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Radio Listening Habit among Farmers in Karnataka (India)

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Abstract: This study was carried out to examine the radio listening habit among farmers and to assess the popular programme among farmers in Karnataka state. Multistage sampling method was used in selecting 600 respondents (farmer) for this study. To collect the primary data structured interview schedule is administered and the data is analysed with the help of Statistical Package for Social Sciences (SPSS) software. The findings reported that majority of the respondents (73%) listens radio regularly and among them most of the respondents (56.66%) spend one hour in listening to the radio. It was also found that majority of the farmers prefer to listen news (82.16%), followed by organic farming programme (82%) and farm broadcast (79.66%). The study concludes that most of the farmers prefer to listen farm programmes regularly.
Keywords: Radio, Farmers, listening habit.

INTRODUCTION

Radio is a fascinating medium among the various mass communication media because of its special characteristics. It continues to be as relevant and potent as it was in the early years despite the emergence of more glamourous media.

Radio communication can be received even where there is no electricity. It is usually effective for literates and illiterates. It has a great variety of content related to farm, home, community and entertainment [1].

The radio as an extension tool and is widely regarded to lie in its ability to reach illiterate farmers and provide them with information relating to all aspects of agricultural production in a local language they understand. Radio can be used to improve the sharing of agricultural information by remote rural farming communities [2].

In addition, listeners rely on radio for social interactions, civic engagement, and as a platform where they can take some of their problems and seek solutions [3].

The All India Radio is playing significant role since many years in bringing new technological information on agriculture and other allied subjects to the farmers for adoption. In the present days of dynamic agriculture, farmers have become the target of many sources of information. The credibility of information is one of the most important elements of communication process and its effectiveness will increase proportionally if the recipients of the information perceive the sources to be trust worthy and competent [4].

REVIEW OF LITERATURE

Mazher Abbas *et al*., [5] found that the majority of farmers (71.7%) in Faisalabad district showed interest in listening to radio programs. Large farmers (73.8%) were interested in listening to radio programs as compared to other farm size groups.

Rao [6] revealed that in India till today a vast majority (98.00%) of the farming community is using radio as their source for agricultural information, as it is giving agricultural information very cheaply to the farming community.

Chapman Robert *et al*., [2] reported that all the farmers interviewed said that they listened to the radio regularly, and some 58% owned radio sets.

Mansoor Ahmad *et al*., [7] show that 83.75% of the sampled farmers had radio sets and listened to the agricultural programs and 82.5% had TV sets and were benefited from its programs.

Omobolanle [8] revealed that more than ninety percent of the respondents listened to radio regularly as about three-fourths of the respondents had radio sets.

Oyesola *et al*., [9] reported that 93% of respondents used radios as an information source.

Gathigi George W [3] found that radio is the most important and accessible medium in Kieni West and that vernacular radio stations are the most preferred ones. Kieni West listeners use radio to obtain information about what is happening locally and beyond. They use radio to access information on health and agriculture.

Tahmeena Kolar and Onkargouda Kakade [10] investigated the impact of new practices in organic faming promoted through the programme 'Negilyogi' broadcast by All India Radio, Bangalore in the state of Karnataka in India. This study found that there was a significant increase in the knowledge ragsrding organic farming among farmers. It clearly implies that 'Negilyogi' radio programme contributed in popularizing organic farming practices leading to increased production.

STATEMENT OF THE PROBLEM

'Radio Listening Habit among Farmers'

OBJECTIVES

- To assess the radio listening habit of organic farmers.
- To find out the popular programme among farmers.

METHODOLOGY

The study was conducted in the Karnataka state. This study used multistage sampling in selecting the respondents. The present study was undertaken in all the 30 districts of Karnataka State. From each district 1 taluka (Block), from each taluka 1 hobali (a unit of taluk) and from each hobali 2 villages and from each village 10 respondents were selected randomly. In this mode a total of 600 respondents were selected to examine the radio listening habit among farmers. Structured interview schedule/questionnaire was developed to investigate farmers' socio-economic status and other necessary information regarding radio progrmmes and the data is analysed with the help of Statistical Package for Social Sciences (SPSS) software.

RESULTS AND DISCUSION

Table -1: Gender distribution of respondents

Gender	No. of respondents	Percentage
Male	515	85.83%
Female	85	14.16%
Total	600	100%

The data presented in table 1 highlights that large number of respondents (85.83%, N=515) were male, while very few were (14.16%, N=85) female. This indicates that males are more involved in farming than female.

Table–2: Age distribution of respondents

Age	No. of respondents	Percentage
Less than 25 years	159	26.5%
26 – 35 years	132	22%
S36 – 45 years	143	23.83%
46 years and above	166	27.66%
Total	600	100%

The information depicted in table-2 reflects that 27.66% (N=166) of the respondents were above 46 years age group, followed by 26.5% (N=159) were below 25 years age. However, 23.83% (N=143) of respondents from 36 to 45 years of age and only 22% (N=132) belonged to the age of 26 to 35 years.

Table–3: Education distribution of respondents

Education	No. of respondents	Percentage
Illiterates	41	6.83%
Primary and secondary	213	35.5%
College	273	45.5%
Post graduation	69	11.5%
Others	04	0.66%
Total	600	100%

The evaluation of education level of farmers is reported in table 3. It shows that majority of the respondents (45.5%, N=273) had an education up to college level, followed by 35.5% (N=213) of the respondents had primary and secondary education, 11.5% (N=69) had post graduation level of education

and only 6.83% (N=41) of them were illiterates. However, rest of the respondents (0.66%, N=4) possessed other educational level.

Table–4: Family size distribution of respondents

Family size	No. of respondents	Percentage
< 3 members	73	12.16%
4 – 7 members	408	68%
8 and above	119	19.83%
Total	600	100%

Table-4 indicates that most of the registered respondents (68%, N=408) had medium household members, whereas around 19.83% (N=119) were belonged to large family and only 12.16% (N=73) were belonged to small family background.

Table–5: Annual income distribution of respondents

Annual income	No. of respondents	Percentage
Up to 20 thousand	179	29.83%
21 – 50 thousand	146	24.33%
51thousand – 1 lakh	111	18.5%
1 lakh and above	164	27.33%
Total	600	100%

Table-5 shows that majority (29.83%, N=179) of the respondents had up to 20 thousand annual income, followed by 27.33% (N=164) had 1 lakh and above annual income, while 24.33% (N=146) had 21 – 50 thousand annual income and only 18.5% (N=111) of the respondents had annual income of 51 thousand – 1 lakh annual income.

Table–6: Frequency of listening radio by Respondents

Frequency of listening radio	No. of respondents	Percentage
Regularly	438	73%
Occasionally	162	27%
Rarely	00	0%
Total	600	100%

The critical analysis of the table 6 indicates that nearly one third (73%, N=438) of the respondents listens radio regularly, while 27% (N=162) listen it occasionally and there are no such respondents who listen to the radio rarely.

The findings of the study in line with the findings of Mazher Abbas [5], Mansoor Ahmad *et al*., [7], Kubde and Kalanthri [11], Pramila [12], Devendrappa Sangappa [13], Chapman Robert *et al*., [2], Iqbal [14], Khan [15], Mazhar [16], Omobolanle [8], Krishnamurthy A.T [17], Khan Abdul Majeed & Muhammad Shabbir [18], Rao [6], Mansoor Ahmad *et al*., [7], Shahid Farooque *et al.*, [19], Syed Sadaqath and Mariswamy H. K. [4], Agwu A. E, Ekwueme J. N and Anyanwu A. C [20] and Ani A.O and Baba S. A [21] reported that a great majority of the respondents listen to the radio.

Table–7: Time spent on listening radio by Respondents

Duration of listening Radio	No. of respondents	Percentage
1 hour	340	56.66%
2 hour	165	27.5%
3 hour	32	5.33%
More than 3 hours	63	10.5%
Total	600	100%

It was depicted from the table 7 that more than half of the respondents (56.66%, N=340) spend 1 hour in listening to radio, followed by 2 hours (27.5%, N=165), while 10.5% (N=63) spend more than 3 hours for radio listening and only 5.33% (N=32) of the respondents spend 3 hours.

The findings are in support with the results of Krishnamurthy A.T [17] that more than half of the respondents devote large amount of time for listening to radio.

Table–8: Types of radio programmes listened by Respondents

Radio programmes	No. of respondents	Percentage
News	493	82.16%
Regional news	343	57.16%
Folk songs	294	49%
Film songs	306	51%
Talks	213	35.5%
Drama	237	39.5%
Farm broadcast	600	100%
Organic farming programme	600	100%
Market rates	408	68%
Weather report	370	61.66%
Health Programme	320	53.33%
Music	265	44.16%
Chintana	225	37.5%
Employment News	264	44%
Sports	244	40.66%
Interview	218	36.33%
Children's programmes	214	35.66%
Science programmes	196	32.66%
Women's programmes	202	33.66%
Youth programmes	212	35.33%
Any other	88	14.66%

It was found from the table 8, that a 100% (N=600) of the respondents listen to radio for farm programme and organic farming programmes, followed by News (82.16%, N=493), market rates (68%, N=408), weather report (61.66%, N=370), health programmes (53.33%, N=320), film songs (51%, N=306), folk songs (49%, N=294), music (44.16%, N=265), employment news (44%, N=264), sports (40.66%, N=244), drama (39.5%, N=237), chintana (37.5%, N=225), interview (36.33%, N=218), Children's programmes (35.66%, N=214), talks (35.5%, N=213), youth programmes (35.33%, N=212), women's programmes (33.66%, N=202), science programmes (32.66%, N=196) and only 14.66% (N=88) of the respondents preferred to listen other programmes.

This supports the findings of Gurav and Kamble [22], Agwu A. E, Ekwueme J. N and Anyanwu A.C [20], Svensson and Yanagizawa [23] reveals that a great majority of the respondents listen to farm radio programmes.

CONCLUSION

Radio is the primary source of disseminating information to farmers in India. This is traditional media sources that is in use to reach farmers due to poor communication facilities in the developing country like India. It was concluded from this study that majority of the respondents listens radio regularly and among them most of the respondents spending one hour in listening to the radio. It was also found that majority of the farmers prefer to listen news followed by organic farming programme and farm broadcast, this reveals that majority of the respondents listen to farm radio programmes.

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