



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2022; SP-11(10): 1622-1625
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www.thepharmajournal.com
Received: 21-07-2022
Accepted: 28-08-2022

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Listening behaviour of community radio listeners

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Abstract

The present study was conducted to study listening behaviour of community radio listeners Baramati and Indapur tahsils of Pune District of Maharashtra. From each tahsil 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 cannot 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 can be observed that majority of the community radio listeners were having medium listening behaviour. It was observed that, a majority of the community radio listeners used to listen CRS programme at home. It was observed that, a one half of community radio listeners listen to the programmes up to one hour. Majority of the community radio listeners had partial attention to the programmes. It is revealed that, a majority of the respondents listened to programme daily at morning or afternoon or evening. It can be observed that of listeners had medium level of awareness about the programmes. It can be observed that, maximum number of listeners had given preference to Krishisandesh and Gane manatle and programme. It can be showed that among the extent of effectiveness of information broadcast through community radio programmes during various stages of Innovation Decision Process, knowledge stage received first rank, followed by persuasion stage, decision stage, confirmation stage and implementation stage.

Keywords: Listening behaviour, 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 Sharda Nagar in Baramati tahsil 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 tahsils 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. 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 awareness of people towards the CRS and also to find out their listening behaviour and preferences. This study helped the Sharda Community Radio station, Baramati to get the feedback from the people about its programme and if necessary to make changes in programmes and format of presentation according to need and demand of listeners. Therefore, this study was conducted with the following objectives:

Objectives

To know the listening behaviour of community radio listeners.

Material and Method

The present study was conducted in Pune district in which Baramati and Indapur tahsils 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 tahsils were selected. Six villages from each tahsil 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

Listening behaviour of community radio listeners

Listening behaviour was operationalised as the place of listening, regularity of listening, attention paid and duration of listening to community radio programmes. The listening behaviour of respondents is presented in Table 1.

Table 1: Distribution of respondents according to their Listening behaviour

Sr. No	List behaviour (score)	Frequency(n=120)	Percentage
1	Low (up to 7)	13	10.83
2	Medium (7 to 11)	82	68.33
3	High (12 and above)	25	20.83
	Total	120	100.00

It is clear from Table 1, that majority (68.33%) of the community radio listeners were having medium listening behaviour, followed by high (20.83%) and low (10.83%) of listening behaviour. The results are in line with the result of Pattanashetti (2010) [1].

Place of listening the CRS programme

Refers to the venue or the place where respondents listen the CRS programme. The place of listening of respondents is

presented in Table 2.

Table 2: Distribution of respondents according to their Place of listening the CRS programmes

Sr. No	Place of listening	Frequency (n=120)	Percentage
1	At home	70	58.33
2	In farm	37	30.83
3	Neighbour/friend	13	10.83
	Total	120	100.00

It was observed from Table 2, that a majority 58.33 per cent of the community radio listeners had listening the CRS programme at home, while 30.83 and 10.83 per cent of the listeners had listening at farm and neighbour or at friend's home, respectively.

Duration of listening

Duration was operationalised as the choice of listening to the farm broadcast for a certain duration of time.

Table 3: Distribution of respondents according to their duration of listening the CRS programmes

Sr. No	Duration	Frequency (n=120)	Percentage
1	Less than half an hour	25	20.83
2	Up to 1 hrs.	58	48.33
3	1 to 2 hrs.	29	24.17
4	2 to 3hrs.	8	6.67
	Total	120	100.00

It was observed from Table 3, that 48.33 per cent of community radio listeners listen to the programmes up to one hour, while 24.17 per cent of them listen for 1 to 2 hours and 20.83 per cent listen for less than half an hour and only 6.67 per cent listen up to 2 to 3 hours. On the whole more than 48.33 per cent listeners listen to the programmes only up to one hours. The findings are in line with the findings Pattanshetti (2010) [1].

Attention while listening the CRS programme

The attention was operationalized as notice taken by respondents to farm radio programme while listening. The findings about the attention of listening are shown in the table 4.

Table 4: Distribution of respondents according to their attention while listening

Sr. No	Attention	Frequency (n=120)	Percentage
1	No attention	24	20.00
2	Partial attention	59	49.17
3	Full attention	37	30.83
	Total	120	100.00

It is clear from the Table 4, that majority 49.17 per cent of the community radio listeners had partial attention the programmes, while 30.83 and 20.00 per cent listeners had full attention and no attention towards the programmes, respectively.

Regularity / Time of listening CRS programme

Regularity was operationalised as the frequency of listening the community radio broadcast programmes. The findings about the time of listening behaviour are shown in the table 5.

Table 5: Distribution of respondents according to the regularity /time of listening the CRS programme

Sr. No	Regularity/time of listening	Frequency (n=120)	Percentage
1	Daily at morning, afternoon and evening	23	19.17
2	Daily at morning or afternoon or evening	64	53.33
3	Two to three times in week	16	13.33
4	Occasionally	17	14.17
	Total	120	100.00

The data in respect of regularity or time of listening of the respondents about community radio (Table 5) revealed that 53.33 per cent of the respondents listened programme daily during morning or afternoon or evening listen the community radio programmes, followed by daily at morning, afternoon and evening (19.17%), occasionally listeners (14.17%) and two to three times in week (13.33%) listen the community radio programmes, respectively.

Listeners awareness to community radio programmes

It is referred to the awareness of respondents about

programmes broadcasted by Community Radio Station. List of programmes broadcasted by community radio was prepared.

Table 6: Distribution of respondents according to the awareness of listeners to community radio programmes

Sr. No	Listeners awareness	Frequency (n=120)	Percentage
1	Low	35	29.17
2	Medium	52	43.33
3	High	33	27.50
	Total	120	100.00

Table 6 depicts the listeners overall awareness level of the community radio. It is observed that 43.33 per cent of listeners had medium level of awareness about the CRS programmes, while 29.17 per cent of them had low level and 27.50 per cent of them had high level of awareness about community radio programmes. The findings are in line with the findings Talwar (2011) [2].

Listeners preference to the CRS programme

Table 7: Distribution of respondents according to them

Sr. No.	Programmes of CRS	Preference				Rank
		Yes	%	No	%	
1	Krishisandesh	85	70.83333	35	29.16667	I
2	Gane Manatle (song)	83	69.16667	37	30.83333	II
3	Geetgunjan	81	67.5	39	32.5	III
4	Yashogatha	80	63	40	33.33333	IV
5	Aarogyadhan	73	60.83333	47	39.16667	V
6	Baliraja Tujhyachsathi	68	56.66667	52	43.33333	VI
7	Tantra Shetiche	62	51.66667	58	48.33333	VII
8	Bhaktitarang	64	53.33333	56	46.66667	VIII
9	Indradhanushya	38	31.66667	82	68.33333	IX
10	Kilbil	33	27.50	87	72.5	X
11	Manthan	21	17.5	99	82.5	XI

From the Table 7, it could be observed that maximum number of listeners had given to preference to Krishisandesh and Gane manatle (70.83%) and (69.16%) programme, followed by Geetgunjan (67.5%), Yashogatha (63%), Aarogyadhan (60.83%), Baliraja Tujhyasathi (56.66%), Tantra shetiche (51.67%), Bhaktitarang (53.33%), Indradhanushya (31.66%), Kilbil(27.50%) and Manthan (17.5%). The findings are in line with the findings Talwar (2011) [2].

Extent of utilization of information

Extent of utilization of information was operationalised as how far the listeners utilized the information at different stages of adoption process according to Innovation Decision Process. The findings about the Extent of effectiveness of information broadcast through Community radio programmes during various stages of adoption as expressed by the respondents sare shown in the Table 8.

Table 8: Extent of effectiveness of information broadcasst through Community radio programmes

Sr. No.	Stage	Very Effective (N=120)		Effective (N=120)		Undecided (N=120)		Least Effective (N=120)		No Effective (N=120)		Total	Mean	Rank
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%			
1	Knowledge	83	69.16667	31	25.83333	0	0	6	5	0	0	120	3.85	1
2	Persuasion	36	30	53	44.16667	22	18.33333	5	4.166667	4	3.333333	120	3.2	2
3	Decision	15	12.5	71	59.16667	15	12.5	12	10	7	5.833333	120	2.712	3
4	Implementation	39	32.5	44	36.66667	5	4.166667	4	3.333333	28	23.33333	120	2.46	5
5	Confirmation	33	27.5	62	51.66667	8	6.666667	3	2.5	14	11.66667	120	2.541	4

Results in the Table 8 showed that among the extent of effectiveness of information broadcast through community radio programmes during various stages of Innovation Decision Process, knowledge stage received first rank with mean score 3.85, followed by persuasion stage (second rank

with mean score 3.2), decision stage (third rank with mean score 2.712), confirmation stage (fourth rank with mean score 2.541) and implementation stage (fifth rank with mean score 2.46). These results are in accordance with the results of Praveena (1991) [3].

Conclusion and Implications

It can be observed that majority of the community radio listeners were having medium listening behavior. It was observed that, a majority of the community radio listeners used to listen CRS programme at home. It was observed that, a one half of community radio listeners listen to the programmes up to one hour. It is clear that, majority of the community radio listeners had partial attention to the programmes. It is revealed that, a majority of the respondents listened to programme daily at morning or afternoon or evening. It can be observed that of listeners had medium level of awareness about the programmes. It can be observed that, maximum number of listeners had given preference to Krishisandesh and Gane manatle and programme. It can be showed that among the extent of effectiveness of information broadcast through community radio programmes during various stages of Innovation Decision Process, knowledge stage received first rank, followed by persuasion stage, decision stage, confirmation stage and implementation stage. Majority of the respondents had medium to high level of listening behaviour. Therefore, by taking the advantage of this the involvement of the extension personnel of department of agriculture and allied sectors and Krishi Vigyan Kendra SMS, University extension scientists should be enhanced to provide the latest agricultural information and technologies to the respondents through community radio programmes. As the respondents were utilizing more information at knowledge and persuasion stages when compared to other stages. So, extension personnel and programme staff of community radio create awareness about the programmes in the community through wider campaigning and also efforts should be made to design radio programmes which are more attractive.

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