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Relationship between profile and listening behaviour of community radio listeners

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Abstract

The present study was conducted to study relationship between profile of community radio listeners and their listening behavior. Baramati and Indapur tehsil of Pune District of Maharashtra. From each tehsil six villages were selected. From each village 10 pomegranate growers were selected by random sampling method. Among the various mass media communication, radio is one, which possesses a quality of conveying the information in advance, quickly and promptly. It can be used effectively to reach large number of people inexpensively in a short time, to reach unreached by any other means; to build enthusiasm and maintain interest. Broadcasting, in its significance, reaches wide range of masses and its impact constitutes the most powerful medium of communication in India. Its importance as a medium of information and education is particularly great in vast and developing country like India where the reach of the print word is not wide or deep as the problem of illiteracy can not affect its use. Community radio is a type of radio service that caters to the interests of a certain area, broadcasting material that is popular to local audience. Modern day community radio stations serve their listeners by offering a variety of location specific content that is not provided by the larger commercial radio stations. Community radio outlets may carry news and information geared towards the local area, particularly immigrant or minority groups that are poorly served by other major media outlets. Community stations can be valuable assets for a region. Community radios were launched in the country by Ministry of Information and Broadcasting, Government of India and implemented by NGOs and educational institutions. It is concluded that age, occupation, size of family, annual income had positive and non significant relationship with the listening behavior. Whereas; education, land holding, source of information, experience in farming had positive and significant association with the listening behavior. Social participation, time spent in farm activities was negative and non significantly associated with the listening behavior.

Keywords: Listening behavior, community radio, community radio listeners

Introduction

Radio has been one of the oldest media access points for information seekers. With information revolution in rural India through radio has witnessed green revolution. Farmers were very keen to tune the radio for forecast of weather, market prices and pests and diseases. But, with the limited time slot and dominating function of entertainment through music, agricultural issues addressed remained more general and applicable mostly for irrigated belts. Community Radio is a must for social inclusion Access to media and ICTs should not be viewed as an end in itself but as a means to the ultimate goal of social inclusion. Community Radio helps the remotest communities to integrate into the national and global economies, and the development of knowledge-based economies. Community Radio is known to improve governance by enabling people to hold local governments to account for delivery of services. It brings out the best in community participation in development. It has been used by farmers to negotiate better prices at local markets, villages to engage in the national economy and citizens to access knowledge on issues and services. In Maharashtra, there are about 40 community radio stations in operation. Amongst these One Community Radio Station (CRS) is established at Shardanagar in Baramati tehsil of Pune district, which is run by Krishi Vigyan Kendra, Baramati. The Community Radio Station (CRS) named as Sharada Krishi Vahini was established at KVK Baramati and inaugurated on 18 January 2011. This radio station can be heard on 90.8 MHz. frequency within a range of 30-35 km from radio station, which covers near about 70 surrounding villages from two tehsils viz. Baramati and Indapur. The programmes of Sharda Krishi Vahini are broadcasted during 07.00 A.M. to 11.00 A.M. and rebroadcasting of the same programmes is done during 4.00 P.M. to 8.00 P.M. daily.

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Community radio station originated and its meant for the overall development of farming community in the area immediately surrounding the KVK, Baramati. It broadcasts different type of programmes with help of rural people. Thus, it was necessary to find out the relationship between profile of community radio listeners and their listening behavior.

Objectives

To find the relationship between profile of community radio listeners and their listening behavior.

Material and Method:

The present study was conducted in Pune district in which Baramati and Indapur tehsils were selected for the study because these have high bandwidth of CRS and coverage area of Sharda community radio. The study was conducted in the periphery of Sharda Community Radio station centre established under Krishi Vigyan Kendra, Baramati of Pune district. According to the coverage of the Sharda Community Radio station, Baramati and Indapur tehsils were selected. Six villages from each tehsil were selected on the basis of coverage of Sharda Community Radio. Ten respondents were selected from each village by simple random sampling technique and thus total 120 respondents were selected for the present study. The data were collected with help of pre-designed interview schedule by contacting community radio listeners. Statistical analyses were done using mean, standard deviation and percent frequency.

Result and Discussion

Relationship between the profile of CRS listeners and listening behaviour

In order to study the nature of relationship between the selected independent variables and the listening behaviour of community radio listeners, correlation coefficients (r) were computed and the values are presented in Table 1. This relationship between the scores of selected independent variables and the listening behaviour of community radio listeners were tested by null hypothesis and empirical hypothesis.

Null hypothesis was there will be no relationship between the scores of selected independent variables and the scores of the listening behaviour of community radio listeners.

Empirical hypothesis was there will be a significant relationship between the scores of selected independent variables and the scores of the listening behaviour of community radio listeners.

Table 1: Relationship between profile and listening behaviour of community radio listeners

Sr. No.	Independent variable	Coefficient correlation (r) (N=120)
1	Age	0.0845
2	Education	0.2591**
3	Size of family	0.0862
4	Experience in farming	0.193*
5	Time spent in farm activity	-0.171*
6	Occupation	0.152
7	Land holding	0.253*
8	Annual income	0.148
9	Social participation	-0.030
10	Source of information	0.192*

*Significance at 0.05 level of probability

** Significance at 0.01 level of probability

Age and listening behaviour

From Table 1, it was found that, the relationship between the age and listening behavior of community radio listeners was positive but non significant. Hence, null hypothesis was accepted and empirical hypothesis was rejected. Therefore, it could inferred that there was no significant relationship between age and listening behaviour of community radio listeners. It is therefore, concluded that as the age of the respondents increased, there was an increase in listening behavior of community radio. These finding are in line with the finding of K. Aruna (2010)^[1].

Education and listening behaviour

From Table 1, it was found that, by computing the value of correlation coefficient 'r' = 0.2591**, education was positive and significantly related with listening behaviour of community radio listeners at 1 percent level of significance. Hence, null hypothesis was rejected and empirical hypothesis was accepted. Therefore, it could be inferred that there was a positive and significant relationship between education and listening behaviour of community radio listeners. Therefore, it is concluded that higher the education, more was listening behavior of community radio. These finding are in line with the finding of Naik and Manjula (2016)^[2].

Size of family and listening behaviour

From Table 1, it was found that, by computing the value of correlation coefficient 'r' = 0.0862 NS, size of family was non significantly related with listening behaviour of the community radio listeners. Hence, null hypothesis was accepted and empirical hypothesis was rejected. Therefore, it could inferred that there was no significant relationship between size of family and listening behaviour of community radio listeners. These finding are in line with the finding of K. Aruna (2010)^[1].

Experience in farming and listening behaviour

From Table 1, it was evident that, by computing the value of correlation coefficient 'r' = 0.193*, experience in farming was positively and significantly related with listening behaviour of community radio listeners at 5 percent level of significance. Hence, null hypothesis was rejected and empirical hypothesis was accepted. Therefore, it could be inferred that there was a positive and significant relationship between experience in farming and listening behaviour of community radio listeners. These finding are in line with the finding of K. Aruna (2010)^[1].

Time spent in farm activity and listening behaviour

From Table 1, it was found that, by computing the value of correlation coefficient 'r' = -0.171*, time spent in farm activities was negatively and significantly related with listening behaviour of community radio listeners at 5 percent level of significance. Hence, null hypothesis was rejected and empirical hypothesis was accepted. Therefore, it could be inferred that there was a negative and significant relationship between time spent in farm activities and listening behaviour of community radio listeners. These finding are in line with the finding of K. Aruna (2010)^[1].

Occupation and listening behaviour

From Table 1, it was found that, by computing the value of correlation coefficient 'r' = 0.152 NS, occupation was non significantly related with listening behaviour of the

community radio listeners. Hence, null hypothesis was accepted and empirical hypothesis was rejected. Therefore, it could be inferred that there was no significant relationship between occupation and listening behaviour of community radio listeners. These findings are in line with the finding of K. Aruna (2010)^[1].

Size of land holding and listening behaviour

From Table 1, it was evident that, by computing the value of correlation coefficient 'r' 0.253*, land holding was positively significantly related with listening behaviour of the community radio listeners at 5 percent level of significance. Hence, null hypothesis was rejected and empirical hypothesis was accepted. Therefore, it could be inferred that there was a positive relationship between land holding and listening behaviour of community radio listeners.

Annual income and listening behaviour

From Table 1, it was found that, by computing the value of correlation coefficient 'r' = 0.148 NS, annual income was not significantly related with listening behaviour of the community radio listeners. Hence, null hypothesis was accepted and empirical hypothesis was rejected. Therefore, it could be inferred that there was no significant relationship between annual income and listening behaviour of community radio listeners. These findings are in line with the finding of Pattanashetti (2010).^[3]

Social participation and listening behaviour

From Table 1, it was evident that, by computing the value of correlation coefficient 'r' = -0.030 NS, social participation was negatively and not significantly related with listening behaviour of the community radio listeners. Hence, null hypothesis was accepted and empirical hypothesis was rejected. Therefore, it could be inferred that there was no significant relationship between social participation and listening behaviour of community radio listeners. These findings are in line with the finding of K. Aruna (2010)^[1].

Source of information and listening behaviour

From Table 1, it was evident that, by computing the value of correlation coefficient 'r' = 0.192*, source of information was positively and significantly related with listening behaviour of community radio listeners at 5 percent level of significance. Hence, null hypothesis was rejected and empirical hypothesis was accepted. Therefore, it could be inferred that there was a positive and significant relationship between source of information and listening behaviour of community radio listeners. These findings are in line with the finding of Shankar Behara (1996)^[4].

Conclusion

It is concluded that age, occupation, size of family, annual income had positive and non significant relationship with the listening behavior. Whereas; education, land holding, source of information, experience in farming had positive and significant association with the listening behavior. Social participation, time spent in farm activities was negative and not significantly associated with the listening behavior.

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