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RADIO LISTENERS AND ADVERTISEMENTS: AN EXPLORATORY APPROACH

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ABSTRACT

Purpose of the study: This research paper is intended to know whether the radio advertisement makes any positive impact on the listeners of the radio/ FM stations. This is also an attempt to explore the relationship between the listener's likeliness and the radio advertisements. Approach/ Design: A sample of 300 listeners was drawn. Convenience sampling technique is used to collect the data from the listeners. The data was analyzed by using Chi-Square Test (Systat software version 13) as the statistical tool. It is observed that Advertisements in the radio stations are not fully clear with the concept and this research paper endeavor on the customer likeliness and what the customer feel about the radio station in terms of advertisements/popularity and so on. This research paper leads us to the conclusion that influence of radio/FM advertisements makes a no positive impact on the radio listeners. Especially the majority of the respondents are interested in listening to more music and entertainment programs. It is difficult for any of the program in radio station to bind the listeners. It is quite complicated task to satisfy the listeners as their view and perception keeps on changing, sometimes they like the program or on the other hand they avoid the other.

KEYWORDS

Radio Advertisements, Ads, advertisements, Radio listener.

INTRODUCTION

India is proved to be the best place for the opportunities from the last decade. Many of the foreign companies are looking forward to establish their business setups in India. As the Indian economy is accelerating at a high pace, the Media/ Entertainment Industry also try to attract its Audience/Listener in number of ways. Radio is one of the media which got more listeners. All thanks to the odd working hours and traffic jams people found the radio to be their best partner and this has increased the popularity of Radio stations at large in Metro cities like Bangalore. In the recent times, the Radio stations are quite popular because of the Education Programs, Entertainment and knowledge oriented programs.

This paper briefs on the account of the advertisements in the radio stations, recent studies were focused on the implications of the advertisements but not given the full solutions to the existing problems. This is an attempt to portray the existing problems and the possible solutions to enhance/ to attract more listeners towards the Radio Stations rather than choosing the exits alternative.

The pattern of this research paper is as follows. The first level will be focused on the impact of radio advertisement on listener. Second level is projected on the Listener likeliness of the Radio station. And final level proposed on the findings and suggestions.

REVIEW OF LITERATURE

Neha Bansal (2012): This research aims at Advertisement Management System; it takes a tremendous amount of effort in the form of man-hours and money for advertisers to promote their product or service through the traditional advertising intermediate, such as the television medium, billboards, and print/ press. Coming to the Internet, marketing got more wide, and with the new frontiers for advertisers as well as publishers. For advertisers to reach out to more audience, it is essential to utilize trendy networks such as Google Search and social media like Face book and MySpace.

Rajagopal (2010): This study aims at analyzing the impact of radio advertisements on urban commuters towards buying behavior in retail stores and attempts to determine the role of radio advertising on dissemination of information on the promotions of sales. The enforcement of radio advertisements on the store choice and buying preferences are analyzed based on empirical analysis. The study discloses that behavior of urban consumer at retail stores in response to radio advertisements is highly influenced by the cognitive, economic and physical variables.

OBJECTIVES

- To know the impact of Radio Advertisement on the listener
- To emphasize the relationship between radio advertisements and listener likeliness of the Radio station in Bangalore region

HYPOTHESIS

The hypothesis is as follows:

- 1) H_0 : There is no positive impact of radio advertisements on the radio listeners in Bangalore region
 H_1 : There is a positive impact of radio advertisements on the radio listeners in Bangalore region
- 2) H_0 : There is no optimistic relationship between the radio advertisements and the likeliness of listener on radio station
 H_1 : There is optimistic relationship between the radio advertisements and the likeliness of listener on radio station

SCOPE OF THE STUDY

This study was carried out in Bangalore city. The consensus cannot be broaden to entire Karnataka state or India. In addition to this, the study can be conducted in a bigger scale to authenticate the consequences.

RESEARCH METHODOLOGY

Utilization of research methodology/ design is discussed in this section; this research study is descriptive in nature. The details are listed below.

SURVEY INSTRUMENT

For this research study, survey method has adopted for data collection from a sample size of 300 respondents. The sampling technique used was Convenience Sampling method.

DATA COLLECTION

The researcher visited the listeners personally for the extraction of data. All the 300 listeners are responded to the questionnaire. The response from 300 listeners is considered for the primary data. Journals, Magazines and web are used to gather secondary data for the study.

DATA ANALYSIS METHODS

The data was analyzed by using Chi-Square Test (Systat software version 13) as the statistical tool.

ANALYSIS AND INTERPRETATION

Reviewed Statistics of Sampled Radio Listeners, N=300

TABLE 1: CLASSIFICATION OF RESPONDENTS

Sl. No.	Factors	Category	No. of Respondents	Percentage
1.	Gender	Male	177	59
		Female	123	41
		Total	300	100
2.	Age	Below 25 years	193	64.33
		26-40 years	66	22.0
		41-50 years	27	9.0
		Above 50 years	14	4.67
		Total	300	100
3.	Qualification	Up to Matriculation	69	23
		10+	119	39.67
		Graduate	59	19.67
		Post Graduate	37	12.33
		Others	16	5.33
		Total	300	100
4.	Occupation	Business	47	15.67
		Profession	83	27.67
		Household	57	19
		Services	89	29.66
		Others	24	8
		Total	300	100

Source: Compiled from primary data

A good majority of the radio listeners (as shown in table 1) were males (59%) in the age group of below 25 years of age (64.33%) and were 10+ (39.67%). Most of them were services/ service industry (29.66%).

HYPOTHESIS TESTING

1) H_0 : There is no positive impact of radio advertisements on the radio listeners in Bangalore region

H_1 : There is a positive impact of radio advertisements on the radio listeners in Bangalore region

TABLE 2: CHI – SQUARE TEST VALUE

Level of Significance	Degrees of freedom	Table/Critical Value	Calculated Value	Mean	S.D
5%	3	7.81	0.1017	37.5	37.962

The critical (or Table) value of $\chi^2 = 7.81$ at $\alpha=0.05$ and degree of freedom= 3. Since the calculated value of $\chi^2 = 0.1017$ is less than its table value, the null hypothesis is accepted. Consequently we can say that the radio advertisements make no positive impact on the radio listeners.

2) H_0 : There is no optimistic relationship between the radio advertisements and the likeliness of listener on radio station

H_1 : There is optimistic relationship between the radio advertisements and the likeliness of listener on radio station

TABLE 3: CHI – SQUARE TEST VALUE

Level of Significance	Degrees of freedom	Table/Critical Value	Calculated Value	Mean	S.D
5%	3	7.81	10.704	37.5	28.63

The critical (or Table) value of $\chi^2 = 7.81$ at $\alpha=0.05$ and degree of freedom= 3. Since the calculated value of $\chi^2 = 10.704$ is greater than its table value, the null hypothesis is rejected. By looking out the results we can say that there is optimistic relationship between the radio advertisements and the likeliness of listener on radio station.

FINDINGS

- According to the survey and the response from the listeners, it's clear that the age group below 25 years (64.53%), 26-40 years (21.98%), 41-50 years (8.51%), above 50 years (4.96%) are keenly interested in the radio advertisements. The reasons are that the advertisement passes the latest updates, covering the local and national issues. Listeners also believe that the advertisements are of good informative, knowledge based. The listeners expect more jingle and dialogue based advertisements to keep the information in the mind.
- In contrast with the above mentioned data, the listeners are not interested in listening to advertisements as the age group below 25 years (64.15%), 26-40 years (22.01%), 41-50 years (9.43%), above 50 years (4.4%). As listeners are interested in more music/ entertainment, more news, latest updates on entertainment industry, and also some gossips from the entertainment industry.
- It is been observed that the listeners are not happy with most of the radio/FM stations as they focus more on the advertisements and the music is very less. And listeners are quite convinced about the radio jockey and the languages are used while interacting with the listeners.

CONCLUSION

This research paper leads us to the conclusion that influence of radio/FM advertisements makes a no positive impact on the radio listeners. Especially the majority of the respondents are interested in listening to more music and entertainment programs. It is difficult for any of the program in radio station to bind the listeners. It is quite complicated task to satisfy the listeners as their view and perception keeps on changing, sometimes they like the program or on the other hand they avoid the other. The perception of the listeners varied from person to person and listener to listener. It is been observed that the FM station tries to bind the listeners to the maximum extent but at the time of the advertisement the link will be broken, by switching to the other station. Finally it is proved that there is optimistic approach/ relationship exists between the radio advertisements and the likeliness of the listeners towards radio/ radio station.

LIMITATION OF THE STUDY

The research study has some limitations. Initially, the paper has been carried out in Bangalore city. It is quite obvious that the opinion/belief of people of different cities may be diverse. The respondents for this study were both educated and some are them are less/no educated people might have the dissimilar views.

SCOPE FOR FURTHER RESEARCH

Considering the limitations of this study mentioned above, future research can be focus on expanding to study the comparison between the radio stations in terms of unique selling proposition (USPs). A study can be done to determine the gap between prospect and insight of the listeners on the radio stations.

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Thanking you profoundly

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Sd/-

Co-ordinator

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