



**AUDIENCE DYNAMICS IN THE AGE OF FREQUENCY
MODULATION: A COMPARATIVE STUDY OF FM LISTENING
PATTERNS AMONG SENIOR CITIZENS IN DELHI AND KOLKATA**

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Abstract

This research analyzes senior citizens' listening patterns on FM radio in Delhi and Kolkata to determine the roles of local culture and geographical determinants in mediating media behavior. The author observes, however, that notwithstanding the upsurge of new media technologies, FM radio persists as the elder population's top choice source for entertainment, knowledge, and psychological attachment. Data was gathered using structured questionnaires from 180 elderly citizens (90 from each city), with an emphasis on listening time, content preferences, and access modes. The results indicate that music, news, and devotional programs are the most preferred content among this age group, with most respondents listening for 1–2 hours a day. In addition, mobile phones have become the most prevalent form of radio access, marking a shift towards inclusivity in the digital age for elderly people. The research points to the continued significance of FM radio for elderly individuals in urban areas, and it suggests that broadcasters ought to adjust their programming to make it more emotionally engaging and include relevant, easy-to-understand information for this age group, with due regard for the cultural differences between the two cities.

Keywords: *FM Radio, Senior Citizens, Media Consumption, Cultural Influences, Mobile Radio Access, Content Preferences, Emotional Engagement, Digital Media, Urban Seniors.*



1. INTRODUCTION

In a world dominated by digital media and streaming services, traditional radio still plays a prominent role in the media listening behavior of certain population segments. Senior citizens are one such distinctive audience segment whose listening behavior is usually influenced by familiarity, convenience, and nostalgic appeal. Frequency Modulation (FM) radio, with its good audio quality and localized programming, has been a favorite among many older people who look for companionship, entertainment, and information. This research is concerned with how older citizens, especially in urban Indian settings, continue to use FM radio despite changing media environments.

The selection of Delhi and Kolkata as research locations indicates a deliberate attempt to investigate the cultural and regional factors that shape media behavior. Both cities are renowned for their linguistic and socio-cultural diversity, but they present differing urban experiences that could shape radio listening behavior in different ways. In this comparison of listening habits for older adults within the two big cities, this study seeks to make discoveries on regional tastes' impacts, cityways, and ease of media usage on elderly audience consumption.

This study adds to the general debate on media consumption by older people through an analysis of the length of listening, preferred content, and means of accessing FM radio. As populations get older and digital divides remain, it is becoming more important for broadcasters, policymakers, and media planners to understand how older adults use the media. The study's results are likely to guide content development strategies for FM stations as well as social inclusion programs for maintaining the informational and emotional health of elderly citizens by means of accessible media platforms.

2. LITERATURE REVIEW

Bhosle (2012) performed a study on the content analysis technique applied in Indian newspapers. Barelson termed this as a method of systematically, objectively, and numerically analysing communications to measure variables. The web editions of three months - October, November, and December - 2006, were chosen for content analysis. Everywhere across the



country, planting of the kharif crop takes place during these months. This was an apt time of the year to study and understand patterns of newspaper coverage.

Devadas (2012) noticed that television is the most popular mass medium. The popularity of television, however, declined as the internet and radio developed, yet it is still the most preferred media. The readership of most newspapers remains unaffected. In Bangalore city, where the number of IT professionals is in abundance. Most of these individuals preferred to see films on their individual television sets, and very few were aware of radio.

Kumari (2011) tried to find out how much individuals are aware of purchased news, how the paid news syndrome tricks individuals, and how it stops individuals from knowing the truth. A sample of students of the journalism department was selected for the research in order to evaluate the students' knowledge about paid news. The findings indicated that students are not completely aware of the phenomenon of paid news syndrome and that the phenomenon hinders them from hearing the actual story. Journalism ethics have been compromised in India through the phenomenon of paid news. Individuals think there will be no trust in the media and are opposed to paid news. The news that is carried on the front pages should not be advertisements but actual and credible news, or the reader will be deprived of good news.

Kwakwa (2012) examined listener choices of FM radio stations in Ghana's Eastern Region, people in the region were privileged to have access to FM radio broadcasting during the contemporary period. The research established that an individual's selection of FM radio station was based on a range of factors, such as the overall image of the station, good reception, legacy of the station, coverage of news, program type, presenters, and personal status. The researcher suggested that the diversity, originality, and quality of FM radio services be enhanced.

Rajagopal (2011) identified how radio ads in urban areas influenced consumers' buying behavior in specific. How effective radio ads were for promotions of retail sales in cities was another objective of the research. The research analyzed urban dwellers who, when commuting from one place to another, listen to radio ads in order to discover local offers and promotions. The findings prove that, in the case of retail purchases, physical, cognitive, and



economic aspects play an important role in influencing consumers' buying behavior in urban areas.

3. RESEARCH METHODOLOGY

The current research utilized descriptive research design incorporating structured questionnaires to gather data from 180 elderly citizens from Delhi and Kolkata on listening to FM radio. The data were treated with frequencies, percentages, and graphical depiction to contrast patterns of behavior within the two cities.

3.1. Research Design

The research uses a descriptive research design to investigate radio listening behavior, content preference, and access modes of FM radio among elderly citizens. The aim is to explore patterns and differences in behavior in terms of demographic location, that is, Delhi and Kolkata. The research design allows for quantitative analysis, allowing interpretation of quantifiable trends in organized categories like listening time, content type, and access mode.

3.2. Data Collection

Primary data was gathered with a set questionnaire that was used to survey elderly citizens 60 years and older. The questionnaire consisted of close-ended questions in three principal domains: (1) how much time they listened to FM radio, (2) content preferences, and (3) how they accessed FM radio. The tool was pilot-tested for comprehension and dependability prior to being used to full capacity. Interviewees were canvassed within community centers, clubs for elderly citizens, and within residential places so as to achieve a comprehensive and representative population.

3.3. Sample Size

180 elderly citizens were interviewed, with an equal number of 90 participants from each city—Delhi and Kolkata. A purposive sampling method was used to guarantee that the participants were aged 60 years and above and were regular or occasional listeners of FM radio. The balanced distribution of the sample ensured city-wise comparisons of FM usage patterns.

3.4. Research Area

The research was carried out in two large Indian metropolitan cities—Delhi and Kolkata. The two cities were chosen due to their cultural, linguistic, and regional diversity, allowing for a comparative study of senior citizens' use of FM radio in northern and eastern India.

3.5. Data Analysis

The data gathered were tabulated and analyzed through descriptive statistical measures like frequencies and percentages. The findings were summarized through tables and graphical representations to ensure visual ease. Comparative analysis between Delhi and Kolkata was made to establish regional variations in radio listening habits, content preferences, and access modes. Interpretation of the findings gave insights into the sustained popularity of FM radio among the aged and their readiness to adapt to contemporary listening platforms.

4. DATA ANALYSIS AND INTERPRETATION

Table 1 shows evidence on the daily listening time spent by elderly persons in Delhi and Kolkata. It classifies the listening time in seven intervals: "0–1 hour" to "5+ hours" and "Irregular Listener." In Delhi, the highest number of respondents (25.6%) listen between 1 and 2 hours a day, followed by those who listen 0–1 hour (20.0%). In Delhi, the largest proportion (20.0%) again is in the 1–2-hour category, while 17.8% listen for 2–3 hours. Irregular listeners account for 11.1% in Delhi and 14.4% in Kolkata. The average listening time most frequently is 1–2 hours (22.8%), followed by 17.8% of either 0–1 hour or 2–3 hours per day. The lowest frequency is over 5 hours (8.9%).

Table 1: Time Spent Listening to FM Radio by Senior Citizens

Listening Duration	Delhi (Freq)	Delhi (%)	Kolkata (Freq)	Kolkata (%)	Total (Freq)	Total (%)
0–1 hour	18	20.0%	14	15.6%	32	17.8%
1–2 hours	23	25.6%	18	20.0%	41	22.8%
2–3 hours	16	17.8%	16	17.8%	32	17.8%
3–4 hours	7	7.8%	11	12.2%	18	10.0%

4–5 hours	9	10.0%	9	10.0%	18	10.0%
5+ hours	7	7.8%	9	10.0%	16	8.9%
Irregular Listener	10	11.1%	13	14.4%	23	12.8%

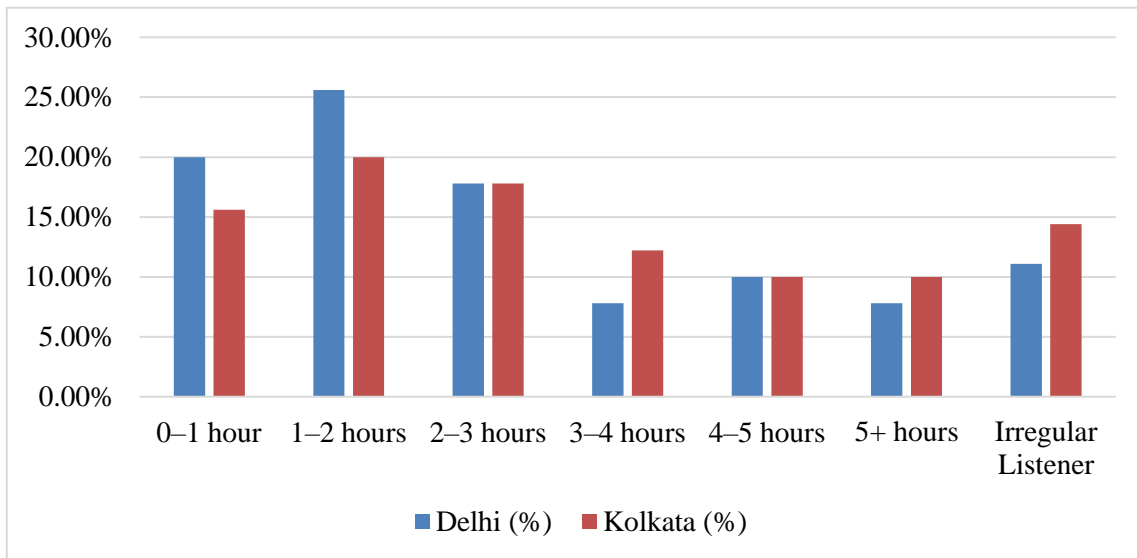


Figure 1: Graphical Representation of Time Spent Listening to FM Radio by Senior Citizens

The statistics show that FM radio remains a stable choice among older people in urban India, with the majority of respondents tuning in for 1 to 2 hours a day. This indicates a moderate but steady level of engagement. Of particular interest, a high percentage listen for over 2 hours, demonstrating the relevance of FM radio as an everyday companion among older people. The existence of irregular listeners indicates some heterogeneity in habits, perhaps because of health, access, or preference. The comparable listening habits in Delhi and Kolkata support FM radio's cross-regional popularity among seniors, underscoring its ongoing function in offering entertainment, companionship, and information in the digital era.

Table 2 indicates the content preferences of Delhi and Kolkata senior citizens when they listen to FM radio. The most favorite type of content in both cities is music, with 80.0% of Delhi and 70.0% of Kolkata respondents stating it as their favorite. Devotional programmes are the second favorite type, with 60.0% in Delhi and 65.6% in Kolkata. News is also very popular, particularly in Kolkata (55.6%) versus 50.0% in Delhi. Other content categories like

talk shows, educational content, and general entertainment are less favored, with popularity ranging from 20.0% to 40.0% in both cities.

Table 2: Content Preferences among Senior Citizens

Content Type	Delhi (Freq)	Delhi (%)	Kolkata (Freq)	Kolkata (%)
Music	72	80.0%	63	70.0%
News	45	50.0%	50	55.6%
Devotional Programs	54	60.0%	59	65.6%
Talk Shows	27	30.0%	18	20.0%
Educational Content	36	40.0%	23	25.6%
Entertainment	32	35.6%	27	30.0%

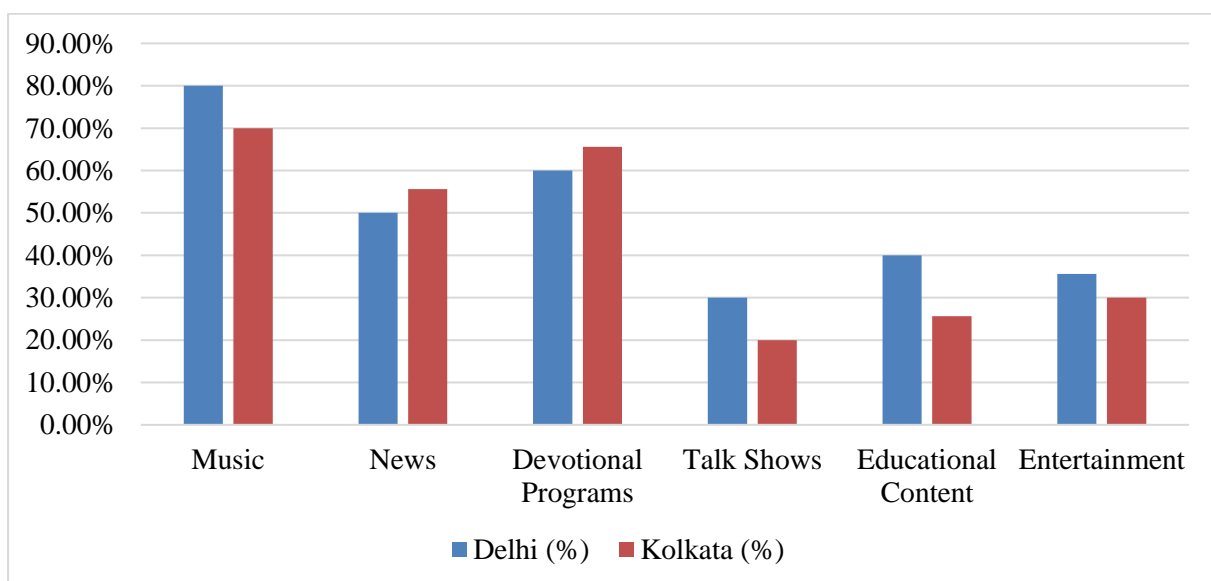


Figure 2: Graphical Representation of Content Preferences among Senior Citizens

The information indicates that music is still the most universally enjoyed FM radio programming by elderly people, most probably because it is nostalgic and calming. Devotional shows also fare extremely well, especially in Kolkata, symbolizing the cultural and religious preferences of the older population. The significant popularity of news reflects a need to remain up-to-date, whereas the relatively lower demand for talk shows and educational programming suggests a move toward more passive and emotionally stimulating

content as opposed to interactive or cognitive content. Overall, FM radio is a source of entertainment and spiritual connection for the elderly, designed to fit their lifestyle and tastes.

Table 3 indicates the different channels of access to FM radio for Delhi and Kolkata elderly citizens. The mobile phone is the most frequently used, utilized by 55.6% of the respondents in Delhi and 50.0% of the respondents in Kolkata, with a combined percentage of 52.8%. Home sound systems come second, utilized by 20.0% of respondents in Delhi and 24.4% in Kolkata. Traditional transistors are used but not as often—15.6% of respondents in Delhi and 10.0% in Kolkata. Car radios are the most underused in Delhi (10.0%) but register slightly greater use in Kolkata (15.6%), with both cities accounting equally for the total of 12.8%.

Table 3: Mode of Access to FM Radio

Mode of Access	Delhi (Freq)	Delhi (%)	Kolkata (Freq)	Kolkata (%)	Total (Freq)	Total (%)
Transistor	14	15.6%	9	10.0%	23	12.8%
Mobile Phone	50	55.6%	45	50.0%	95	52.8%
Car Radio	9	10.0%	14	15.6%	23	12.8%
Home Audio Systems	18	20.0%	22	24.4%	40	22.2%

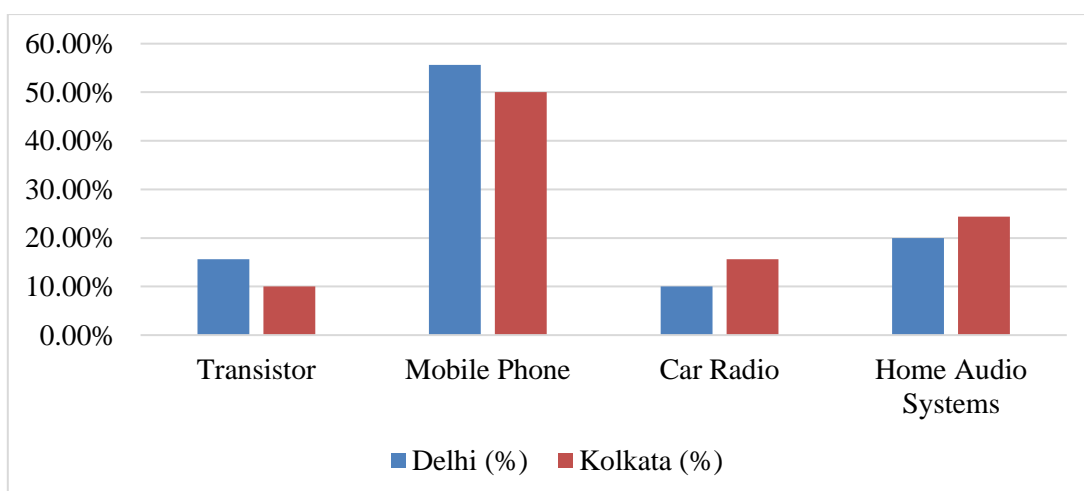


Figure 3: Graphical Representation of Mode of Access to FM Radio



The statistics report a strong turn towards contemporary, portable devices like mobile phones that lead as the most popular way of access for elderly citizens. The trend identifies growing digital familiarity among the old and the increase in accessibility of FM radio using mobile apps. While home stereos remain popular, particularly in Kolkata, transistors and car radios are on the decline. The sustained, though limited, application of transistors implies a residual affection for previous technology by a minority of elderly individuals, perhaps owing to familiarity or ease of operation.

5. CONCLUSION

This research emphasizes the ongoing significance of FM radio among elderly people in urban India, particularly in Delhi and Kolkata, as a primary vehicle for entertainment, information, and emotional bonding. In spite of the rising dominance of online platforms, FM radio still has a strong grip on the older generation, providing an easy and comforting source of content, such as music, religious programs, and news. The study determines that although listener habits and musical tastes exhibit moderate variations by place, the entire trend points toward a strong inclination toward FM radio in both urban centers. The results underscore broadcasters' need to modify their output to cater better to the age group of old people so that FM radio stays relevant to address their entertainment, information, and social requirements. Additionally, the research indicates that FM radio can potentially contribute significantly to the mental health of elderly citizens by offering them a reassuring and constant link to the world beyond.



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