



## TO STUDY THE PREFERRED ERA OF SONGS AMONG THE PEOPLE RESIDING IN COIMBATORE DISTRICT TOWARDS RADIO LISTENING

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**ABSTRACT** Over the last few years, private FM's have gained huge popularity. The number of players in this space have also increased from one (AIR) to 15 private FM's and thus the competition among them to create loyal listeners. This study is to understand the consumer behaviour of radio listeners in Coimbatore district. A sample of 100 respondents were studied/collected for the purpose using random sampling method and structured questionnaire. SPSS software was used for analysing the data and coming to a conclusion.

### KEYWORDS :

#### **Introduction :**

When India attained freedom in 1947, AIR had a network of six stations and compliment of 18 transmitters. The coverage was 2.5% of the area and just 11% population then. Rapid expansion of the network took place post-independence. AIR today has a network of 229 stations with coverage of 91.8% of the area, reaching out to 99% of the population. AIR today is planned, developed and operated by PrasarBharathi broadcasting corporation of India. Broadcasting in India is shifting from Govt monopoly to highly commercialised broadcasting. Today we have AIR, Private FM and community radio.

#### **Liberalisation of Radio :**

In March 2000, The govt invited private sector into FM broadcasting by opening new frequencies. They were a bid for 10 yrs and the original plan was to set up 108 FM radio frequencies across 40 markets. 101 bids were received aggregating to a license fee of approx. Rs 4.25 billion. 21 channels were set up across various states in this phase I.

Phase-II of privatisation will include 338 licences in 91 cities and phase – III to about 600 licences with increase in FDI, opening of multiple frequencies and also network sharing.

The trends that have supported the growth of Radio are :

1. Liberalisation of law
2. Commercialisation
3. Consumer preferences towards Music
4. Growth of youth, which is the potential target group
5. Affordable price of radio sets and also because it of its free to air medium
6. Strong promotional activities.

#### **Key Private players in the space :**

1. Entertainment network India ltd – radio Mirchi, part of BCCL
2. Big FM – Reliance group
3. Sun FM/ Red FM – part of sun network
4. Fever FM – HT group
5. My FM – DB group
6. City – DB group
7. Club FM – Matrubhumi
8. Mango FM – Malayalamorama

#### **Review of literature :**

Paul Adjei Kwakwa (2012) – the researcher has studied in the semi-rural town Akropong-Akuapem, the district capital of the Akuapem North district, the researcher studied the factors affecting consumer behaviour towards FM radio i.e. overall image of the station, clear reception, station heritage, news coverage, kind of programs, presenters and the status of the individual influenced the choice of radio station, 75 sample has been used which is almost 68% of total population, the study shows there is no influence of friends & family members in selection of FM radio channels.

Alan Albarran (2007) – the researcher had taken a survey of 430 students focussing on the uses & gratification of Radio and new technologies, the age group of the sample was between 18-24. The

findings shows that youth mostly preferred to listening radio with latest technology such as MP3 players and bluetooth speakers

C. Rajalakshmi (2012) – the researcher had studied the marketing strategies adopted by FM radio, and the findings shows that FM radio is the cheapest medium for advertising, most of the listeners are students and working men, 60-70% people listen to radio while driving their car, the average daily listeners in households are 54% as compared to 85% of the sample size.

#### **Research methodology :**

##### **Research objective:**

To study the preferred era of songs among the sample selected.

##### **Research design :**

The study has been designed as a descriptive method.

##### **Area of study:**

Coimbatore district was selected

##### **Selection of sample:**

The study is based on primary data which was collected with the help of structured questionnaire across four zones of Coimbatore district.

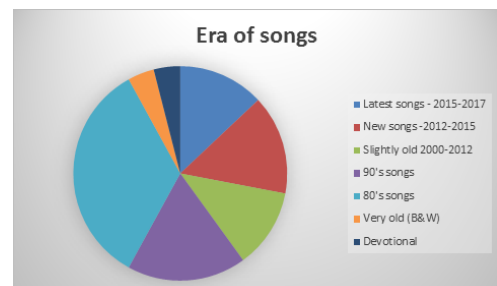
##### **Data analysis:**

##### **Classification of respondents preferences based on era of songs**

S.No	Era of songs	Frequency	Percentage
1	Latest songs – 2015-17	13	13
2	New songs – 2012-15	15	15
3	Slightly old – 2000-12	12	12
4	90's songs	18	18
5	80's songs	34	34
6	Very old songs (B&W)	4	4
7	Devotional songs	4	4
Total		100	100%

Source : Primary Data

Pie graph for the above table :



From the above table it is very clear that most of the respondents prefer to hear 80's songs, followed by 90's.

13% of the respondents prefer to hear the latest songs, 15% to new songs (2012-15) and 12% like to hear slightly old songs (2000-12)

There are also respondents who prefer to hear the old B&W songs and devotional songs but they are only 4% each.

**Conclusion :**

Despite technological advancements, people still love to hear radio . From the study it is very clear that majority of the respondents prefer to hear the 80's music. People also prefer to hear to radio as it the cheapest mode of entertainment and also works without electricity and rentals (subscriptions).

**Reference:**

1. Alan Albarran, What Happened to our Audience? Radio and New Technology Uses and Gratifications among Young Adult Users, Journal of Radio Studies, 2007.
2. Rajalakshmi C. – Emerging Paradigm of FM Radio International Journal of Information Technology & Computer Sciences Perspectives 2012; 1(1):49-52.
3. Paul Adjei Kwakwa. Individual Preference for Radio Stations in the Eastern Region of Ghana, Online Journal of Communication and Media Technologies 2012; 2(4):65-76.