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CONSUMER PREFERENCE TOWARDS F M RADIO IN NORTH KARNATAKA**SHIVASHARANA G B****II YEAR MBA****JSS CENTRE FOR MANAGEMENT STUDIES****SRI JAYACHAMARAJENDRA COLLEGE OF ENGINEERING
MYSORE****SURESH ACHARAYA****ASST. PROFESSOR****JSS CENTRE FOR MANAGEMENT STUDIES****JSS SCIENCE AND TECHNOLOGY UNIVERSITY
MYSORE****ABSTRACT**

With the entries of private players in FM radio segment, FM radio gained popularity in India, as well as in Karnataka. But it was not popular in North Karnataka, so our research examines the Understanding the variables or factors affecting consumer behaviour towards FM Radio in North Karnataka. And the research is taken in the cities of north-Karnataka namely Ballary, Hospet, Gadag, Hubli-Dharwad, Belgaum, Bidar, Bijapur, Raichur and Gulbarga. The samples were collected from different backgrounds such as students, households, businessman's, salaried employees as per the convenience of the researcher. The research examines the factors affecting consumer behaviour of FM-Radio in North Karnataka, for this software SPSS is used for Factor Analysis and Sample size was 410 and all the respondents were listeners of FM-Radio in North-Karnataka. The descriptive research design and structured questionnaire is used as a tool of data collection. The research resulted that 98.8% of respondents are aware of FM-Radio, 92.7% of respondents are like to listen FM-Radio and 46.3% of respondents listen to All India Radio which is broadcast in their cities. The factors are affecting to listen FM-Radio are Clear anywhere and Traditional listening, and Informative.

KEYWORDS

FM Radio, North-Karnataka.

INTRODUCTION

Radio is the most effective, popular and credible medium for reaching a large and heterogeneous audience. (Nwabueze, 2007). The media is an essential part of our everyday life, as it aids in the navigation of our social reality in particular (Alasuutari, 1999). Radio is an extension of us with our external world. Radio is the technology of using radio waves to carry information, such as sound, by systematically modulating some property of electromagnetic energy waves transmitted through space, such as their amplitude, frequency, phase, or pulse width. The different technologies in broadcast radio are Amplitude Modulation (AM), Frequency Modulation (FM), Satellite radio, Digital radio, online radio etc.

- Radio Broadcasting was pioneered in India by the Madras Presidency Club Radio in 1924. The Club worked a broadcasting service for three years, but owing to financial difficulties gave it up in 1927.
- In the same year (1927) some enterprising businessmen in Bombay started the Indian Broadcasting Company with stations at Bombay and Calcutta. This company failed in 1930, in 1932 the Government of India took over broadcasting. A separate department known as Indian Broadcasting Service was opened.
- The Service was later designated 'All India Radio' (AIR) and was placed under a separate Ministry - the Ministry of Information and Broadcast India.

FM RADIO IN INDIA**PHASE-I, II AND III**

The first phase of FM radio broadcasting was launched by Ministry of Information and Broadcasting in 1999. The objective behind the scheme was to attract private agencies to supplement the efforts of All India Radio by operationalizing FM radio stations that provide programs of relevance with special emphasis on local content, increase content generation and improve the quality of fidelity in reception. In Phase I of its development, FM was made open to private broadcast channels in Chennai, followed by Delhi, Mumbai, Kolkata, and Goa, and then Bangalore, Hyderabad, Jaipur, and Lucknow. Regulatory norms prohibited the broadcast of news and 31 other non-music programming. Hence, the content was all about music and art (mostly films). This situation was continued till 1998. In the beginning, the FM stations were not allowed to broadcast the news aired by the AIR due to policy constraints. The Government announced the policy for Phase-II of FM Radio Broadcasting on July 13, 2005. A total of 337 channels were put on bid across 91 cities having population equal to or more than 3 lakhs. Of 337 channels, 284 were successfully bid and, after scrutiny, permission was given for operationalisation of 245 channels spanning 87 cities. In 2005, the Government of India announced phase-III of FM in July 2011. Based on the 2011 census data, MIB has identified 37 additional cities where 112 private FM Radio channels are proposed to be put up for auction. This is in addition to the already identified 227 new cities earlier earmarked for FM Radio expansion as per the 2001 Census data. Based on the 2011 census data, MIB has identified 37 additional cities where 112 private FM Radio channels are proposed to be put up for auction. This is in addition to the already identified 227 new cities earlier earmarked for FM Radio expansion as per the 2001 Census data. The second batch of FM Phase-III consists of 266 channels in 92 cities which includes 227 channels in 69 fresh cities and 39 channels in 23 existing cities circulated Information Memorandum on 20th June 2016 the result shows that 65 new channels came into the cities.

FM RADIO IN KARNATAKA

Radio City Bangalore, started on July 3, 2001, is India's first private FM radio station. Now Bangalore, Mysore and Mangalore cities are leading 14, 4 and 4 FM channels respectively in Karnataka. But except those three cities there is no FM channels in Karnataka. Only 9 channels are broadcasting from All India Radio in Karnataka. In North Karnataka Since year 2001 the private FM channels are entered in Karnataka state, and those channels are stick to only three major cities of South Karnataka such as Bangalore, Mysore and Mangalore. But North Karnataka region also has popular cities which are developed in economically and demographically, there is no development in private FM broadcasting.

The research is carried out in where there is no FM Channels, in this research I considering the recommended cities of North Karnataka in Phase-III by the Ministry of Information and Broadcasting ("MIB") India. Those are Ballary, Hospet, Gadag, Hubli-Dharwad, Belgaum, Bidar, Bijapur, Raichur and Gulbarga.

REVIEW OF LITERATURE

Ashwin A Santoki: The 17 components are reduced to seven factors which showing the behaviour of the consumer towards FM Radio are Entertainment with good frequency, Sharing songs and other information, RJ, Location to listen radio, Escape from boredom, Language spoke on radio and Value added Radio Programs. The finding shows majority of the respondents listened to the radio very much and they would listen to the radio for a number of reasons among which different entertainment programs, favourite songs etc.

Paul Adjei Kwakwa: The findings were that majority of the respondents listened to the radio very much and they would listen to the radio for a number of reasons among which information, entertainment and education came top. The other motives for listening to the radio included to aid sleep/work, for relaxation and to aid sleep. A number of factors were found to influence the choice of radio station listened to by an individual. The most important factors determining radio choice included the overall image of the station, clear reception, station heritage, news coverage, kinds of programme, and presenters of the station and the status of the individual. Other variables like the type of business commercial run, friends influence, family influence, teachers influence and religious belief did not really affect their choice for a radio stations.

Niveditha.V: Among the FM listeners in Karnataka 72% of the FM listeners prefer to listen at their homes, and 65% of the listeners prefer to listen FM during travelling. Approximately 75% of the FM listeners across the state are preferred to listen FM alone and 67% of the FM listeners discusses with their friends.

K. Padmakumar: The study reveals that audience expect much more than the current entertainment format. The Breakfast show, which is considered to be the flagship show of the station and which largely, determines the success of any station also seems to be having the same format in all the private FM radio stations. It clearly indicates the lack of willingness among the radio programme managers, to take initiatives for show innovations. His majority of the passive listeners 33.98% belong to the age group of 36 to 45, 39.4% of the respondents prefer to listen to news. The passive listener's attitude towards FM radio stations. A majority of 47.35% of the respondents feel that the shows of all the stations are alike. This indicates that there is lack of content differentiation among stations.

Hezron Mogambi: It was found that students have an easy access to radio in the campus through their mobile phones, in the vehicles they travel to and from campus, at home and in their neighbourhoods. The programming pattern adopted by radio stations, timing of programs, topics of discussion, the radio host, type of music played and language of broadcast influence radio listening habits of university students in Kenya. 58% of the respondents were between the ages of 21-25 and 80% of respondent listen to radio for about 1-4 hours.

RESEARCH OBJECTIVE

To find out the factors affecting consumer behaviour towards FM Radio in North Karnataka.

The research is undertaken in cities of North Karnataka where there is No Private FM-Radio stations but all cities has All India Radio (AIR) telecast from Government of India.

1. To understand the Listening preferences of Radio in North Karnataka Region.
2. To understand the Awareness of FM-Radio and other radio channels in North Karnataka Region.
3. To understand the Awareness of FM channel contents in North Karnataka Region.
4. To understand the Listening preferences of radio in FM channels in North Karnataka region.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study is descriptive in nature, the research is quantitative study with the use of a survey to collect the data. The Questionnaires are made by considering the situation that there is FM channels in research area along with demographic information. The questionnaires are prepared as understanding the passion about FM Radio in north Karnataka like weather they are aware of FM Radio or not, if they know, they like to listen or not? And the questions on understanding the consumer behaviour towards FM Radio by Liked scale method.

SAMPLING FRAME/AREA

The Cities of North Karnataka which are recommended in Phase-III e-Auction by the Ministry of Information and Broadcasting ("MIB") India. Such as Ballary, Hospet, Gadag, Hubli-Dharwad, Belgaum, Bidar, Bijapur, Raichur and Gulbarga.

SAMPLING METHOD

Non-probability convenience sampling method is used to identify the respondents of the study.

SAMPLING UNITS

Respondents from different background i.e. students, Businessman, Housewives, Service employees of the research area.

POPULATION

People of North Karnataka from the cities namely Ballary, Hospet, Gadag, Hubli-Dharwad, Belgaum, Bidar, Bijapur, Raichur and Gulbarga. Aged above 18 years.

SAMPLE SIZE

The total number of samples taken from all 9 cities are 410.

DATA COLLECTION

The primary data is collected from the survey. A structured questionnaire has been used as an instrument to collect the data. The data is collected from the 410 respondents who are the residence of North Karnataka above 18 years of age.

The secondary data is collected from the research papers regarding A study on consumer behaviour towards FM-Radio, Listening practices of FM-Radio, Preferences of FM-Radio in India. And information regarding FM-Radio stations in India as well as in Karnataka from Ministry of Information and Broadcasting ("MIB") India.

RESEARCH TECHNIQUES

The data that was received from the questionnaires was analysed through statistical analysis with the help of SPSS.

Statistical techniques utilised Factor analysis and Descriptive analysis.

ANALYSIS AND FINDINGS

The primary objective of the research is to understand the passion about FM-Radio in North Karnataka people, like how the people are interested about FM-Radio, all the details is below explained in below table.

TABLE 1

Sl. No.	Statements	No. of People Said "YES"		No. of People Said "NO"	
		Frequency	Percentage (%)	Frequency	Percentage (%)
1	Residents of North Karnataka	410	100	0	0
2	Aware of FM-Radio	405	98.8	5	1.2
3	Listened FM-Radio Before	388	94.6	22	5.4
4	Like to Listen FM-Radio	380	92.7	30	7.3
5	Listen to "All India Radio"	190	46.3	220	56.7
6	Interested in Introducing New FM Channel	348	84.9	62	15.1

The survey was conducted for only North Karnataka people. In that 405 people out of 410 are aware of FM-Radio in North Karnataka that means about 98.8%. 388 people out of 410 are listened FM-Radio before that means 94.6%.

DESCRIPTIVE STATISTICS

The distributional characteristics were checked for the purpose of establishing the normality of the data. Although there are no clear guidelines about how normality can be established, the rule of thumb is that the absolute values of univariate skewness should not exceed 3 points and that the absolute values of univariate kurtosis should not exceed 10 points. The statistics of observed variables are presented in the table. As shown the skewness values for each observed variables are less than 3 points and kurtosis values are less than 10 points. Therefore, there was no serious threat of non-normality. This indicates that further analysis of factor analysis and cluster analysis can be done on the assumptions of normality.

**FACTOR ANALYSIS
KAISER-MEYER-OLKIN**
TABLE 3: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.829
Bartlett's Test of Sphericity	Approx. Chi-Square	2355.855
	df	190
	Sig.	0.000

Value Factor Analysis Test is used to determine reduced factors from various factors. Before applying factor analysis test first we have to determine the value of KMO. The KMO statistics varies between 0 and 1, For these data the value is **0.829**, which falls into the range of being great or meritorious. So, we should be confident that factor analysis is appropriate for these data.

Bartlett Test of Sphericity is a measure of the multivariate normality of set of distributions. In this case the Bartlett Test value is $0.000 < 0.05$, so my set of distribution is multivariate normal and acceptable for factor analysis

The variance explained by each component as well as the cumulative variance explained by all components. When we speak of variance explained with regard to this table, we are referring to the amount of variance in the total collection of variables/items which is explained by the component(s). For instance, component 6 explains 6.551% of the variance in the items; specifically, in the items' variance-covariance matrix. We could also say, 61.205% of the variance in our items was explained by the 6 extracted components. Before rotation factor 1 accounted for considerably more variance than the remaining five (**25.483%** compared to 11.542, 8.345, 5.534, 5.199 and 5.102%), however after extraction it accounts for only **15.406%** variance (compared to 13.159, 9.587, 8.545, 7.957 and 6.551% respectively).

ROTATED COMPONENT MATRIX

The table shows that the Two components and their factors. The name of the Variable/factor is given according to the characteristics of the elements. These two factors are named as 1. Clear anywhere and Traditional Listening, and 2. Informative.

TABLE 4

Factor 1	Factor 2
Clear anywhere and Traditional Listening	Informative
Music	Health care
In Travelling	Current Affairs
Frequency is Good	Educational information
At Home	Nature and Environmental
Jokes	Business Programs
Kannada Folk Songs	

FACTOR-1: CLEAR ANYWHERE AND TRADITIONAL LISTENING

The factor Entertainment with Frequency is good, is defined as Entertainment is a form of activity that holds the attention and interest of an audience, or gives pleasure and delight such that the factor includes Music, Jokes, Kannada folk songs as an entertainment factor and the people like to listen FM-Radio when frequency is good without disturbances in spectrum and they feel comfort at home and while traveling to listen FM-Radio. So combining these five elements called factor as Clear anywhere and Traditional Listening.

FACTOR-2: INFORMATIVE

The Informative is defined as which gives knowledge and information regarding concepts of things. For this factor we are considered five informative elements such as information regarding health care, education, current affairs, business as well as nature and environmental issues.

FINDINGS

- Majority of the respondents not listen to 'All India Radio' which is broadcast in their cities.
- The people of north Karnataka are well aware of FM-Radio (92.7% among the respondents) and 84.9% of respondents are interested in introducing new FM-Radio channel in their cities.
- From the findings of individual preferences majority of the people like to listen entertainment factor like Music, Folk songs, Jokes and also informative factors such as Information about Education, Current affairs, health care programs, Nature and environmental issues etc.
- Coming to the spiritual speeches somewhat less interest compared to others. And most of the people like to listen FM-Radio at home and in traveling.
- The respondents like to listen FM-Radio from all possible sources such as from Radio, Mobile phone, and in online. The majority comes with Mobile phone because of easy to carry.

CONCLUSION

The study conducted on understanding the Consumer behaviour towards FM-Radio in North-Karnataka has been taken because of non-development or explore towards FM-Radio stations in that regions. There are only 30 FM-Radio channels were broadcasting in Karnataka in that the private channels are grown only three cities such as Bangalore, Mysore and Mangalore, but in North Karnataka only 5 channels were broadcasting from All India Radio, no more private channels are established.

This study has been able to establish vary important aspects bout FM-Radio listening in North Karnataka. Despite new FM-Channels or FM-Radio channels in big cities of North Karnataka there is lot of opportunities to grow in the market because The findings show majority of the respondents are like to listen FM-Radio with Traditional and informative factor and in different way, even though there is a radio station 'All India Radio' people listen to that is less than 50 percent. The Ministry of Information and Broadcasting of India (MIB) to promote rollout FM broadcast services to increase broadcast coverage and to stimulate the competition in the sector, increased the channels for FM-Radio stations all over India, according to the data of recent auction there are Four cities were listed for the e-auction of Phase-III such as Ballari, Belgaum, Hubli-Dharwad and Gulbarga. In these, Hubli-Dharwad were opted new two channels in the city in North Karnataka for Provisional winning amount of RS.7,02,00,100.00.

The people of North Karnataka are very much interested to listen FM-Radio and they follow cultural listening practices like Kannada Folk Songs. And they are interested to listen to music and informative factors like current affairs, Educational Information, Health programs, Nature and Environment.

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