

International Journal of Agriculture Extension and Social Development

Volume 8; Issue 10; October 2025; Page No. 369-373

Received: 13-07-2025
Accepted: 17-08-2025

Indexed Journal
Peer Reviewed Journal

Understanding listener engagement with the community radio station of BAU, sabour

¹Neeraj Kumar, ¹Mani Bhushan, ¹Aditya Sinha, ²Birendra Kumar, ³Saurav Guha, ⁴Meenu Kumari and ⁵Ajay Kumar Sah

¹Department of Extension Education, Bihar Agricultural University, Sabour, Bhagalpur, Bihar, India

²Department of Agronomy, Bihar Agricultural University, Sabour, Bhagalpur, Bihar, India

³Department of Statistics, Mathematics and Computer application, Bihar Agricultural University, Sabour, Bhagalpur, Bihar, India

⁴Department of Floriculture, Bihar Agricultural University, Sabour, Bhagalpur, Bihar, India

⁵Dean (Agriculture), Bihar Agricultural University, Sabour, Bhagalpur, Bihar, India

DOI: <https://www.doi.org/10.33545/26180723.2025.v8.i10f.2558>

Corresponding Author: Mani Bhushan

Abstract

Community radio serves as an inclusive and participatory medium that effectively addresses local needs and enhances rural communication. This study was conducted in the Bhagalpur and Patna districts of Bihar, focusing on the community radio station operated by Bihar Agricultural University (BAU), Sabour. A total of 120 respondents were surveyed using a structured interview schedule to understand their listening behaviour. The findings revealed diverse patterns of engagement among listeners, with 28.3% exhibiting medium listening behaviour, followed by 23.3% with low, 19.2% very high, 15.0% very low, and 14.2% high listening levels. Additionally, the study identified that most listeners preferred to tune in during the afternoon and primarily sought knowledge from the broadcasts, highlighting the educational role of community radio. While a significant portion of listeners engaged with the content while performing other tasks, nearly half did not take further action after listening, suggesting opportunities to enhance interactivity and application of information. Overall, the results emphasize that community radio remains a vital tool for fostering informed rural communities and supporting sustainable rural development through balanced audience engagement.

Keywords: Community radio, listening behaviour, audience engagement, rural communication, rural development

Introduction

The era of conventional communication methods is rapidly diminishing. With the growing dominance of television and the Internet, and the evolving influence of newspapers and magazines in terms of their style and format, radio has adopted multiple approaches to remain relevant (Turow, 2019) [6]. Over time, radio programmes have become more varied. In a country like India, where high levels of illiteracy limit the reach of print media, radio serves as a crucial tool for mass communication (Aditya *et al.*, 2014; Kumar, 2020) [1, 3]. Due to its wide accessibility and content diversity, it surpasses the press not only in spreading news and opinions but also in providing education, advertisements, and entertainment. Radio's ability to broadcast from even the most remote regions makes it a valuable medium for enriching the cultural awareness of the population (Myers, 2008) [5].

Knowledge and information are two important components of rural development. Farmers benefit more from their local knowledge. New ideas and farming methods, as well as the dissemination of knowledge, can present farmers with fresh prospects. Radio's geographic reach helps reach even the

most remote locations in a country like India, where the rural population is 68.84% and the urban population is 31.16% (Anusha *et al.*, 2017) [2]. A network of All India Radio (AIR) stations was established across the country to broadcast agricultural programmes in regional languages. All India Radio (AIR), with its diverse programming and cultural events, serves as a trustworthy information source. In order to develop effective programs for listeners, the audience research wing and other field surveys establish an appropriate environment for figuring out the audience's listening preferences and behaviours.

Materials and Methods

The study was conducted in the purposively selected districts of Bhagalpur and Patna in Bihar, as the two oldest Community Radio Stations (CRS) under BAU, Sabour, are located in these districts.

One block from each district, Sabour from Bhagalpur and Barh from Patna were selected purposively, as these are the locations of the CRSs and the coverage range of the CRSs extends to almost every village in these blocks. Subsequently, three villages from each block were randomly

selected for the study. From each village, 20 respondents were selected, resulting in a total of 120 respondents across six villages.

Results

Table 1: Distribution of the respondents according to their Listening Frequency

Listening Frequency	Frequency (n=120)	Percentage
Rarely	37	30.8
Occasionally	54	45
Regularly	29	24.2
Total	120	100

Table 1 indicates that the majority of community radio listeners, accounting for 45%, tune in occasionally, while 30.8% are rare listeners, and the remaining 24.2% are regular listeners.

Table 2: Distribution of the respondents according to their Listening Pattern

Listening Pattern	Frequency (n=120)	Percentage
Listening only	30	25
Listening +work	45	37.5
Listening + personal/household work	45	37.5

The data in Table 2 illustrates the listening patterns of the respondents. It was found that the majority of respondents (37.5% each) listened to the radio while simultaneously engaged in work or personal/household tasks, whereas the remaining 25% listened exclusively without multitasking.

Table 3: Distribution of the respondents according to their Listening Style

Listening Style	Frequency (n=120)	Percentage
Alone	77	64.2
With family member	15	12.5
With fellow member	28	23.3

Results from Table 3 reveal the listening styles of the respondents, showing that the majority (64.2%) prefer to listen alone, while 23.3% enjoy listening with fellow community members, and the remaining 12.5% listen with their family.

Table 4: Distribution of the respondents according to their Listening Duration

Listening Duration	Frequency (n=120)	Percentage
0-30 min	59	49.2
30 min-1 hrs	41	34.2
1-2 hrs	11	9.2
>2 hrs	9	7.5

Table 4 presents data on listening duration, indicating that the majority of respondents (49.2%) listened to programs for less than half an hour.

This is followed by 34.2% who listened between half an hour and one hour, 9.2% who listened for 1-2 hours, and 7.5% who listened for more than 2 hours.

Table 5: Distribution of the respondents according to their listening time

Listening Time	Frequency (n=120)	Percentage
Morning	41	34.2
Afternoon	52	43.3
Evening	27	22.5

Data from Table 5 clearly shows that the majority of community radio listeners (43.3%) prefer to listen in the afternoon, followed by 34.2% in the morning and 22.5% in the evening.

Table 6: Distribution of the respondents according to their purpose of listening

Purpose of listening	Frequency (n=120)	Percentage
For Knowledge	62	51.7
For Entertainment	28	23.3
To Pass time	17	14.2
To remove tiredness/stress	13	10.8

According to the results in Table 6, 51.7% of listeners identified gaining knowledge as their primary motive for tuning in to community radio. Additionally, 23.3% listen for entertainment, 14.2% to pass the time, and the remaining 10.8% to relieve exhaustion or tension.

Table 7: Distribution of the respondents according to their action after listening

Action	Frequency (n=120)	Percentage
Do not take action	56	46.7
Think to apply	40	33.3
Applied	24	20

Table 7 presents the listeners' actions following community radio programs. It shows that 46.7% of respondents did not take any action after listening, 33.3% considered applying what they heard, and the remaining 20% actually applied the information. Thus, the largest proportion of respondents (46.7%) falls into the 'no action taken' category after listening to the community radio program.

Table 8: Distribution of the respondents according to their listening behaviour

Listening Behaviour	Frequency (n=120)	Percentage
Very Low (<1.67)	18	15
Low (1.67-2.17)	28	23.3
Medium (2.17-3.16)	34	28.3
High (3.16-3.66)	17	14.2
Very High (>3.66)	23	19.2
Mean=2.66	S.D.=0.99	

Table 8 shows that the majority of community radio listeners (28.3%) exhibit medium listening behavior, followed by low (23.3%), very high (19.2%), very low (15.0%), and high (14.2%) listening behaviour.

Conclusion

The findings on radio listening behaviour revealed a diverse pattern among respondents in terms of frequency, style, timing, duration, and purpose of listening. A considerable

proportion of listeners exhibited medium levels of listening behaviour, indicating that community radio has succeeded in creating a balanced engagement among its audience (Kumbhareet *al.*, 2015) ^[4]. These results highlight the importance of designing context-specific, participatory, and informative content that resonates with the everyday lives and aspirations of the community, thereby ensuring effective utilization of community radio as a developmental tool.

References

1. Aditya, Singh BD, Sohane RK. An audience survey of community radio. *Interaction*. 2014;32(3):37-41.
2. Anusha VS, Nithya GK, Rao SN. Modeling rural connectivity requirements in India with case studies. In: 2017 Second International Conference on Electrical, Computer and Communication Technologies (ICECCT). Piscataway (NJ): IEEE; 2017 Feb. p. 1-6.
3. Kumar KJ. Mass communication in India. Mumbai: Jaico Publishing House; 2020.
4. Kumbhare NV, Padaria RN, Singh P, Kumar A, Sarkar S. Community radio: preferences, opinion and listening behaviour of farmers. *Indian Journal of Extension Education*. 2015;51(3):20-24.
5. Myers M. Radio and development in Africa: a concept paper prepared for the International Development Research Centre (IDRC) of Canada. Ottawa: IDRC; 2008.
6. Turow J. Media today: mass communication in a converging world. 7th ed. New York: Routledge; 2019.