find out whether the purchase behavior of goods/products by listeners is related to the activity of listening to advertisements for the product on The Ranveer show. This variable consists of four question indicators. After carrying out linear regression with perceived audience-host relationship found that H2 was not confirmed ($R^2 = .065$, $F = .677$, $p = .456$).

Although the audience-host relationship scale predicts the link between purchasing behavior with podcast listening activities, but the effect is very small.

7.3 The score on the host-read ads effectiveness scale will be predicting podcast advertising consumer actions.

1. Have host-read ads ever influenced your decision to purchase a product or service? *
2. How well do you remember the products/services advertised in host-read ads compared to other forms of advertising?
3. How important is Ranveer Allahbadia's credibility in shaping your opinion about brands featured on "The Ranveer Show"?
4. Does the storytelling style in "The Ranveer Show" make you more interested in the brands being promoted?

Table 11.

How important is Ranveer Allahbadia's credibility in shaping your opinion about brands featured on "The Ranveer Show"?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------|-----------|---------|---------------|--------------------|
| Valid | Important | 87 | 22.1 | 22.1 | 22.1 |
| | Moderately important | 78 | 19.8 | 19.8 | 42.0 |
| | Not at all important | 77 | 19.6 | 19.6 | 61.6 |
| | Slightly important | 79 | 20.1 | 20.1 | 81.7 |
| | Very important | 72 | 18.3 | 18.3 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Table 12.

Does the storytelling style in "The Ranveer Show" make you more interested in the brands being promoted?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree | 80 | 20.4 | 20.4 | 20.4 |
| | Disagree | 78 | 19.8 | 19.8 | 40.2 |
| | Neutral | 75 | 19.1 | 19.1 | 59.3 |
| | Strongly Agree | 73 | 18.6 | 18.6 | 77.9 |
| | Strongly Disagree | 87 | 22.1 | 22.1 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Table 14.

Have host-read ads ever influenced your decision to purchase a product or service?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | Frequently | 82 | 20.9 | 20.9 | 20.9 |
| | Never | 88 | 22.4 | 22.4 | 43.3 |
| | Occasionally | 65 | 16.5 | 16.5 | 59.8 |
| | Rarely | 80 | 20.4 | 20.4 | 80.2 |
| | Very frequently | 78 | 19.8 | 19.8 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Table 15.

How well do you remember the products/services advertised in host-read ads compared to other forms of advertising?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | About the same | 78 | 19.8 | 19.8 | 19.8 |
| | Much better | 66 | 16.8 | 16.8 | 36.6 |
| | Much worse | 80 | 20.4 | 20.4 | 57.0 |
| | Somewhat better | 75 | 19.1 | 19.1 | 76.1 |
| | Somewhat worse | 94 | 23.9 | 23.9 | 100.0 |
| | Total | 393 | 100.0 | 100.0 | |

Next, the researchers tested the relationship between host-read ads effectiveness with the advertising consumer actions podcast. This test is used for find out whether the host-read ads strategy is carried out by The Ranveer show broadcasters has a positive correlation with listeners' consumption behavior.

After carrying out linear regression, the results show that H3 is not confirmed because the effect is very small even though it is positive ($<.1$) with $R^2 = .003$, $F = .267$, and $p = .543$. From some of the tests above, we can see that although H2 and H3 have a positive correlation, their impact is very small once in the context of research on The Ranveer show.

8. Findings:-

The findings of this study support this idea, where listener interaction podcasts with their favorite podcasts was found to influence evaluations and responses them towards podcast advertising. Listeners are shown to feel a close connection with the podcast host (H1), who then took them to positively interpret the advertisements in the podcast (H2).

the result of This study shows that listeners feel a connection has been formed with figures in the media, as if they were interacting with their own friends. Even though it is not reciprocal, the connection between the two feels like it conversation. The interpersonal relationships perceived by this listener ultimately having a positive effect on their assessment of credibility advertisements delivered by podcast broadcasters. Listeners also feel that they really like the way podcast broadcasters embed ads in content their audio.

9. Conclusion:

The majority of respondents stated that they feel an emotional connection with the podcast presenter, even though it is nonreciprocal, according to the statistical analysis results. By using the theory of the perceived audience-host connection, the majority of respondents acknowledged that their favorite broadcaster was someone they felt they knew well. They also acknowledge that they feel an emotional bond with the announcer. In contrast to other audio formats, the majority of participants reported feeling a stronger sense of familiarity and emotional connection with podcast hosts as opposed to their preferred radio hosts. Based on a quick observation, it was discovered that host-read and announcer-ad techniques are now more common in Indian podcasts than provided commercials, which are often seen in traditional radio platforms.

In addition, listeners' opinions of podcast commercials are positively impacted by their emotional connection to the podcast host. However, the perception of a close bond between the podcast's presenter and listeners does not significantly positively correlate with the way that listeners consume the product that the podcast promotes. Furthermore, this research showed that the broadcaster's technique of using host-read commercials is likewise not substantially connected with product purchase behavior, which is in contrast to the findings of other studies.

10. Future research:

In the future, research can also employ qualitative techniques to investigate the conversion rates component of podcast advertising by looking for businesses that advertise or by conducting direct interviews with podcasters and/or brands.

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Questionnaire:**Brand promotion through audio narration, examining the potential of podcast advertising in: The Ranveer Show**

1. Name

2. Age

3. Gender

- Male
- Female
- Prefer not to say

4. Which platform do you primarily use to listen to The Ranveer Show podcasts?

- Spotify
- Apple Podcasts
- Audible
- Youtube
- Google Podcast

1. How often do you listen to the podcasts?

- Daily
- Several times a week
- Once a week
- Occasionally
- Rarely

2. Have host-read ads ever influenced your decision to purchase a product or service? *

- Very frequently
- Frequently
- Occasionally
- Rarely
- Never

3. How well do you remember the products/services advertised in host-read ads compared to other forms of advertising?

- Much better
- Somewhat better
- About the same
- Somewhat worse
- Much worse

4. How important is Ranveer Allahbadia's credibility in shaping your opinion about brands featured on "The Ranveer Show"?

- Not at all important
- Slightly important
- Moderately important
- Important
- Very important

5. Does the storytelling style in "The Ranveer Show" make you more interested in the brands being promoted? *

- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
- 6. How often do you encounter advertisements while listening to podcasts?**
- Very frequently
 - Frequently
 - Occasionally
 - Rarely
 - Never
- 7. When advertisements come on during a podcast episode, how likely are you to pay attention to them? ***
- Very unlikely
 - Unlikely
 - Neutral
 - Likely
 - Very likely
- 8. Have podcast advertisements ever influenced your decision to purchase a product or service?**
- Never
 - Rarely
 - Sometimes
 - Frequently
 - Very frequently
- 9. How much do catchy jingles or phrases in podcast ads help you remember brands?**
- Not at all
 - Slightly
 - Moderately
 - Very much
 - Extremely
- 10. How likely are you to make repeat purchases from brands featured on "The Ranveer Show"?**
- Very unlikely
 - Unlikely
 - Neutral
 - Likely
 - Very likely
- 11. On a scale of 1 to 5, how effective do you find podcast advertising in influencing consumer actions?**
- Not effective at all
 - Slightly effective
 - Moderately effective
 - Effective
 - Very effective
- 12. How likely are you to explore a brand or product after it's featured on "The Ranveer Show"?**
- Very unlikely
 - Unlikely
 - Neutral
 - Likely
 - Very likely