



## A Study on the impact of FM Channels on the Audience in Patna

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Received : November 2013  
Accepted : March 2014  
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**Abstract :** *FM channels have made inroads into the audience seeking entertainment in Patna. The study is an attempt to figure out the criteria or the preference of the FM channels in Patna. It enquires the factors that are responsible for the revival of radio industry that was considered to be obsolete. The study attempts to come up with valid observations regarding information that could be put to use by the FM channels to consolidate their market position in Patna.*

**Keywords:** *FM channels, Preference, R.J.*

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### **Introduction :**

The study is based on the impact of FM channels on the audience in Patna. The study will attempt to find out the impact of radio channels on the audience in Patna.

It was a time when the radio industry was considered to be wiped out with the advent of television. The arrival of FM band changed the whole world of radio programmes. The wide range of broadcasting, better quality of voice and sound, variety of programmes, introduction of Radio Jockeies are the specialties of FM radio which has revived the radio industry. The study will attempt to enquire the popularity of the FM channels amongst the audience of Patna.

Vividh Bharti seva is one of the most famous services of the AIR (All India Radio). This service offers a wide range of programmes including news, film, music, and comedy shows etc. Radio Mirchi is the nationwide network of private FM Radio stations in India. It is owned by the Entertainment Network India Limited (ENIL) which is one of the subsidiaries of the Times group.

### Hypotheses of the Study :

The hypotheses of the study are enlisted as follows:

1. The concept of Radio Jockey has revived the radio industry.
2. Audience considers the clutter of advertisement between the songs very irritating.
3. Radio Mirchi is the most preferred channel in Patna.
4. Advertisements on FM channel influence the purchase behaviour.

### Objectives of the Study :

The major objectives of the study are as follows:

1. To enquire the basic reason for listening to the FM channels.
2. To figure out the most popular program on the FM channels.
3. To enquire the most preferred slot for listening to the FM channels.
4. To enquire the acceptance of RJ's amongst the audience of FM channels.

### Methodology of the Study :

Methodology plays an important role in any type of research. The design of the study is exploratory and descriptive as it attempts to know the impact of FM channels on the audience in Patna. The study is based on primary and secondary data for the purpose of data collection to enrich the data base. For collecting primary data 200 respondents has been collected through questionnaire. The sampling procedure considered for the study is stratified random sampling which covers the heterogeneous population.

### Limitations of the Study :

1. Limited FM channels.
2. Limited applicability.
3. Limited validity.

### Theme of the Research :

In early days radio was considered as an integral medium of communication, primarily due to the absence of any motion medium. All the national affairs and social changes were informed through the waves of broadcast media and within no time, popularity of radio spread nationwide. Indian radio proved to be a prime medium of social integration.

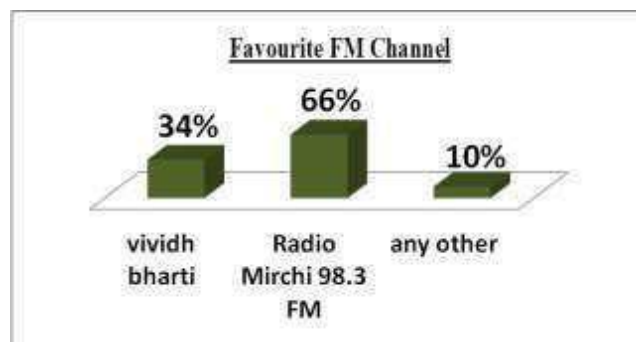
The meaning and usage of the word "radio" has developed in parallel with developments within the field of communications.

Before the advent of television, commercial radio broadcasts included not only news and music, but dramas, comedies, variety shows, and many other forms of entertainment (the era from the late 1920s to the mid-1950s is commonly called radio's "Golden Age"). Radio was unique among methods of dramatic presentation in that it used only sound.

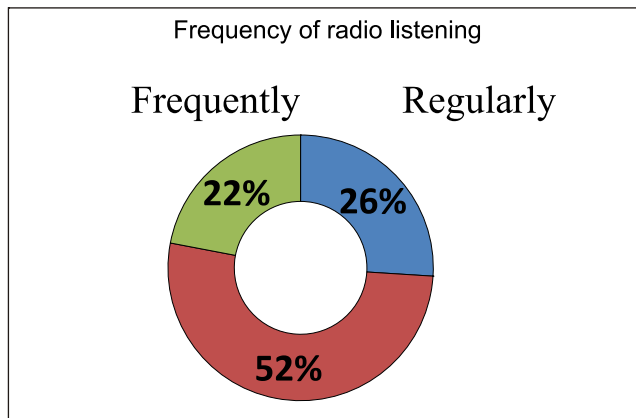
Intellectually also radio is taken for granted. Creativity seems to be restricted to film making or TV or multi-media or writing, painting, photography musical composition or performance. No one has associated creativity with radio. Radio is not just print on tape.

### Analysis and Interpretations :

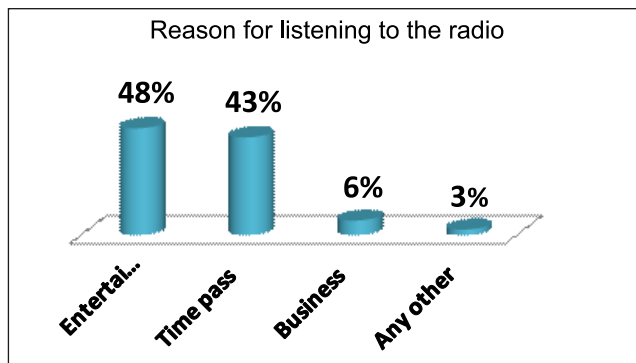
· **Favourite FM Channel :** Radio Mirchi is the most popular FM channel in Patna.



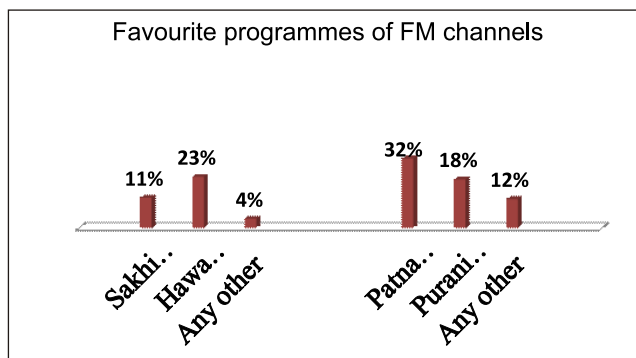
· **Frequency of radio listening:** Majority of the audience prefer to listen to radio on a regular basis.



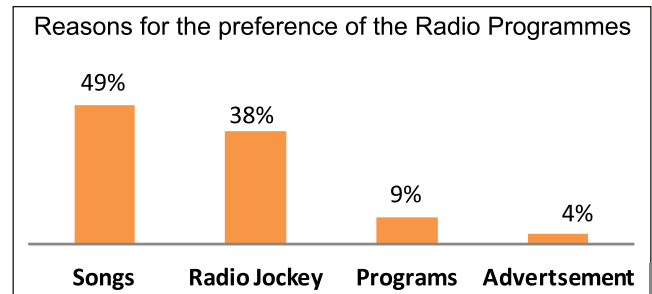
· **Reason for listening to the radio:** Entertainment is the overriding consideration regarding the preference for listening to the radio.



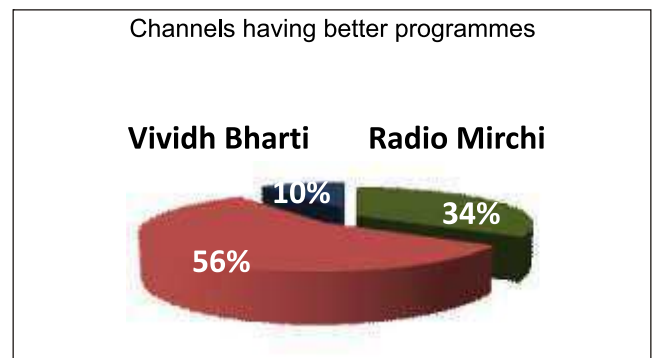
· **Favourite programmes on FM channels:** Hawa Mahal and Sakhi Saheli are the leading programmes on Vividh Bharti whereas we found that Patna Junction and Purani Jeans are the leading programmes on Radio Mirchi.



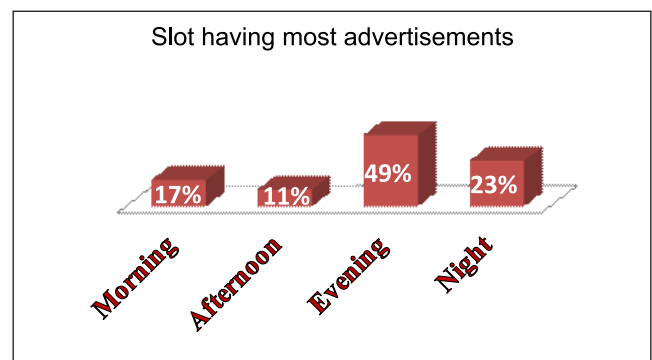
· **Reasons for the preference of the Radio Programmes:** Songs are the major criteria or listening to FM channels followed by Radio Jockies.



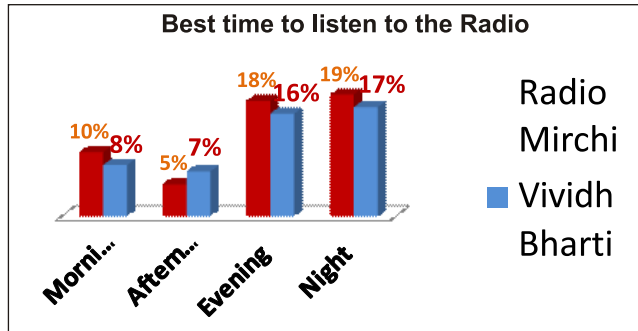
· **Channels having better programmes:** Radio Mirchi have considerably better programmes in comparison to Vividh Bharti and other FM channels.



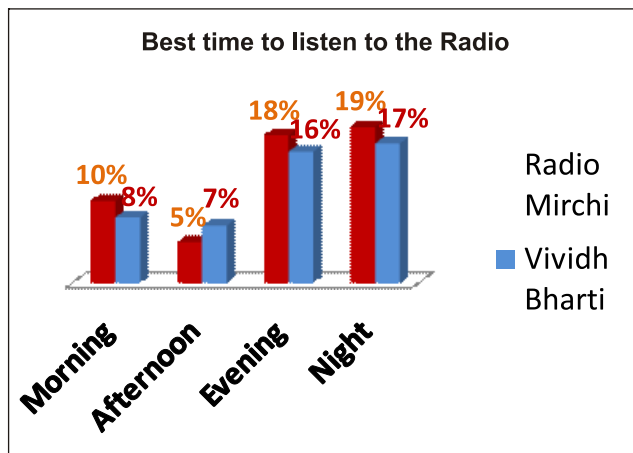
· **Slot having most advertisements:** The evening and night slots have the most advertisements.



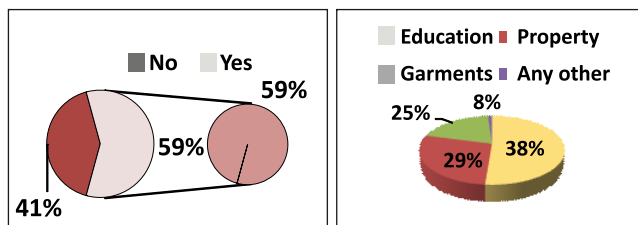
- **Best time to listen to the Radio:** The best time to listen to radio is evening and night.



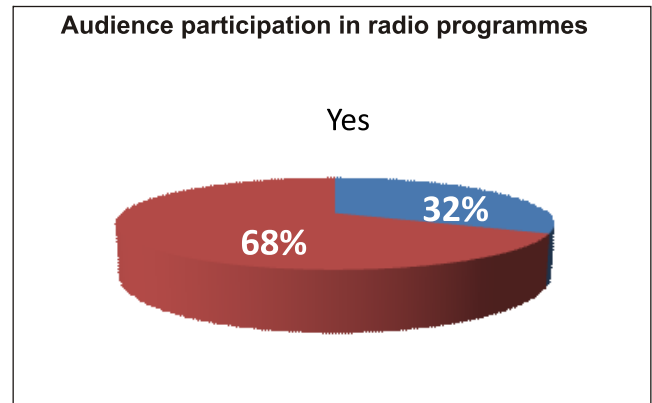
- **Preferred location for listening to Radio:** People mostly prefer to listen radio while travelling.



- **Influence of Radio advertisements on buying behaviour:** Advertisements on FM channels indeed have a favourable influence on the buying behaviour of the audience. advertisements relating to education have considered to be more influencing than any other product category.



- **Audience participation in radio programmes:** The level of participation in the interactive session during the radio programmes is abysmally.



### Findings of the Study :

The major findings of the study are enlisted as follows :

1. Most preferred FM channel in Patna is Radio Mirchi 98.3 FM.
2. Advertisements on FM channels affect the buying behaviour.
3. Night hours are the preferred slot.
4. Radio Jockey is instrumental in making the programs popular.

### Suggestions of the Study :

On the basis of the study the following suggestions were considered appropriate:

1. Vividh Bharti needs to go for a face lift.
2. Advertisers in Patna should consider the FM channels to be an important advertising media.
3. FM channels should focus on each of the slots to make them popular.
4. FM channels should be very particular about the appointment of the RJs.

### **Conclusions :**

It was a time when the radio industries were considered to be wiped out with the advent of television. The arrival of FM channels revived the sagging radio industry. Radio jockeys have played an important role in making the radio programmes interactive and interesting.

Last but not the least advertisements on FM channels have been found to be having a positive influence on the buying behaviour of the audience in Patna.

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