CHAPTER III
RESEARCH METHODS

3.1. Introduction

Radio is well known as inexpensive medium of communication and the actual number of listeners has no effect on production expenses. Radio has overcome the testing times and proved its capacity as a powerful medium in times of peace and crisis. The modern web radio is also intangible and the broadcasters have used certain hybrid models. The FM stations are more popular in the urban areas. Radio City, Radio Mirchi, Big FM, Red FM and other channels have attracted the attention of the young generation of listeners in the cities. The FM radio is poised for an exponential growth in India. The FM stations are more popular through film and other popular music programmes. The impact of FM radio on listeners is an interesting area of research for the media researchers in India and abroad. In this context, the impact of FM radio on listeners in Karnataka was primarily examined by the researcher. The primary objective of the present study required investigating the exposure to FM radio programmes, FM radio use pattern, attitude of respondents towards FM radio, utility of FM radio programmes and gratifications of FM radio services in Karnataka. A comprehensive study on the impact of FM radio on listeners in Karnataka was not carried out by any researcher in the past according to the review of literature. This chapter enumerates the focus of the study, hypotheses of the study, variables of the study, research design, selection of study areas, selection of study sample, pilot study, statistical analysis and definitions of the terms used in the study.

3.2. Focus of the Study

Investigations dealing exclusively on the impact of FM radio on listeners in Karnataka in the context of FM radio revolution are scanty according to the review of literature. The presence of FM radio, contents of FM radio, diversity of FM radio programmes, attitude of listeners towards FM radio, utility of FM radio among listeners and extent of gratification of FM radio among listeners under the changed media circumstances is less understood due to lack of comprehensive broadcasting media investigations. An analysis of the available literature suggests that the impact of FM radio on listeners is not fully and properly evaluated in the context of new media revolution in Karnataka state. Hence, the primary tasks of the investigation are concerned with identifying a reasonably representative sample of listeners of
FM radio in major cities of Karnataka to assess their views on the impact of FM radio in modern times.

3.3. Hypotheses of the Study

The objectives of the present study and the analyses of the findings of the studies reviewed in the earlier chapter have led to generating the following set of null hypotheses.

\( H1 \). The FM radio listeners of Karnataka state have not gained adequate communications media exposure.

\( H2 \)- FM radio use patterns are not common in Karnataka state

\( H3 \)- FM radio exposure among the listeners in Karnataka is not uniform.

\( H4 \)- FM radio programmes are not regularly listened by the respondents.

\( H5 \)- The respondents have not cultivated positive attitude towards FM radio.

\( H6 \)- FM radio programmes are not useful to the listeners

\( H7 \)- The respondents are not fully satisfied by the FM radio services

3.4. Variables of the Study

Keeping the above research questions in view, the following variables were selected for the present study on the basis of review of literature and discussions with subject experts.

3.4.1: Independent Variables
1. Gender
2. Age
3. Education
4. Profession
5. Income

3.4.2: Dependent Variables
1. Exposure to FM radio programmes.
2. Frequency of FM radio listening.
3. FM radio use pattern.
5. Gratifications of FM radio services.
3.5. Research Design

The present study approached the problem through a systematic survey method. A structured and pre-tested interview schedule was administered to the listeners of major cities of Karnataka state. Primary data were collected through interview schedule personally by the researcher and a team of trained investigators. The interview schedule had different compartments such as – a) personal information, b) exposure to FM radio programmes, c) FM radio use pattern, d) uses of FM radio programmes and e) gratifications of FM radio services. The interview schedule was designed to explore the understanding of the respondents have of the impact of FM radio in Karnataka on listeners. Besides survey methods, non-participant observation, informal discussions and several secondary sources of information such as census report, committee reports, theses, journal articles, newspaper reports, books and other publications related to the research topic were also used as other methods to study the impact of FM radio on listeners. The entire study was exploratory in nature. Several ideas which emerged during the course of informal discussions with the experts and managers of FM radio were incorporated into the design. Therefore, research methods were designed on the basis of flexibility, adaptability and ground realities.

3.6. Selection of Study Areas

Table 3.1. Distribution of Study Areas

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Cities</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bangalore</td>
<td>99</td>
</tr>
<tr>
<td>2</td>
<td>Gulbarga</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Mangalore</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Mysore</td>
<td>142</td>
</tr>
<tr>
<td>Total</td>
<td>04 Cities</td>
<td>441</td>
</tr>
</tbody>
</table>

Four cities representing the geographical regions and cultural diversity of the Karnataka state were selected for fieldwork. The cities were selected on the basis of certain parameters like educational development, economic development, media development and the status of media consumers. These cities truly represent the social, economic, political and
cultural characteristics of Karnataka state from the point of view of media development. In particular, these four cities have full fledged FM stations and provide the benefit of access to FM radio programs to the audience. Hence, primary data were collected from about 441 respondents who are regular listeners of FM radio programmes in these four cities of Karnataka state.

3.7. Selection of Study Sample

It was decided to interview people who enjoyed the benefit of exposure to FM radio programmes in Karnataka state. The incidental sampling and stratified sampling methods were followed for the selection of respondents since these methods also give significantly correct results. Therefore, 441 respondents were selected for the study from the four cities on the basis of their exposure to FM radio programmes in Karnataka state.

Pilot Study

Before administering the interview schedule to the respondents of the study, a pre–test was conducted in Shimoga city, a non-sample area in Karnataka State. The contents of the interview schedule were subjected to modification and simplification to avoid ambiguity in the light of the pre-test.

3.8 Statistical Analysis

The primary data were analyzed on the basis of certain standardized statistical tests which include – percentage analysis, graphical representation, Chi-square test and cross tabulation. All the statistical methods were carried out through the SPSS for Windows (version 16.0). A brief discussion of these statistical tests is as follows.

Descriptive Procedure

The descriptive procedure displays uni-variate summary statistics for several variables in a single table and calculates standardized (z-scores). Variables can be ordered by the size of their means (in ascending or descending order), alphabetically, or by the order in which the researcher specifies.

Frequencies and Percentages

The frequencies procedure provides statistics and graphical displays that are useful for describing many types of variables. For a first look at the data, frequencies procedure is a
good place to start. Further, percentages provide the values out of hundred for each group or sector selected with frequencies.

**Cross-Tabs**

The cross-tabs procedure forms two-way and multi-way tables and provides a variety of tests and measures of association for two-way tables. The structure of the table and whether categories are ordered determine what test or measure to use. Contingency coefficient analysis was employed in the present study.

**Chi Square Test ($\chi^2$)**

The $\chi^2$ test applies only to discrete data counted rather than measured values. It is a test of independence, the idea that one variable is not affected by, or related to, another variable. The $\chi^2$ is not a measure of the degree of relationship. In the present study, it was primarily used to estimate the likelihood that some factor other than chance (sampling error) accounts for the apparent relationship. Usually, the null hypothesis states that there is no relationship (the variables are independent). The test merely evaluates the probability that the observed relationship results from chance. A finding of a statistically significant $\chi^2$ value does not necessarily indicate a cause-and-effect relationship, a limitation that was observed when interpreting a coefficient of correlation in the present statistical analysis. However, the Chi square observations were organized in systematic cross break form by the researcher.

**3.9. Definitions of the Terms Used in the Study**

**3.9.1. Radio Broadcasting**

Radio as a communication medium which is accessible to a greatest majority of people across the world. It has the unique advantage of being receivable through low cost, battery operated, and mobile receiving sets, affordable for almost everyone, even in the rural areas. In fact, radio appeared in India as a prop of the British colonial rule. Radio was developed as a prominent means of communication in the post-independence era. The modern web radio is also intangible and the big audiences are much more expensive for the radio operator to serve than small ones. All India Radio is regarded as the world’s largest broadcast network because of territorial spread, notional reach of the population and special audience programmes.
3.9.2. FM Radio

FM stations of AIR have also grown over the years. In 1999, the Government announced a liberalized policy for Expansion of FM Radio broadcasting through private agencies, allowing fully owned Indian companies to set up private FM radio stations on a license fee basis. The main objectives of the policy were to make quality programmes with a localized flavor in terms of content and relevance and to encourage new talent and generate employment opportunities directly and indirectly. This would supplement the services of AIR and more importantly, promote rapid expansion of the broadcast network in the country for the benefit of the Indian population. The FM radio is poised for an exponential growth in India.

3.9.3. Exposure to FM Radio

In the urban areas, FM stations are more popular through film and other popular music programmes. Radio City, Radio Mirchi, Big FM, Red FM and other radio channels have attracted the young generation of listeners in the urban areas. FM radio stations are functioning effectively in the major cities of Karnataka state. A variety of programmes are broadcast in the FM stations. In the present study, an attempt was made by the researcher to understand the exposure to FM radio across the Karnataka regardless of demographic factors.

3.9.4. FM Radio Use Pattern

FM radio programmes are broadcast in the urban environment. These programmes are attracting the attention of large number of young listeners including women. The FM Policy of Government of India has been well accepted by all stakeholders and has resulted in huge growth not only in the FM Radio Industry but also in employment opportunities. It has also created a demand for FM Radio in category C&D cities and even in rural areas. In the present study, an attempt was made by the researcher to assess the FM radio use patterns of the listeners which matters from the points of view of uses and gratification of FM radio services in modern society.

3.9.5. Uses of FM Radio

Television is not an option always as the electricity plays hide and seek with the audiences in the urban and rural areas. But, FM radio is accessible and reliable and the listeners have their own reasons to be attached to the FM. In reality, the FM programmes are
made for a city centric audience, the language generally spoken on the shows are a mix of regional languages, Hindi and English. But this alien mix of languages enables the urban and rural audience to understand the contents. The audience have also learnt to appropriate themselves and connect with the idea of a language that is not theirs. The breaking down of the notion of language for the purpose of communication is an important development in modern India. In the field of media research, uses and gratification approach has gained importance over a period of time. In the present study, an attempt was made by the researcher to analyze the uses of FM radio services in major cities of Karnataka state.

3.9.6. Gratifications of FM Radio

The FM concept has gained rapid popularity rapidly in the last few years although the AIR national and regional channels have served the audience to the best of their ability. The FM programming style and content indeed was a break from the old. Experience reveals that FM is not a distraction to their daily work even though they carry their own radio sets to places of work. But in reality FM has hardly catered to themes of development in their programmes. Entertainment takes up most of the air time in their slots. Basic dissemination of ideas which are development related thus suffers in constituencies as fieldwork in the study areas show. Despite certain limitations, the listening habits have drastically moved on from other avenues to FM. Studies have revealed that FM radio services have satisfied the audience in several ways. In the present study, an attempt was made by the researcher to evaluate the gratifications of FM radio services among the respondents of the study.

3.9.7. Big FM

The Big FM is a nationwide private FM radio station in India owned by Indian businessman Anil Ambani. It broadcasts at 92.7 MHz (92.7FM). At present, it covers 45 cities in India. This is the only private FM radio station which is being broadcast across the major cities of India. It broadcasts the programmes daily from 5 to 8pm on XFM 96.3, under the name of BIG Bollywood 96.3FM. A number of radio contests are expected to be aired that enable contestants to win prizes. BIG FM's endeavor is to use the power of radio to not only entertain listeners but also positively influence their lives. Within a short span of time, through distinctive content and innovative promotion, 92.7 BIG FM has established leadership in the FM space and firmly laid a foundation for an exciting future. In the present study, an attempt was made by the researcher to examine the uses and gratifications of Big FM among the audience.
3.9.8. Radio Mirchi

Radio Mirchi is a nationwide network of private FM radio stations in India. The original avatar of Radio Mirchi was Times FM. Radio Mirchi began operations in 1993 in Indore, Madhya Pradesh. It is owned by the Entertainment Network India Ltd (ENIL), which is one of the subsidiaries of The Times Group. Radio Mirchi maintains weekly music charts (or record charts) for India. The most followed charts are Mirchi Top 20 (Bollywood Songs) and Angrezi Top 20 (English Songs). These 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. Currently, Radio Mirchi has a presence in 33 metros including Delhi, Mumbai, Kolkata, Pune, Jaipur, Hyderabad, Indore, Ahmedabad, Chennai and Bangalore. Radio Mirchi is the costliest station in India as they charge more than double of the competition. Radio Mirchi believes premium can be achieved by charging more from the clients, unlike BIG 92.7 FM which is comparatively much more economic but airs content which does not meet the expectations of its listeners. Radio Mirchi operates in the major cities of India. In the present study, an attempt was made by the researcher to examine the uses and gratifications of Radio Mirchi FM among the audience.

3.9.9. Red FM

Red FM was started on August 14, 2009 in the name of S FM or Suryan FM. It was re-branded into RED FM across 38 cities in INDIA. S FM took over Red FM in August, 2009 and re-branded all its stations to Red FM except for the ones in Tamil Nadu. Red FM is an Indian FM radio brand, with stations broadcasting at the frequency 93.5 megahertz in about 50 cities of India. It is India’s largest and most awarded FM station. However, the programming is now 100% exclusively Hindi. The channel is owned by Kalanithi Maran, with a 48.9% stake, as well as minority holdings of Hyderabad-based IT company Value Labs, NDTV, Astro. It was acquired from India Today promoter Living Media in January 2006. Their punch line is 'Bajaate Raho' (Keep Playing). In the present study, an attempt was made by the researcher to examine the uses and gratifications of Red FM among the audience.

3.9.10. Radio City

Radio City is a FM radio station in India. It broadcasts on 91.1 (earlier 91.0) in most cities. Radio City 91.1FM is India's first and leading FM radio brand which was promoted by Music Broadcast Private Limited (MBPL), India. It uses the state-of-the-art digital stereo FM,
innovative programming, vivacious radio jockeys and experienced professionals, Radio City broadcasts the best quality of music and entertainment. Radio City 91.1FM offers a differentiated listening experience through melodious music to All SEC 12+ audiences across the nation. In the present times, Radio City covers about 20 major cities. It plays Hindi, English and regional songs. Radio City recently forayed into New Media in May 2008 with the launch of a music portal - PlanetRadiocity.com that offers music related news, videos, songs, and other music-related features. The FM Radio City stations currently play a mix of Hindi and other regional language music programmes. In June 2013, Radio City launched a, ‘Planet Radio City’ mobile app that plays Radio City Freedom, Radio City Smaran & Radio City Malayalam. Rare and exclusive videos of star visits to the Radio City studios along with Bollywood news are added attractions. In the present study, an attempt was made by the researcher to examine the uses and gratifications of Radio City among the audience.

3.9.11. Survey Research Method

Survey Research method is very popular in the field of communication and journalism. It is a very widely used research technique for the purpose of conducting the empirical studies on the uses, gratifications and effects of media. It is nothing but surveying the minds of the people who matter most from the point of view of achieving the goals of organizational development and media management. It is a systematic and scientific research method which facilitates generation of comprehensive and authentic data on various aspects of standardizing media services in a highly competitive media environment. The present study is based on survey research method primarily. The FM radio audience of Bangalore, Gulbarga, Mangalore and Mysore were approached by the researcher for primary data collection on the impact of FM radio on listeners in Karnataka.

3.10. Summary

The impact of FM radio on listeners in Karnataka state is less understood due to lack of comprehensive media investigations according to the review of literature. The primary data were collected from 441 respondents who were selected on the basis of incidental sampling and stratified sampling techniques. The present study approached the problem through a systematic survey method. Besides survey method, non-participant observation, informal discussions and several secondary sources of information were also used as other methods to examine the impact of FM radio on listeners in Karnataka state. The analysis of data was done
by using percentage analysis, graphical representation, cross tabulation and Chi-square test. The usual limitations of the survey method, namely, time, human inadequacies, resource inadequacies, recollection and communication were experienced by the researcher.