

THE IMPACT OF DEMOGRAPHIC CHARACTERISTICS, MEDIA
GRAFITICATION AND PROGRAMMES SATISFACTION AMONG CHINESE
AUDIENCE: A CASE STUDY OF HANGZHOU TRAFFIC RADIO, CHINA



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**BANGKOK
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ABSTRACT

This research aims to investigate the influence of demographic factors, media gratification and programmes satisfaction of Hangzhou Traffic Radio in China. The samples were audiences from the Hangzhou area, aged 18 years and above. Two hundred and three listeners of Hangzhou Traffic Radio in China, were selected to participate in this survey using purposive and convenience sampling method. The means, standard deviation, and percentage were being tabulated and analyzed using One-Way ANOVA and Linear Regression Analysis with the significance level of 0.05.

The result revealed that:

- (1) Among the demographic factors, gender and position do not have a significant effect on audience gratification of Hangzhou Traffic Radio programmes. In contrast, age, occupation and educational level have a significant different media gratification. Respondents aged 45-54 have

significant different media gratification from those 28-36 years old and over 55 years old in respect to entertainment. There was a significant difference in media gratification between the freelance group, the retired employees and the government employee groups. Audience with Master's degree has significant different entertainment from those below Bachelor's degree. And audience with Higher than Master's degree has significant different relaxation from those Bachelor's degree, and Master's degree.

(2) Secondly, researcher found that audiences' media gratification of entertainment, motivation for life, relaxation, information/knowledge and education significantly increased their perception of satisfaction with programmes if examined together. When examined the factors separately, three factors of entertainment, motivation and education are significant predictors of audiences' satisfaction with the content of Hangzhou Traffic Radio programmes. However, relaxation and information/knowledge did not significantly influence audience satisfaction.

Keywords: Hangzhou Traffic Radio, audiences' demographic factors, media gratification, satisfaction of radio programmes

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CHAPTER 1

INTRODUCTION

This is the first chapter of the study. The background to this study will be presented. The objectives of the study, research questions, the scope and the significance of the study, the definition of terms will also be explained in this chapter.

1.1 Background of the study

With the rapid development of the Internet, the Internet media has almost filled people's daily lives. As we have seen, the traditional media are in an increasingly difficult position to survive. Such difficulties do not only exist in China, but almost all traditional media industries worldwide. According to Tencent News reported, the century-old American traditional media giant, McClatchy Group, filed for bankruptcy in the spring of 2020, despite operating over 30 media outlets (Quanmeipai, 2020). In the face of the strong influence of internet media, many traditional media organisations are seeking ways to continue to survive.

This study is concerned with the survival and development of Hangzhou Traffic Radio FM91.8 as one of China's traditional media. In China, all traditional media are government propaganda agencies, including radio, television and newspapers. According to the relevant laws, non-public capital is not allowed to operate radio stations in China (Wang, 2021).

Despite this, the survival of radio stations in China still faces difficulties. These difficulties arise from two main sources. In terms of social function, radio stations, as propaganda agencies, need to provide the public with news and positions of the government. If the programmes are not listened to, they will not serve their propaganda purpose. In terms of operation, the government only covers a small portion of the radio station's operating costs. Radio stations need to increase their impact to gain sponsorship and investment from advertisers.

Mwantimwa (2018) studied the factors that influence the listening rate of radio programmes in Tanzania. The study showed that internal factors of the audience, such as income, education level, age, and gender, all influence the listening behaviour of the audience. Mohamed and Wok (2020) prove that the lack of reliable listening channels has become the most important factor preventing young people from listening to the radio. Other external factors, such as the content, language, genre and airtime of the programme, as well as the image of the station, the presenter and the number of commercials, can also have an impact on the audience's listening choices (Segbenya, Antwi-Konadu, Adu-Poku, & Peniana, 2022). At the same time, audience motivation is influenced by the ability of radio stations to accurately understand the psychology and needs of their audiences (Xie, 2022).

Radio stations can only be attractive to advertisers after they have increased the listening rate and audience gratification (SMR Group, 2021). It would be useful for Hangzhou Traffic Radio to examine the relationship between the factors influencing

audiences' choice and audience gratification with programme. A good listener base can lead to more investment in the station. More investment allows for better radio operations. This is the reason why the researcher conducted this study.

1.2 Objectives of the study

According to data released by SMR Group in 2021, traffic radio in China has become the most influential radio genre, accounting for 35.2% of the national radio market share. Hangzhou Traffic Radio FM91.8 has an annual revenue of over RMB 100 million and a market share of over 50% in its time slot (Jiangsu Provincial Radio and Television Administration, 2022). Although this figure is excellent in the area of radio, it is still not comparable to that of television and online media. Hangzhou Traffic Radio needs to consider how to increase its impact.

The objectives of this study are as follows:

1. To explore the impact of the demographic factors of audience on the factors affecting their choices of listening to the programmes of Hangzhou Traffic Radio programmes.
2. To examine the impact of demographic factors of audience on their gratification with the programmes of Hangzhou Traffic Radio.
3. To examine the impact of audience gratification on their satisfaction with listening to Hangzhou Traffic Radio.

1.3 Research questions

According to the objective of the research above, the research questions of this current research are listed below:

1. How do demographic factors affect the audience's choice of Hangzhou Traffic Radio programmes?
2. How does the media gratification affect the audiences' overall satisfaction of Hangzhou traffic radio programmes?
3. Do the factors that audiences choose to listen to radio programs significantly affect their media satisfaction with Hangzhou traffic radio programmes?

1.4 Scope of the study

Due to the geographical limitations of radio coverage, and to ensure the validity of the cross-sectional comparison data, and in the context of local realities, this study is implemented in Hangzhou, China. Hangzhou Traffic Radio FM91.8 will be used as a case study.

According to Mwantimwa (2018), Mohamed et al. (2020), Segbenya et al. (2022), two factors were identified as independent variables in this study. These two factors are demographic factors (internal) and factors influencing audience choice of Hangzhou Traffic Radio (external). The internal factors are focused on gender, age, occupation, position and education level. The external factors are focused on content of the programmes, presenters, panel members, timing, the number of commercials,

interactivity and others. Previous researchers have included broadcast language as a consideration. In the context of China, researcher removed this factor. This is because Chinese radio programmes are only allowed to be broadcast in Mandarin.

The dependent variable in this study is gratification of audience listening to Hangzhou Traffic Radio programme. According to Osazee-Odia and Ojobor (2017), the programmes are gratifying for listeners with factors such as entertainment, motivation for life, relaxation, information seeking and education.

A quantitative method of comparing questionnaires will be used to examine the relationship between the above factors. A random sample of 203 radio listeners was used to participate in the research study. Data was collected for a period of one month between 1 to 31 May 2022.

In view of the immaturity of people under the age of 18, which may affect the objectivity of the study results, this study will be conducted on people aged 18 and above who have listened to FM91.8 in the Hangzhou area.

1.5 Significance of the study

In China, radio has a special significance. It acts as the propaganda arm of the government and is responsible for delivering the government's news and positions. Traffic radio station not only transmit timely traffic situation in the city, but also exist as emergency war broadcast for each city. Traffic radio stations also need to face the social reality of their waning influence.

This study examines the factors that influence audience gratification with Hangzhou Traffic Radio FM91.8 programmes:

1. For academics, it could fill a gap in this field in China, so that traffic radio stations have the basis to adjust their programme content in time when they encounter problems in operation.

2. For traffic radio stations and the mass media industry, this study can be more effective in helping stations to increase influence of their programmes, and make better profits.

3. The government can rely on the broad audience base of radio for ideological propaganda. Meanwhile it can reduce the financial subsidies and burden to radio stations.

4. For society, influential media can assume a social communication role.

In terms of China national strategy, radio is a form of communication that must continue to exist. Many traditional media practitioners are trying to find ways to keep radio alive. Radio can only be sustainable if it exists in a way that better meets the needs of its audience and the market.

1.6 Definition of terms

1. Government propaganda agencies refer to newspapers, radio stations, television stations and websites that are subordinate to the government in China. They receive financial subsidies and are regulated by the government. All radio stations in

China are government propaganda agencies, as the non-public economy is prohibited from operating radio stations.

2. Traffic radio stations refer to radio channels named “Traffic” in China. The programmes of these stations are mainly about road conditions, car owners’ rights, car knowledge and car trading.

3. Factors influencing audience choice of radio programmes are the reasons why audiences choose to listen or not to listen to a programme. These factors are usually considered in terms of programme content, types, presenters, timing, commercials, etc. Based on the reality of China, researcher removed factors such as religious beliefs, political stance, and language of broadcast. Although they are also used by many scholars to study.

4. Demographic characteristics are the characteristics of population phenomena in terms of numbers, relationships, patterns and trends. Some common indicators of demographic characteristics are population size, gender, age, occupation, marriage, literacy level, income, etc. The demographic factors of the audience in this study are gender, age, occupation, position and education level. These factors will be used to examine the impact on factors influencing audience choice of Hangzhou Traffic Radio and audience gratification toward programmes.

5. Media gratification of audience refers to the experience and feeling that the audience gets after listening to a radio programme. The gratification is thought to include entertainment, motivation for life, relaxation, information/knowledge, and

education. It is possible to have all or none of the above.

6. Programme satisfaction refers to the level of audiences' satisfaction with a programme after listening to it. It encompasses different levels of high, medium and low.



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CHAPTER 2

LITERATURE REVIEW

Chapter 2 serves as a review of the relevant literature. It will explain the characteristics and social functions of traffic radio stations in China. The theoretical framework for this research is Uses and Gratification Theory. This chapter will explain the rationale for the theoretical framework, and the hypothesis of this research.

2.1 The Characteristics and Social Functions of Traffic Radio Stations in China

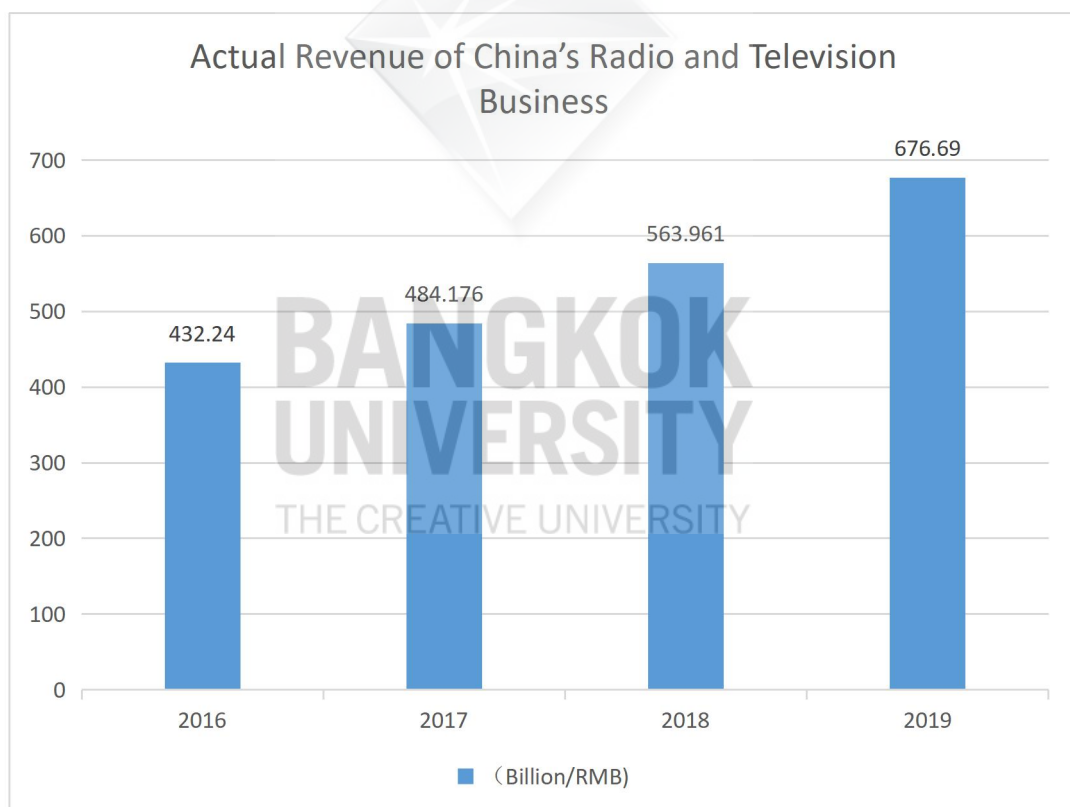
2.1.1 The Development of Radio in China

The first radio station of the Communist Party of China, founded on 30 December 1940 as Yan'an Xinhua Radio, and was renamed China National Radio in 1949 (Bi, 2015). With China's economic development and political needs, radio and television stations began to be established throughout the country at the provincial and municipal levels. These stations were founded by local governments and are regulated by the executive branch.

By the end of 2019, there were 2,591 government-registered radio and television stations in China. Radio stations have a population coverage rate of 99.13% nationwide. In 2019, the actual revenue of China's radio and television business was RMB 676.690 billion, an increase of 19.99% year-on-year (Figure 1). However, of

this revenue, RMB 99.885 billion was earned through advertising on traditional radio and television, down 9.13% year-on-year. Government subsidies, new media advertising and outdoor advertising became the main sources of revenue for radio and television stations (China Business Industry Research Institute, 2020).

These figures show that the media industry in China is still growing positively, but advertising revenues in the traditional radio industries are shrinking.



(Figure 1)

Data Sources: China Business Industry Research Institute

2.1.2 The Characteristics of Traffic Radio Stations in China

Media has the characteristics of message, including the speed of the message, the

persistence of the message, and breaking distance, but also the characteristics of communicator, shown in the size of the audience, interactivity, synchronization, and ease of use (Davis, n.d.).

In China, the media, as a means of communication, is completely regulated by the government. China's media is the throat of the Communist Party, and media workers are the tongues of the Communist Party, the government and the people (Xi, 1989). This is the mission that the President Xi has given to the Chinese media, and it is also the government's policy when it comes to managing radio stations. China's radio stations have been of the state-owned-state-operated type. This system regards radio as state property (Baidu Encyclopedia, 2021).

Traffic Radio Stations in many cities existed as government wartime emergency broadcasts. For traffic radio stations, the system has the advantage of tasteful and serious programming. It can effectively complement political propaganda and economic construction, uniting and mobilising the masses. Its limitations, however, are that it is not conducive to a democratic political atmosphere, which can weaken its propaganda role in society (Ren, 2020).

2.1.3 The Functions of Traffic Radio Stations in China

The function of the media, whether it be newspapers, radio or television, must first and foremost be to bring in revenue and be able to cover the costs of running it. However, with the development of the internet, the traditional media's agenda-setting

ability is gradually being replaced by social media and smartphones (Lumen Learning, n.d.).

In China, the primary function of the media is to convey the government's position and message. In the document "2021 version of the negative market access list" issued by the government, it is clearly stated that non-public capital is prohibited from engaging in the collection, editing and broadcasting of news (China National Development and Reform Commission, 2021).

According to the Regulations on Radio and Television Administration issued by the China State Council (2017), the government provides financial subsidies for the operation of radio stations. The shortcomings of this model are that it makes Chinese radio stations lack a sense of business, makes it difficult to develop a market mechanism, and some stations rely heavily on government subsidies for their operations. Its strengths, however, are its ability to strengthen its functional positioning, which can effectively guide public opinion and enhance the public's understanding of the Communist Party and government (Ren, 2020).

In terms of media functions, in addition to being given a political function, traffic radio mainly takes on the important functions of keeping up with road conditions, regulating traffic behaviour and regulating the car market (Xinzhi, 2019). The top-listening programmes on Hangzhou Traffic Radio FM91.8 are all related to road conditions and car trading.

2.2 Factors influencing audiences' choice of radio programmes

Demographic factors have a certain degree of influence on viewers' choice of radio programmes. A number of scholars have conducted studies on this issue. Egbuchulam (2002) investigates the reasons and motivations of listeners for receiving radio programmes and argues that in disadvantaged communities with low levels of education, listeners in these communities aspire to listen to the radio to overcome illiteracy and physical distance barriers. The scholar also argues that listening to the radio is a major communication tool that enhances people's quality of life, as its programmes bring news, education and entertainment to people's doorsteps. Sun, Liu & Guan (2011) conduct a survey on in-car radio listeners done by private car owners in Chengdu. The scholar used a survey study to obtain data from theoretical perspectives such as journalism and communication to derive the demographic characteristics of private car owners in Chengdu, including their gender, age, education level, income level and occupational composition. The study also investigated how the demographic characteristics of these car owners affect their listening behaviour and preferences, in order to further analyse the listening psychology of in-car radio listeners. The study found that the demographic profile of private car owners in Chengdu is dominated by young and middle-aged men with a high level of education and a relatively stable career who have some spending power. They listen to the radio mainly for advice and relaxation, and they are most satisfied with traffic radio. They also demand truthfulness and objectivity in radio news, clear

sound, and they hate fast-paced, serious broadcasts. Furthermore, Ajaegbu, Akintayo & Akinjiyan's (2015) findings from a questionnaire survey on the listening habits and behaviour of Nigerian university students reveal that the main reason for listening to the radio is to satisfy their own intrinsic needs. They choose content that is likely to meet their needs and they consume it selectively, but probably without any effect. Therefore, the type of radio they choose to listen to may be based on education, entertainment and access to information.

Listening to the radio is not only a tool for emotional control, but also for traffic control. Radio provides great convenience and traffic control for drivers and motorists. McDonald (2008) notes that by the 1950s, broadcasting for air traffic situations had become a regular service during rush hour in major cities. By the 1970s, in the Netherlands, traffic jams, weather conditions and reports of road disruptions were indispensable for motorists. These FM lifts of great and special significance to drivers as were very frequent and active in broadcasting traffic information (Bijsterveld & Dieker, 2015). In Germany, in fact, various FM stations also gradually broadcast updates for drivers about weather conditions and traffic conditions, and used music to cheer and refresh them during rush hour (Bijsterveld & Dieker, 2015). Bijsterveld et al. (2014) suggest that on isolated rural roads, car radio is useful in preventing drivers from falling asleep.

2.3 Theoretical Framework

2.3.1 Uses and Gratification Theory

Uses and gratification theory is based on the research of Elihu Katz, and Jay G. Blumler (1975). According to this theory, people actively seek out specific media and specific content to generate specific gratification. People are able to evaluate the media to accomplish their communication goals. The audience is active and its media use is goal-oriented. The initiative in linking need gratification to a specific medium choice rests with the audience member. The media compete with other sources for need satisfaction. People have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use. Value judgment of media content can only be formed by the audience.

The key concepts of uses and gratification theory are active audience, activity and activeness. Media use is motivated by needs and goals that are defined by audiences themselves. Activity refers to what the media audiences do. Activeness is the freedom and autonomy of the audiences to participate in mass communication situation. In contrast to traditional study, this theory emphasizes the dynamic nature of the audience and highlights the position of the audience in communication activities.

Wendahl proposed the “Use and Effect” model in 1981, which called for the integration of effect research with uses and gratification research. This model states that the more an audience desires satisfaction from the media or believes that they themselves are satisfied, the more they will rely on it. This reminds researchers that audiences hold a certain amount of control in mass communication activities. The

media should use the satisfaction of the audience as one of the criteria for measuring the effectiveness of communication. This also demonstrates the countervailing role of the audience in mass communication activities for the media, correcting Lazarsfeld's "the Limited Effects Theory" (Rogers, 2012).

2.3.2 Application of the Theory for this research

Uses and gratification theory has had a significant impact on mass communication research. Prior to this, the study of mass communication activities was mainly from the perspective of the communicator or the media, examining whether the media achieved its intended purpose or what impact it had on the audience. In the case of the uses and gratification theory, the study of mass communication was conducted from the audience's perspective, examining the psychological and behavioral utility of mass communication by analyzing the audience's motivations for media exposure and what needs these exposures satisfy (Baidu Encyclopedia, 2021).

According to a study by Palmgreen, Sypher, & Rubin (2017), only in environments that are stable, and lacking in choice and change, will the audience's desired gratification match the gratification they receive. This view fits completely with the current media environment in China. In a relatively conservative and unchanging environment, studying audience gratification is an effective way to get better results from programmes.

This theory provides a unique conceptual framework for exploring the relationship between radio programmes and audiences. The concept of audience involved in this study refers to listeners who listen to Hangzhou Traffic Radio programmes. Satisfaction refers to the reward and satisfaction audiences receive after using the media. The Uses and Gratification theory provides a plausible explanation for the motivation of audiences to use the media in question and the gratification they derive from it (Osazee-Odia, & Ojobor, 2017).

Therefore, this study screens for factors that may influence audience gratification from the audience's perspective, including entertainment, motivation, relaxation, information/knowledge, and education. Within these factors, researcher will examine the impact of the audience's listening choices on them.

2.4 Research Hypothesis

Guo et al. (2017) conduct a survey on the audience listening to traffic radio and the findings show that traffic radio is mainly listened to by middle-aged male drivers. As a local city radio station, traffic radio has entered a period of rapid growth since its inception. For eight consecutive years, traffic type radio has ranked first in seven indicators, including listening rate, reach, share, gratification and loyalty, in mobile crowd data surveys conducted by CCTV's Sofre and AC Nielsen. The findings of the AC Nielsen joint CCTV survey show that the post-prompt awareness of traffic type radio among the driving public has been as high as 98.8%, which means that nearly

all private car owners and taxi drivers have listened to traffic radio. This makes it the radio station of choice for motorists in the district. According to the survey results, these motorists mainly use traffic radio to listen to the latest road reports for better driving safety (Xu, 2013). Furthermore, a survey conducted by Bull (2020) on the motivations and needs of motorists who listen to traffic radio found that motorists listen to traffic radio to satisfy their entertainment needs and to reduce fatigue and boredom while driving. Traffic radio has incorporated entertainment into many of its programmes, such as playing internet tunes that mock traffic jams during traffic jams, interacting with viewers in a casual manner like a normal conversation, etc. This entertaining aspect of the programme and the host's accent makes traffic radio more approachable. Based on this, this study proposes the following hypothesis:

Hypothesis 1: Respondents with different demographic factors will have different media gratification for listening to Hangzhou Traffic Radio programmes.

H1a: Respondents with *gender difference* will have a significant different media gratification for listening to Hangzhou Traffic Radio programmes.

H1b: Respondents with *age difference* will have a significant different media gratification for listening to Hangzhou Traffic Radio programmes.

H1c: Respondents with *occupational difference* will have a significant different media gratification for listening to Hangzhou Traffic Radio programmes.

H1d: Respondents with *position difference* will have a significant different media gratification for Hangzhou Traffic Radio programmes.

H1e: Respondents with *education difference* will have a significant different media gratification for listening to Hangzhou Traffic Radio programmes.

Through a survey on the needs and gratification of car owners and traffic radio listeners, Grunes & Stucke (2015) found that big data technology has made it possible to capture the different needs of traffic radio listeners, thus significantly affecting their gratification for listening to radio programmes to varying degrees. In the era of big data, the number of alternatives to traffic radio in the hands of listeners is gradually increasing, and traffic radio must find a clearer niche for itself if it wants to increase its recognition among other media. Hangzhou Traffic Radio FM91.8 caters to more than 1 million car owners in Hangzhou every day, and has 350,000 followers on the WeChat platform. Because of this huge number of users, Hangzhou Traffic Radio FM91.8 can quickly understand the gender ratio, age, regional distribution, language category and regional education level of these followers through the WeChat backend, and thus complete its content positioning (Zhang et al., 2013). In order to find an accurate and clear positioning, it is necessary to understand the explicit or potential needs of the listeners, so as to increase the gratification and listening rate of the users on the basis of meeting their different needs. Based on this, this study proposes the following hypothesis:

Hypothesis 2: Different media gratification will significantly affect audiences' overall satisfaction toward listening to the contents of Hangzhou Traffic Radio programme.

Theoretical Framework

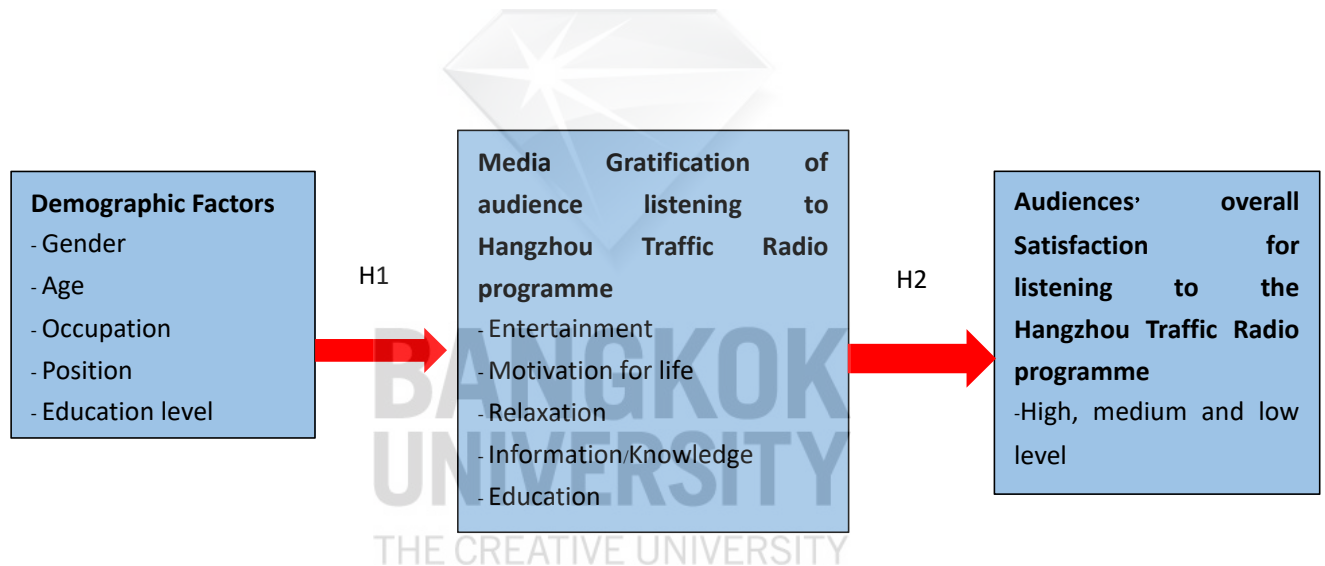


Figure 2. Summarizes the entire hypothesis into theoretical framework.

CHAPTER 3

METHODOLOGY

This research used the survey research method to examine the influence of demographic factors on the audiences' choice of listening to radio programme and their media gratification and. The theoretical framework is based on the Uses and Gratification theory posited by Katz and Blumler (1975). This chapter will present research design, population and sample, research tool, data collection procedure, and data analysis procedure.

The research requires approval from Bangkok University during the survey process as the researcher is a foreigner from the International program and the respondents are from outside Thailand. In addition, influenced by COVID-19, researcher will use online questionnaires to distribute the text content to the respondents.

This study investigates the factors that influence audiences' gratification of listening to Hangzhou Traffic Radio programmes. The researcher believes that this could better help Hangzhou Traffic Radio FM91.8 to increase its impact. As this study was only conducted in the Hangzhou area, it has limitations and the results may not be applicable to the broadcasting industry as a whole or to other radio stations.

3.1 Research Design

Quantitative research focuses on collecting numerical data and generalising it to different populations or explaining a particular phenomenon. The methodology of quantitative research emphasises the objective measurement of samples, data collection and analysis through surveys and statistics (Babbie, 2010).

The main objective of this study is to examine the impact of different factors on audience gratification and satisfaction in listening to radio programmes. In this process, quantitative research methods can be used to help researcher analyse the psychology and behaviour of the audience by collecting data. The demographic characteristics and other factors influencing audiences' choice listening to programmes can also be illustrated by the data in this study. The quantitative research approach is therefore the most appropriate method for this study.

The questionnaire was used to collect and analyse data for this study, with the aim of illustrating the impact of independent variables on the dependent variable. The core of quantitative research lies in obtaining accurate data and therefore data collection is very important in this study.

This study uses primarily a questionnaire. The questionnaire consisted of three sections, including data on demographic characteristics, media gratification for listening to Hangzhou Traffic Radio, and satisfaction of audience listening to the programmes. The design was based on a theoretical framework and hypothesis to make the questionnaire accurate for the purpose of collecting valid data.

3.2 Population and Sampling Method

The signal coverage of Hangzhou Traffic Radio has reached 98.8% for the Hangzhou area (Baidu Encyclopedia, 2021).

According to figures released by the Yangtze River Delta Regional Traffic Broadcasting Development Alliance in 2020, the radio audience in the Hangzhou area is over 500,000, with an effective listenership of 200,000 (Zhejiang Bureau of Statistics, 2021). Based on Hangzhou Traffic Radio's concurrent market share of 50%, its audience can reach 100,000 at its peak. Because of the large number of population, researcher used the ratio commonly used by CNRS - TGi (China National Resident Survey - Target Group Index) in surveys of China's radio listening rate to calculate the sample size. When the population size exceeds 50,000, the sample ratio is 1:500 with 95% confidence level. Therefore, the sample size is 203 radio listeners from the Hangzhou area.

These respondents were required to have listened to Hangzhou Traffic Radio within the past three months. This survey used the Questionnaire Star app produced by WeChat for purposive and convenience sampling. Because radio is a medium of mass communication, its audience is not confined to a particular region or organization. The questionnaire will be distributed online to ensure that enough respondents can be surveyed. In addition, a cluster random sampling method was also used for data collection in this study.

3.3 Research Instrument

The questionnaire begins by introducing the respondents to the purpose of the study and assuring them that all questionnaire information will be kept strictly confidential and will not be used for purposes other than research.

The questions on the questionnaire consisted of three sections.

The first part inquired about the demographic characteristics of the respondents, and asked about their personal information to ensure the validity of the respondents' answers. People who do not live in Hangzhou, those who have not listened to Hangzhou Traffic Radio in the past three months and those who are under 18 years old will not be included in the respondents.

The second part was designed to examine the needs influencing audience gratification in listening to Hangzhou Traffic Radio. The scale of factors influencing audience gratification in listening programmes was adopted from the studies such as Osazee-Odia et al. (2017). The scale divided into five main factors, with three questions within each factor. These five factors are entertainment, motivation for life, relaxation, information/knowledge and education. Asking 14 questions, the 5-point Likert type scale is the format of the questionnaire, arranging from 5- Strongly agree, 4-Agree, 3- Neutral (Agree nor Disagree), 2- Disagree, and 1- Strongly disagree.

The third part was designed to exam the satisfaction of listening to Hangzhou Traffic Radio. There are 4 question items referring to proven questionnaires from the past by Rubin, (1983); Dr Osazee-Odia et al. (2017); Habes (2019); Kircaburun et al.,

(2020); Brubaker & Haigh (2017). Again, this variable was measured on a five-point scale.

The survey questions are designed in English and translated into Chinese. Researcher did back translation to ensure the content validity of the questionnaire. This is to ensure that respondents could fully understand each question and could be able to answer them correctly. English and Chinese language communication specialists checked the consistency of meaning between the two languages.

Table 3.1: Questionnaire scale design

Media Gratification for listening to Hangzhou Traffic Radio		
Entertainment		
1	I thought the programme was very entertaining.	Rubin, (1983); Dr Osazee-Odia et al. (2017); Habes (2019); Kircaburun et al., (2020); Brubaker & Haigh (2017)
2	I think listening to the programme can get me excited.	
3	I think the presenter made the content of the programme humorous.	
Motivation for life		
4	After listening to the programme, I was more motivated to work.	Rubin, (1983); Dr Osazee-Odia et al. (2017); Habes (2019); Kircaburun et al., (2020); Brubaker & Haigh (2017)
5	I think the programme has made me more positive about life.	

(Continued)

Table 3.1 (Continued): Questionnaire scale design

6	The programme has helped me to make many friends.	
7	The programme has helped me to see the hopes in the life.	
Relaxation		
8	Listening to the programme helps me to get rid of the tiredness.	Rubin, (1983); Dr Osazee-Odia et al. (2017); Habes (2019); Kircaburun et al., (2020); Brubaker & Haigh (2017)
9	Listening to the programme helps me to forget my worries.	
10	When I listen to a programme, I can communicate more relaxed with my family and friends.	
Information / Knowledge		
11	The road conditions on Hangzhou Traffic Radio is very useful to me.	Rubin, (1983); Dr Osazee-Odia et al. (2017); Habes (2019); Kircaburun et al., (2020); Brubaker & Haigh (2017)
12	The news on Hangzhou Traffic Radio is very timely.	
Education		
13	I can learn more about traffic laws and right protection from the programme.	Rubin, (1983); Dr Osazee-Odia et al. (2017); Habes (2019); Kircaburun et al., (2020); Brubaker & Haigh (2017)
14	I can learn more about car trading from the programme.	

Table 3.2: Satisfaction variable design

	Satisfaction	
1	I am satisfied with my experience of using the Hangzhou Traffic Radio.	Rubin, (1983); Dr Osazee-Odia et al. (2017); Habes (2019); Kircaburun et al., (2020); Brubaker & Haigh (2017)
2	I had fun using the Hangzhou Traffic Radio.	
3	The Hangzhou Traffic Radio has met my needs	
4.	I am willing to listen to the Hangzhou Traffic Radio.	

3.4 Data Collection Procedure

The aim of this study is to investigate the level of gratification of media listening to Hangzhou Traffic Radio programmes using an online questionnaire. Due to the impact of the epidemic, the questionnaire for this study will be sent by way of respondents completing it online. The survey will focus on listeners who have listened to Hangzhou Traffic Radio in the past three months. The researcher will use Questionnaire Star to create the survey questions and then send the link to Questionnaire Star to the respondents. Respondents will then click on the link and fill in the questionnaire. By doing this, it ensures that there are enough participants and sample size to ensure the authenticity and validity of the research findings.

3.5 Data Analysis and Interpretation

This study used Likert scales and nominal scales to measure the research variables. After collecting factors of audience gratification in listening to Hangzhou Traffic Radio using the questionnaire, this study first conducted a descriptive statistical analysis of the data collected. For example, demographic information, the time of the radio programme, and the number of advertisements. This study will then conduct an independent samples t-test on the data. The independent samples t-test is used to analyse the differences between two different groups of direct quantitative data and is a method of testing for variability (Ross & Willson, 2017). The independent variables here are demographic factors, including age, gender, position, occupation and education level, and the dependent variables are different needs, including entertainment, motivation, relaxation, information/knowledge and education. The independent sample t-test will allow for the examination of the different usage needs of respondents with different demographic factors for listening to Hangzhou Traffic Radio programmes. Finally this study will conduct a linear regression analysis on the data. It mainly explores the relationship between the independent variable X and the dependent variable Y (Montgomery, Peck and Vining, 2021). The purpose of this study is to explore the different needs affecting the audience gratification of users listening to Hangzhou Traffic Radio programmes. Here the independent variables in this study are different needs, including entertainment, motivation, relaxation, information/knowledge and education, and the dependent

variable is viewer recognition of Hangzhou traffic radio programmes. Through linear regression analysis, this study allows for a targeted exploration of the influence relationship between these two variables.

Hypothesis 1: Respondents with different demographic factors will have significant different media gratification for listening to Hangzhou Traffic Radio programmes.

Independent variable: Demographic factors including gender, age, occupation, position and educational level (nominal or ordinal scale)

Dependent variable: Media gratification of the radio programme of Hangzhou Traffic Radio. (Entertainment, Motivation for life, Relaxation, Information/Knowledge and education) (Likert scale)

Statistical analysis: One-Way ANOVA

Hypothesis 2: Different media gratification will significantly affect audiences' overall satisfaction toward listening to the contents of Hangzhou Traffic Radio programme.

Independent variable: different media gratification including entertainment, motivation for life, relaxation, information/knowledge and education (Likert scale)

Dependent variable: Audience's overall satisfaction toward the listening to contents of Hangzhou Traffic Radio programme (Likert scale)

Statistical analysis: Linear Regression analysis

3.6 Pretest

3.6.1 Reliability test

Reliability is the degree of consistency in the results obtained when the same thing is measured. It reflects the stability and reliability of a measurement instrument. The statistical measure of reliability is called the reliability coefficient, which is the correlation coefficient between two or more measurements and has a value between 0 and 1 (Roberts & Priest, 2006). Reliability can be divided into extrinsic reliability and intrinsic reliability. Intrinsic reliability refers to the internal consistency between the items that make up a scale (Roberts & Priest, 2006). Generally speaking, the higher the intrinsic reliability coefficient of a scale, the more stable the scale is. There are four main methods of reliability testing, namely: the retest reliability method, the replicate correlation method, and the fold-half reliability method (Taherdoost, 2016). The four main methods of reliability testing are: the retest reliability method, the replicate correlation method, the fold-half reliability method and the Cronbach's alpha coefficient method. In this study, the Cronbach coefficient was used to measure the reliability of the scale. A Cronbach's alpha coefficient greater than 0.6 is generally considered to indicate that the reliability of the scale is acceptable; a Cronbach's alpha coefficient less than 0.6 is considered to be less reliable and requires further adjustment (Taherdoost, 2016). As can be seen from the results below, the

Cronbach's alpha coefficients for this questionnaire design for media gratification, entertainment, motivation for life, relaxation, information/knowledge, education, and satisfaction were 0.812, 0.871, 0.815, 0.677, 0.857, 0.654 and 0.878 respectively, confirming that the reliability of this questionnaire design is acceptable.

Table 3.3: Reliability of the instrument

Variables	Cronbach's alpha	No. Of Items	Items that is edited
Media Gratification for listening to Hangzhou Traffic Radio	0.812	14	No.10
Entertainment	0.871	3	
Motivation for life	0.815	4	
Relaxation	0.677	3	
Information/Knowledge	0.857	2	
Education	0.654	2	
Satisfaction	0.878	4	

CHAPTER 4

DATA ANALYSIS

This chapter showed the results of descriptive analysis and hypothesis test results using One-Way ANOVA, Pearson correlation, and Linear Regression Analysis.

4.1 Summary of descriptive findings

First, this research conducted a descriptive statistical analysis of the sample data. The demographic information of the sample is presented below. As shown in Table 4.1, the results showed that the number of female participants (52.7%, n= 107) was slightly larger than the number of male participants (47.3%, n =96).

In respect to the age of respondents, majority of respondents of participants aged 28-36 years (27.1%, n=55). The number of participants aged 37- 45 was the second largest, with only one less participant than the first (26.6%, n=54). The number of participants aged 19-27 was the third highest (24.1%, n=49). The least number of participants were those located at the age of 46-54 (13.8%, n=28) and 55 years old (8.4%, n=17).

In respect to occupational of the respondents, nearly half of the participants were corporate employees (48.3%, n=98). This was followed by government employees (14.8%, n=30). Freelancers came third in number (11.3%, n=23). Students (9.4%, n=19) and unemployed participants (8.8%, n=18) were less numerous. And, in

respect to position of the sample, the number of participants in managerial positions (46.3%, n=94) and non-managerial positions (53.7%, n=109) was almost equal.

In terms of education level of the respondents, more than half of the participants had a bachelor's degree (53.2%, n=108). 24.7% of the participants had less than a bachelor's degree. Approximately the same number of participants had a graduate (10.3%, n=21) and higher than graduate degree (11.8%, n=24).

Table 4.1: Demographic data of respondent

Gender	Frequency	Percent (%)
Male	96	47.3
Female	107	52.7
Total	203	100
Age	Frequency	Percent (%)
19-27 years old	49	24.1
28-36 years old	55	27.1
37-45 years old	54	26.6
46-54 years old	28	13.8
Over 55 years old	17	8.4
Total	203	100

(Continued)

Table 4.1 (Continued): Demographic data of respondent

Occupation	Frequency	Percent
Working for the government	30	14.8
Working for a company	98	48.3
Students	19	9.4
Retired	15	7.4
Freelance	23	11.3
Unemployed	18	8.8
Total	203	100
Educational level	Frequency	Percent
Below Bachelor's degree	50	24.7
Bachelor's degree	108	53.2
Master's degree	21	10.3
Higher than Master's degree	24	11.8
Total	203	100
Position	Frequency	Percent
Management positions	94	46.3
Non-managerial positions	109	53.7
Total	203	100.0

The findings present the respondents' media gratification, in terms of entertainment, motivation for life, relaxation, information/knowledge and education, of the programmes on Hangzhou Traffic Radio FM91.8. The level of media gratification is interpreted based in the mean, tabulated from 5-point likert scale, arranging 1-Strong disagree, 2- Disagree, 3-Neutral, 4-Agree, and 5-Strongly disagree. And, the criteria for interpreting the mean was used to interpret the level of media gratification.

Table 4.2 : Criteria for interpreting the media gratification

Score	Interpretation
4.51-5.00	Highest level
3.51-4.50	High level
2.51-3.50	Medium level
1.51-2.50	Low level
1.00-1.50	Lowest level

As shown in Table 4.3, the descriptive finding revealed that majority of the respondents had high media gratification (Mean = 3.738, SD = .509). When examining each construct of media gratification, the results found that respondents ranked education (Mean = 3.798, SD =.682, high level) with the highest mean, followed by motivation for life (Mean = 3.790, SD =.577, high level), information/

knowledge (Mean = 3.788, SD = .704, high level), relaxation, (Mean = 3.7619, SD = .705, high level), and entertainment (Mean = 3.573, SD = .829, high level), respectively. The results suggested that Chinese audience had high media gratification for the programmes on Hangzhou Traffic Radio FM91.8, in respect to education, motivation for life, information/knowledge, relaxation, and entertainment, respectively. Entertainment was ranked the least media gratification by the Chinese audience.

Table 4.3: Mean and standard deviation of media gratification

	Mean	Std. deviation	Interpretation
Media gratification	3.7386	.50964	High media gratification
Entertainment	3.5731	.82953	High entertainment
1. I thought the programme was very entertaining.	3.46	1.122	Medium
2. I think listening to the programme can get me excited.	3.53	.913	High
3. I think the presenter made the content of the programme humorous.	3.72	.822	High
Motivation for life	3.7906	.57743	High motivation for life

(Continued)

Table 4.3 (Continued): Mean and standard deviation of media gratification

4.After listening to the programme, I was more motivated to work.	3.75	.801	High
5.I think the programme has made me more positive about life.	3.74	.830	High
6.The programme has helped me to make many friends.	3.76	.779	High
7.The programme has helped me to see the hopes in the life.	3.91	.842	High
Relaxation	3.7619	.70572	High relaxation
8.Listening to the programme helps me to get rid of the tiredness.	3.71	.861	High
9.Listening to the programme helps me to forget my worries.	3.72	.824	High
10.When I listen to a programme, I can communicate more relaxed with my family and friends.	3.86	.870	High
Information/Knowledge	3.7882	.70497	High information
11.The road conditions on Hangzhou Traffic Radio is very useful to me.	3.83	.815	High

(Continued)

Table 4.3 (Continued): Mean and standard deviation of media gratification

12.The news on Hangzhou Traffic Radio is very timely.	3.74	.810	High
Education	3.7980	.68296	High education
13.I can learn more about traffic laws from the programme.	3.80	.765	High
14.I can learn more about car trading from the programme.	3.79	.836	High

On the satisfaction rating of the Hangzhou Traffic Radio FM91.8 programmes, the average score of the sample was 3.8830, representing high satisfaction. Overall, the sample data confirms that respondents have a positive perception of the programmes on Hangzhou Traffic Radio FM91.8, in terms of both media gratification and satisfaction.

Table 4.4: Satisfaction of the Hangzhou Traffic Radio FM91.8 programme

	Mean	Std. deviation	Interpretation
Satisfaction	3.8830	.68138	High satisfaction
1.I am satisfied with my experience of using the Hangzhou Traffic Radio.	3.86	.881	High
2.I had fun using the Hangzhou Traffic Radio.	3.87	.829	High

(Continued)

Table 4.4 (Continued): Satisfaction of the Hangzhou Traffic Radio FM91.8

programme

3.The Hangzhou Traffic Radio has met my needs.	3.95	.863	High
4.I am willing to listen to the Hangzhou Traffic Radio.	3.86	.847	High

4.2 Summary of Hypothesis Testing

Hypothesis 1: Respondents with different demographic factors will have different media gratification for listening to Hangzhou Traffic Radio programmes.

H1a: Respondents with gender difference will have a significant different media gratification for listening to Hangzhou Traffic Radio programmes.

As shown in Table 4.5, One-Way ANOVA analysis revealed that gender difference among respondent had insignificant different media gratification for listening Hangzhou Traffic Radio programmes ($F_{(1, 201)} = .072, p > .05$). The results showed that respondent had no significant different the media gratification in relations to entertainment ($F_{(1)} = .013, p > .05$), motivation ($F_{(1)} = .107, p > .05$), relaxation ($F_{(1)} = .242, p > .05$), information ($F_{(1)} = .533, p > .05$), education ($F_{(1)} = .052, p > .05$) and satisfaction toward the Hangzhou Traffic Radio programmes ($F_{(1)} = 2.263, p > .05$). The study suggested that audience with gender difference did not have significant different respondents' media gratification for listening Hangzhou Traffic Radio

programmes.

Table 4.5 : One-way ANOVA on the effect of gender difference on media gratification

ANOVA						
		Sum of		Mean		
		Squares	df	Square	F	Sig.
Media gratification	Between Groups	.019	1	.019	.072	.789
	Within Groups	52.448	201	.261		
	Total	52.467	202			
Entertainment	Between Groups	.009	1	.009	.013	.908
	Within Groups	138.990	201	.691		
	Total	138.999	202			
Motivation for life	Between Groups	.036	1	.036	.107	.744
	Within Groups	67.316	201	.335		
	Total	67.352	202			
Relaxation	Between Groups	.121	1	.121	.242	.623
	Within Groups	100.482	201	.500		
	Total	100.603	202			
Information	Between Groups	.265	1	.265	.533	.466
	Within Groups	100.126	201	.498		
	Total	100.392	202			
Education	Between Groups	.024	1	.024	.052	.820
	Within Groups	94.195	201	.469		
	Total	94.219	202			
Satisfaction	Between Groups	1.044	1	1.044	2.263	.134

(Continued)

Table 4.5 (Continued): One-way ANOVA on the effect of gender difference on media gratification

	Within Groups	92.740	201	.461		
	Total	93.784	202			

H1b: Respondents with age difference will have a significant different media gratification for listening to Hangzhou Traffic Radio programmes.

Table 4.6 shows the effect of age difference on gratification and satisfaction toward the Hangzhou Traffic Radio programmes. At the 0.05 significance level, the variable was only confirmed to significantly affect respondents' ratings if the p value was less than 0.05. As shown in Table 6, One-Way ANOVA revealed the respondents with age difference will have significant different media gratification ($F_{(4)}=4.433$, $p<.05$) in respect to entertainment ($F_{(4)}=6.344$, $p<.05$), and relaxation ($F_{(4)}=2.970$, $p<.05$), but insignificant different motivation for life ($F_{(4)}=0.978$, $p>.05$), information ($F_{(4)}=1.441$, $p>.05$), and education ($F_{(4)}=2.297$, $p>.05$).

Post-hoc Scheffe analyses confirmed that there was a significant difference in media gratification between the age group 19-27 years old and the age group 28-36 years old. There was a significant difference in the ratings of media gratification between the 46-54 years old group and the 28-36 years old group (Mean difference = $-.39100$, $p<0.05$). There are significant differences in ratings of entertainment between those aged 28-36 years and those aged 46-54 years, (Mean difference =

-.72165, $p < 0.05$). and those aged 55 years and over (Mean difference = -.78467, $p < 0.05$).

Table 4.6: One-way ANOVA on the effect of age difference on media gratification

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Media gratification	Between Groups	4.313	4	1.078	4.433	.002
	Within Groups	48.154	198	.243		
	Total	52.467	202			
Entertainment	Between Groups	15.791	4	3.948	6.344	.000
	Within Groups	123.208	198	.622		
	Total	138.999	202			
Motivation for life	Between Groups	1.306	4	.326	.978	.420
	Within Groups	66.047	198	.334		
	Total	67.352	202			
Relaxation	Between Groups	5.695	4	1.424	2.970	.021
	Within Groups	94.908	198	.479		
	Total	100.603	202			
Information/ knowledge	Between Groups	2.840	4	.710	1.441	.222
	Within Groups	97.552	198	.493		
	Total	100.392	202			
Education	Between Groups	4.179	4	1.045	2.297	.060
	Within Groups	90.040	198	.455		
	Total	94.219	202			

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

Satisfaction	Between Groups	3.218	4	.805	1.759	.139
	Within Groups	90.566	198	.457		
	Total	93.784	202			

Multiple Comparisons							
Scheffe							
Dependent Variable	(I) 3.What is your age?	(J) 3.What is your age?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Media gratification	19-27 years old	28-36 years old	.30572*	.09688	.045	.0045	.6070
		37-45 years old	.12920	.09730	.779	-.1734	.4318
		46-54 years old	-.08528	.11683	.970	-.4486	.2780
		Over 55 years old	-.06937	.13881	.993	-.5010	.3623
	28-36 years old	19-27 years old	-.30572*	.09688	.045	-.6070	-.0045
		37-45 years old	-.17653	.09448	.481	-.4703	.1172
		46-54 years old	-.39100*	.11449	.023	-.7470	-.0350

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

	Over 55 years old	-.37510	.13685	.116	-.8006	.0504
37-45 years old	19-27 years old	-.12920	.09730	.779	-.4318	.1734
	28-36 years old	.17653	.09448	.481	-.1172	.4703
	46-54 years old	-.21447	.11485	.482	-.5716	.1426
	Over 55 years old	-.19857	.13715	.718	-.6250	.2279
46-54 years old	19-27 years old	.08528	.11683	.970	-.2780	.4486
	28-36 years old	.39100*	.11449	.023	.0350	.7470
	37-45 years old	.21447	.11485	.482	-.1426	.5716
	Over 55 years old	.01591	.15163	1.000	-.4556	.4874
Over 55 years old	19-27 years old	.06937	.13881	.993	-.3623	.5010
	28-36 years old	.37510	.13685	.116	-.0504	.8006
	37-45 years old	.19857	.13715	.718	-.2279	.6250

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

		46-54 years old	-.01591	.15163	1.000	-.4874	.4556
Entertainment	19-27 years old	28-36 years old	.44613	.15496	.086	-.0357	.9280
		37-45 years old	.27475	.15564	.540	-.2092	.7587
		46-54 years old	-.27551	.18688	.704	-.8566	.3056
		Over 55 years old	-.33854	.22204	.677	-1.0290	.3519
	28-36 years old	19-27 years old	-.44613	.15496	.086	-.9280	.0357
		37-45 years old	-.17138	.15112	.863	-.6413	.2985
		46-54 years old	-.72165*	.18313	.005	-1.2911	-.1522
		Over 55 years old	-.78467*	.21890	.014	-1.4653	-.1040
	37-45 years old	19-27 years old	-.27475	.15564	.540	-.7587	.2092
		28-36 years old	.17138	.15112	.863	-.2985	.6413
		46-54 years old	-.55026	.18370	.066	-1.1215	.0210

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

		Over 55 years old	-.61329	.21938	.103	-1.2954	.0689
	46-54 years old	19-27 years old	.27551	.18688	.704	-.3056	.8566
		28-36 years old	.72165*	.18313	.005	.1522	1.2911
		37-45 years old	.55026	.18370	.066	-.0210	1.1215
		Over 55 years old	-.06303	.24254	.999	-.8172	.6912
	Over 55 years old	19-27 years old	.33854	.22204	.677	-.3519	1.0290
		28-36 years old	.78467*	.21890	.014	.1040	1.4653
		37-45 years old	.61329	.21938	.103	-.0689	1.2954
		46-54 years old	.06303	.24254	.999	-.6912	.8172
Motivation	19-27 years old	28-36 years old	.19972	.11346	.543	-.1531	.5525
		37-45 years old	.09004	.11395	.960	-.2643	.4444
		46-54 years old	.03316	.13682	1.000	-.3923	.4586

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

	Over 55 years old	-.00990	.16257	1.000	-.5154	.4956
28-36 years old	19-27 years old	-.19972	.11346	.543	-.5525	.1531
	37-45 years old	-.10968	.11064	.912	-.4537	.2344
	46-54 years old	-.16656	.13408	.819	-.5835	.2504
	Over 55 years old	-.20963	.16027	.789	-.7080	.2887
37-45 years old	19-27 years old	-.09004	.11395	.960	-.4444	.2643
	28-36 years old	.10968	.11064	.912	-.2344	.4537
	46-54 years old	-.05688	.13450	.996	-.4751	.3614
	Over 55 years old	-.09995	.16062	.983	-.5994	.3995
46-54 years old	19-27 years old	-.03316	.13682	1.000	-.4586	.3923
	28-36 years old	.16656	.13408	.819	-.2504	.5835
	37-45 years old	.05688	.13450	.996	-.3614	.4751

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

		Over 55 years old	-.04307	.17758	1.000	-.5953	.5091
	Over 55 years old	19-27 years old	.00990	.16257	1.000	-.4956	.5154
		28-36 years old	.20963	.16027	.789	-.2887	.7080
		37-45 years old	.09995	.16062	.983	-.3995	.5994
		46-54 years old	.04307	.17758	1.000	-.5091	.5953
Relaxation	19-27 years old	28-36 years old	.37378	.13601	.114	-.0491	.7967
		37-45 years old	.04359	.13660	.999	-.3812	.4683
		46-54 years old	-.08163	.16402	.993	-.5916	.4284
		Over 55 years old	.08643	.19488	.995	-.5195	.6924
	28-36 years old	19-27 years old	-.37378	.13601	.114	-.7967	.0491
		37-45 years old	-.33019	.13263	.189	-.7426	.0822
		46-54 years old	-.45541	.16073	.095	-.9552	.0444

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

	Over 55 years old	-.28734	.19212	.693	-.8848	.3101
37-45 years old	19-27 years old	-.04359	.13660	.999	-.4683	.3812
	28-36 years old	.33019	.13263	.189	-.0822	.7426
	46-54 years old	-.12522	.16123	.962	-.6266	.3761
	Over 55 years old	.04285	.19254	1.000	-.5559	.6416
46-54 years old	19-27 years old	.08163	.16402	.993	-.4284	.5916
	28-36 years old	.45541	.16073	.095	-.0444	.9552
	37-45 years old	.12522	.16123	.962	-.3761	.6266
	Over 55 years old	.16807	.21287	.960	-.4939	.8300
Over 55 years old	19-27 years old	-.08643	.19488	.995	-.6924	.5195
	28-36 years old	.28734	.19212	.693	-.3101	.8848
	37-45 years old	-.04285	.19254	1.000	-.6416	.5559

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

		46-54 years old	-.16807	.21287	.960	-.8300	.4939
Information	19-27 years old	28-36 years old	.24453	.13789	.535	-.1842	.6733
		37-45 years old	.20446	.13849	.703	-.2262	.6351
		46-54 years old	.05102	.16629	.999	-.4660	.5681
		Over 55 years old	-.09184	.19758	.995	-.7062	.5225
	28-36 years old	19-27 years old	-.24453	.13789	.535	-.6733	.1842
		37-45 years old	-.04007	.13447	.999	-.4582	.3781
		46-54 years old	-.19351	.16295	.842	-.7002	.3132
		Over 55 years old	-.33636	.19478	.562	-.9420	.2693
	37-45 years old	19-27 years old	-.20446	.13849	.703	-.6351	.2262
		28-36 years old	.04007	.13447	.999	-.3781	.4582
		46-54 years old	-.15344	.16346	.927	-.6617	.3548

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

		Over 55 years old	-.29630	.19521	.680	-.9033	.3107
	46-54 years old	19-27 years old	-.05102	.16629	.999	-.5681	.4660
		28-36 years old	.19351	.16295	.842	-.3132	.7002
		37-45 years old	.15344	.16346	.927	-.3548	.6617
		Over 55 years old	-.14286	.21582	.979	-.8139	.5282
	Over 55 years old	19-27 years old	.09184	.19758	.995	-.5225	.7062
		28-36 years old	.33636	.19478	.562	-.2693	.9420
		37-45 years old	.29630	.19521	.680	-.3107	.9033
		46-54 years old	.14286	.21582	.979	-.5282	.8139
Education	19-27 years old	28-36 years old	.26623	.13247	.404	-.1457	.6782
		37-45 years old	.04233	.13305	.999	-.3714	.4560
		46-54 years old	-.17857	.15975	.870	-.6753	.3182

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

		Over 55 years old	.00420	.18982	1.000	-.5860	.5944
28-36 years old		19-27 years old	-.26623	.13247	.404	-.6782	.1457
		37-45 years old	-.22391	.12919	.558	-.6256	.1778
		46-54 years old	-.44481	.15655	.093	-.9316	.0420
		Over 55 years old	-.26203	.18713	.743	-.8439	.3199
37-45 years old		19-27 years old	-.04233	.13305	.999	-.4560	.3714
		28-36 years old	.22391	.12919	.558	-.1778	.6256
		46-54 years old	-.22090	.15704	.740	-.7092	.2674
		Over 55 years old	-.03813	.18754	1.000	-.6213	.5450
46-54 years old		19-27 years old	.17857	.15975	.870	-.3182	.6753
		28-36 years old	.44481	.15655	.093	-.0420	.9316
		37-45 years old	.22090	.15704	.740	-.2674	.7092

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

		Over 55 years old	.18277	.20734	.941	-.4620	.8275
	Over 55 years old	19-27 years old	-.00420	.18982	1.000	-.5944	.5860
		28-36 years old	.26203	.18713	.743	-.3199	.8439
		37-45 years old	.03813	.18754	1.000	-.5450	.6213
		46-54 years old	-.18277	.20734	.941	-.8275	.4620
Satisfaction	19-27 years old	28-36 years old	.14453	.13286	.880	-.2686	.5576
		37-45 years old	.09798	.13344	.969	-.3169	.5129
		46-54 years old	-.12755	.16022	.959	-.6258	.3707
		Over 55 years old	-.26831	.19037	.738	-.8603	.3237
	28-36 years old	19-27 years old	-.14453	.13286	.880	-.5576	.2686
		37-45 years old	-.04655	.12956	.998	-.4494	.3563
		46-54 years old	-.27208	.15701	.559	-.7603	.2161

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

	Over 55 years old	-.41283	.18768	.308	-.9964	.1707
37-45 years old	19-27 years old	-.09798	.13344	.969	-.5129	.3169
	28-36 years old	.04655	.12956	.998	-.3563	.4494
	46-54 years old	-.22553	.15750	.727	-.7153	.2642
	Over 55 years old	-.36629	.18809	.437	-.9511	.2186
46-54 years old	19-27 years old	.12755	.16022	.959	-.3707	.6258
	28-36 years old	.27208	.15701	.559	-.2161	.7603
	37-45 years old	.22553	.15750	.727	-.2642	.7153
	Over 55 years old	-.14076	.20795	.977	-.7874	.5059
Over 55 years old	19-27 years old	.26831	.19037	.738	-.3237	.8603
	28-36 years old	.41283	.18768	.308	-.1707	.9964
	37-45 years old	.36629	.18809	.437	-.2186	.9511

(Continued)

Table 4.6 (Continued): One-way ANOVA on the effect of age difference on media gratification

		46-54 years old	.14076	.20795	.977	-.5059	.7874
*. The mean difference is significant at the 0.05 level.							

H1c: Respondents with occupational difference will have a significant different media gratification for listening to Hangzhou Traffic Radio programmes

One-Way ANOVA analysis revealed that occupational difference among respondent had significant different media gratification for listening Hangzhou Traffic Radio programmes ($F_{(5, 201)} = 3.108$, $p < .05$). The results showed that respondent had significant different the media gratification in relations to entertainment ($F_{(5)} = 5.211$, $p < .05$), but on significant different the media gratification in relations to motivation ($F_{(5)} = .606$, $p > .05$), relaxation ($F_{(5)} = 1.598$, $p > .05$), information ($F_{(5)} = 2.096$, $p > .05$), education ($F_{(5)} = 1.893$, $p > .05$) and satisfaction toward the Hangzhou Traffic Radio programmes ($F_{(5)} = 2.246$, $p > .05$). The study suggested that Chinese audience with occupational difference have significant different respondents' media gratification for listening Hangzhou Traffic Radio programmes. Post-hoc Scheffe analyses confirmed that there was a significant difference in ratings of entertainment between the freelance group and the government employee groups (Mean difference = .88551,

$p < .05$). and the retired group and freelance group (Mean difference = .96329, $p < .05$).

Table 4.7: One-way ANOVA on the effect of occupational difference on media gratification

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Media gratification	Between Groups	3.836	5	.767	3.108	.010
	Within Groups	48.631	197	.247		
	Total	52.467	202			
Entertainment	Between Groups	16.237	5	3.247	5.211	.000
	Within Groups	122.763	197	.623		
	Total	138.999	202			
Motivation	Between Groups	1.021	5	.204	.606	.695
	Within Groups	66.332	197	.337		
	Total	67.352	202			
Relaxation	Between Groups	3.921	5	.784	1.598	.162
	Within Groups	96.682	197	.491		
	Total	100.603	202			
Information	Between Groups	5.071	5	1.014	2.096	.067
	Within Groups	95.320	197	.484		
	Total	100.392	202			
Education	Between Groups	4.320	5	.864	1.893	.097
	Within Groups	89.899	197	.456		
	Total	94.219	202			

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

Satisfaction	Between Groups	5.058	5	1.012	2.246	.051
	Within Groups	88.725	197	.450		
	Total	93.784	202			

Multiple Comparisons								
Scheffe								
Dependent Variable	(I) 4.What is your occupation?	(J) 4.What is your occupation?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Media gratification	Working for the government	Working for a company	.21137	.10367	.529	-.1371	.5599	
		Students	.23120	.14567	.773	-.2585	.7209	
		Retired	.03571	.15712	1.000	-.4924	.5639	
		Freelance	.35559	.13770	.251	-.1073	.8185	
		Umemployed	-.13889	.14813	.971	-.6368	.3591	
	Working for a company	Working for the government		-.21137	.10367	.529	-.5599	.1371
		Students		.01983	.12455	1.000	-.3988	.4385
		Retired		-.17566	.13775	.897	-.6387	.2874
		Freelance		.14422	.11512	.904	-.2427	.5312
		Umemployed		-.35026	.12741	.188	-.7785	.0780

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

	Students	Working for the government	-.23120	.14567	.773	-.7209	.2585
		Working for a company	-.01983	.12455	1.000	-.4385	.3988
		Retired	-.19549	.17161	.935	-.7724	.3814
		Freelance	.12439	.15403	.985	-.3934	.6422
		Unemployed	-.37009	.16342	.404	-.9194	.1793
	Retired	Working for the government	-.03571	.15712	1.000	-.5639	.4924
		Working for a company	.17566	.13775	.897	-.2874	.6387
		Students	.19549	.17161	.935	-.3814	.7724
		Freelance	.31988	.16489	.585	-.2344	.8742
		Unemployed	-.17460	.17370	.961	-.7585	.4093
	Freelance	Working for the government	-.35559	.13770	.251	-.8185	.1073
		Working for a company	-.14422	.11512	.904	-.5312	.2427
		Students	-.12439	.15403	.985	-.6422	.3934
		Retired	-.31988	.16489	.585	-.8742	.2344

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

		Umemployed	-.49448	.15636	.080	-1.0201	.0311	
	Umemployed	Working for the government	.13889	.14813	.971	-.3591	.6368	
		Working for a company	.35026	.12741	.188	-.0780	.7785	
		Students	.37009	.16342	.404	-.1793	.9194	
		Retired	.17460	.17370	.961	-.4093	.7585	
		Freelance	.49448	.15636	.080	-.0311	1.0201	
Entertainment	Working for the government	Working for a company	.39660	.16471	.331	-.1571	.9503	
		Students	.47895	.23145	.511	-.2991	1.2570	
		Retired	-.07778	.24963	1.000	-.9169	.7614	
		Freelance	.88551*	.21878	.007	.1501	1.6209	
		Umemployed	-.04444	.23536	1.000	-.8356	.7467	
	Working for a company	Working for the government	-.39660	.16471	.331	-.9503	.1571	
		Students	.08235	.19788	.999	-.5828	.7475	
		Retired	-.47438	.21887	.456	-1.2101	.2613	
		Freelance	.48891	.18290	.215	-.1259	1.1037	
		Umemployed	-.44104	.20243	.450	-1.1215	.2394	

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

	Students	Working for the government	-.47895	.23145	.511	-1.2570	.2991
		Working for a company	-.08235	.19788	.999	-.7475	.5828
		Retired	-.55673	.27266	.527	-1.4733	.3598
		Freelance	.40656	.24473	.737	-.4161	1.2292
		Unemployed	-.52339	.25965	.542	-1.3962	.3494
	Retired	Working for the government	.07778	.24963	1.000	-.7614	.9169
		Working for a company	.47438	.21887	.456	-.2613	1.2101
		Students	.55673	.27266	.527	-.3598	1.4733
		Freelance	.96329*	.26199	.022	.0826	1.8440
		Unemployed	.03333	.27598	1.000	-.8944	.9610
	Freelance	Working for the government	-.88551*	.21878	.007	-1.6209	-.1501
		Working for a company	-.48891	.18290	.215	-1.1037	.1259
		Students	-.40656	.24473	.737	-1.2292	.4161
		Retired	-.96329*	.26199	.022	-1.8440	-.0826

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

		Unemployed	-.92995*	.24842	.018	-1.7650	-.0949	
	Unemployed	Working for the government	.04444	.23536	1.000	-.7467	.8356	
		Working for a company	.44104	.20243	.450	-.2394	1.1215	
		Students	.52339	.25965	.542	-.3494	1.3962	
		Retired	-.03333	.27598	1.000	-.9610	.8944	
		Freelance	.92995*	.24842	.018	.0949	1.7650	
Motivation	Working for the government	Working for a company	.05714	.12108	.999	-.3499	.4641	
		Students	.03553	.17013	1.000	-.5364	.6074	
		Retired	-.00833	.18350	1.000	-.6252	.6085	
		Freelance	.15109	.16082	.971	-.3895	.6917	
		Unemployed	-.14722	.17300	.981	-.7288	.4343	
	Working for a company	Working for the government	-.05714	.12108	.999	-.4641	.3499	
		Students	-.02162	.14546	1.000	-.5106	.4673	
		Retired	-.06548	.16088	.999	-.6063	.4753	
		Freelance	.09394	.13444	.992	-.3580	.5459	
		Unemployed	-.20437	.14880	.864	-.7046	.2958	

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

	Students	Working for the government	-.03553	.17013	1.000	-.6074	.5364
		Working for a company	.02162	.14546	1.000	-.4673	.5106
		Retired	-.04386	.20042	1.000	-.7176	.6299
		Freelance	.11556	.17989	.995	-.4891	.7203
		Unemployed	-.18275	.19086	.969	-.8243	.4588
	Retired	Working for the government	.00833	.18350	1.000	-.6085	.6252
		Working for a company	.06548	.16088	.999	-.4753	.6063
		Students	.04386	.20042	1.000	-.6299	.7176
		Freelance	.15942	.19258	.984	-.4879	.8068
		Unemployed	-.13889	.20286	.993	-.8208	.5430
	Freelance	Working for the government	-.15109	.16082	.971	-.6917	.3895
		Working for a company	-.09394	.13444	.992	-.5459	.3580
		Students	-.11556	.17989	.995	-.7203	.4891
		Retired	-.15942	.19258	.984	-.8068	.4879

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

		Unemployed	-.29831	.18261	.751	-.9121	.3155
	Unemployed	Working for the government	.14722	.17300	.981	-.4343	.7288
		Working for a company	.20437	.14880	.864	-.2958	.7046
		Students	.18275	.19086	.969	-.4588	.8243
		Retired	.13889	.20286	.993	-.5430	.8208
		Freelance	.29831	.18261	.751	-.3155	.9121
Relaxation		Working for the government	Working for a company	.29683	.14617	.533	-.1945
	Students		.39708	.20540	.589	-.2934	1.0875
	Retired		.27778	.22153	.904	-.4669	1.0225
	Freelance		.40242	.19416	.510	-.2502	1.0551
	Unemployed		.02963	.20886	1.000	-.6725	.7317
	Working for a company	Working for the government	-.29683	.14617	.533	-.7882	.1945
		Students	.10025	.17561	.997	-.4901	.6906
		Retired	-.01905	.19423	1.000	-.6720	.6339
		Freelance	.10559	.16231	.995	-.4400	.6512
		Unemployed	-.26720	.17965	.818	-.8711	.3367

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

	Students	Working for the government	-.39708	.20540	.589	-1.0875	.2934
		Working for a company	-.10025	.17561	.997	-.6906	.4901
		Retired	-.11930	.24197	.999	-.9327	.6941
		Freelance	.00534	.21718	1.000	-.7247	.7354
		Unemployed	-.36745	.23042	.770	-1.1420	.4071
	Retired	Working for the government	-.27778	.22153	.904	-1.0225	.4669
		Working for a company	.01905	.19423	1.000	-.6339	.6720
		Students	.11930	.24197	.999	-.6941	.9327
		Freelance	.12464	.23250	.998	-.6569	.9062
		Unemployed	-.24815	.24492	.960	-1.0714	.5751
	Freelance	Working for the government	-.40242	.19416	.510	-1.0551	.2502
		Working for a company	-.10559	.16231	.995	-.6512	.4400
		Students	-.00534	.21718	1.000	-.7354	.7247
		Retired	-.12464	.23250	.998	-.9062	.6569

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

		Unemployed	-.37279	.22046	.722	-1.1139	.3683	
	Unemployed	Working for the government	-.02963	.20886	1.000	-.7317	.6725	
		Working for a company	.26720	.17965	.818	-.3367	.8711	
		Students	.36745	.23042	.770	-.4071	1.1420	
		Retired	.24815	.24492	.960	-.5751	1.0714	
		Freelance	.37279	.22046	.722	-.3683	1.1139	
Information	Working for the government	Working for a company	.03061	.14514	1.000	-.4573	.5185	
		Students	.01316	.20395	1.000	-.6724	.6987	
		Retired	-.21667	.21997	.965	-.9561	.5228	
		Freelance	.05435	.19278	1.000	-.5937	.7024	
		Unemployed	-.50000	.20739	.329	-1.1971	.1971	
	Working for a company	Working for the government	-.03061	.14514	1.000	-.5185	.4573	
		Students	-.01745	.17437	1.000	-.6036	.5687	
		Retired	-.24728	.19286	.895	-.8956	.4010	
		Freelance	.02374	.16117	1.000	-.5180	.5655	
		Unemployed	-.53061	.17838	.121	-1.1302	.0690	

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

	Students	Working for the government	-.01316	.20395	1.000	-.6987	.6724
		Working for a company	.01745	.17437	1.000	-.5687	.6036
		Retired	-.22982	.24026	.969	-1.0374	.5778
		Freelance	.04119	.21565	1.000	-.6837	.7661
		Unemployed	-.51316	.22880	.415	-1.2823	.2559
	Retired	Working for the government	.21667	.21997	.965	-.5228	.9561
		Working for a company	.24728	.19286	.895	-.4010	.8956
		Students	.22982	.24026	.969	-.5778	1.0374
		Freelance	.27101	.23086	.926	-.5050	1.0470
		Unemployed	-.28333	.24318	.928	-1.1008	.5341
	Freelance	Working for the government	-.05435	.19278	1.000	-.7024	.5937
		Working for a company	-.02374	.16117	1.000	-.5655	.5180
		Students	-.04119	.21565	1.000	-.7661	.6837
		Retired	-.27101	.23086	.926	-1.0470	.5050

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

		Unemployed	-.55435	.21890	.273	-1.2902	.1815	
	Unemployed	Working for the government	.50000	.20739	.329	-.1971	1.1971	
		Working for a company	.53061	.17838	.121	-.0690	1.1302	
		Students	.51316	.22880	.415	-.2559	1.2823	
		Retired	.28333	.24318	.928	-.5341	1.1008	
		Freelance	.55435	.21890	.273	-.1815	1.2902	
Education	Working for the government	Working for a company	.29456	.14095	.500	-.1793	.7684	
		Students	.22018	.19806	.941	-.4456	.8860	
		Retired	.18333	.21362	.981	-.5348	.9014	
		Freelance	.20072	.18722	.949	-.4286	.8301	
		Unemployed	-.15556	.20140	.988	-.8326	.5215	
	Working for a company	Working for the government	-.29456	.14095	.500	-.7684	.1793	
		Students	-.07438	.16934	.999	-.6436	.4948	
		Retired	-.11122	.18729	.996	-.7408	.5184	
		Freelance	-.09383	.15652	.996	-.6200	.4323	
		Unemployed	-.45011	.17323	.245	-1.0324	.1322	

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

	Students	Working for the government	-.22018	.19806	.941	-.8860	.4456
		Working for a company	.07438	.16934	.999	-.4948	.6436
		Retired	-.03684	.23333	1.000	-.8212	.7475
		Freelance	-.01945	.20943	1.000	-.7234	.6845
		Unemployed	-.37573	.22219	.721	-1.1226	.3712
	Retired	Working for the government	-.18333	.21362	.981	-.9014	.5348
		Working for a company	.11122	.18729	.996	-.5184	.7408
		Students	.03684	.23333	1.000	-.7475	.8212
		Freelance	.01739	.22420	1.000	-.7362	.7710
		Unemployed	-.33889	.23617	.840	-1.1328	.4550
	Freelance	Working for the government	-.20072	.18722	.949	-.8301	.4286
		Working for a company	.09383	.15652	.996	-.4323	.6200
		Students	.01945	.20943	1.000	-.6845	.7234
		Retired	-.01739	.22420	1.000	-.7710	.7362

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

		Unemployed	-.35628	.21259	.729	-1.0709	.3583
	Unemployed	Working for the government	.15556	.20140	.988	-.5215	.8326
		Working for a company	.45011	.17323	.245	-.1322	1.0324
		Students	.37573	.22219	.721	-.3712	1.1226
		Retired	.33889	.23617	.840	-.4550	1.1328
		Freelance	.35628	.21259	.729	-.3583	1.0709
Satisfaction		Working for the government	Working for a company	.01922	.14003	1.000	-.4515
	Students		.06272	.19677	1.000	-.5987	.7241
	Retired		-.34167	.21222	.762	-1.0551	.3717
	Freelance		.32645	.18600	.688	-.2988	.9517
	Unemployed		-.20556	.20009	.958	-.8781	.4670
	Working for a company	Working for the government	-.01922	.14003	1.000	-.4899	.4515
		Students	.04350	.16823	1.000	-.5220	.6090
		Retired	-.36088	.18607	.585	-.9864	.2646
		Freelance	.30723	.15549	.565	-.2155	.8299
		Unemployed	-.22477	.17210	.887	-.8033	.3537

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

	Students	Working for the government	-.06272	.19677	1.000	-.7241	.5987
		Working for a company	-.04350	.16823	1.000	-.6090	.5220
		Retired	-.40439	.23180	.693	-1.1836	.3748
		Freelance	.26373	.20805	.900	-.4356	.9631
		Unemployed	-.26827	.22074	.915	-1.0103	.4737
	Retired	Working for the government	.34167	.21222	.762	-.3717	1.0551
		Working for a company	.36088	.18607	.585	-.2646	.9864
		Students	.40439	.23180	.693	-.3748	1.1836
		Freelance	.66812	.22273	.115	-.0806	1.4168
		Unemployed	.13611	.23462	.997	-.6526	.9248
	Freelance	Working for the government	-.32645	.18600	.688	-.9517	.2988
		Working for a company	-.30723	.15549	.565	-.8299	.2155
		Students	-.26373	.20805	.900	-.9631	.4356
		Retired	-.66812	.22273	.115	-1.4168	.0806

(Continued)

Table 4.7 (Continued): One-way ANOVA on the effect of occupational difference on media gratification

		Unemployed	-.53200	.21119	.279	-1.2419	.1779
	Unemployed	Working for the government	.20556	.20009	.958	-.4670	.8781
		Working for a company	.22477	.17210	.887	-.3537	.8033
		Students	.26827	.22074	.915	-.4737	1.0103
		Retired	-.13611	.23462	.997	-.9248	.6526
		Freelance	.53200	.21119	.279	-.1779	1.2419
*. The mean difference is significant at the 0.05 level.							

H1d: Respondents with position difference will have a significant different media gratification for listening to Hangzhou Traffic Radio programmes

One-Way ANOVA analysis revealed that position difference among respondent had insignificant different media gratification for listening Hangzhou Traffic Radio programmes ($F_{(1, 201)} = 3.118$, $p > .05$). The results showed that respondent had insignificant different the media gratification in relations to entertainment ($F_{(1)} = 3.397$, $p > .05$), motivation ($F_{(1)} = 2.284$, $p > .05$), relaxation ($F_{(1)} = 1.801$, $p > .05$), information ($F_{(1)} = 0.961$, $p > .05$), education ($F_{(1)} = 0.041$, $p > .05$) and satisfaction toward the Hangzhou Traffic Radio programmes ($F_{(1)} = 1.952$, $p > .05$). The study suggested that Chinese audience with position difference have insignificant different

respondents' media gratification for listening Hangzhou Traffic Radio programmes.

Table 4.8: One-way ANOVA on the effect of position difference on media gratification

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Media gratification	Between Groups	.802	1	.802	3.118	.079
	Within Groups	51.665	201	.257		
	Total	52.467	202			
Entertainment	Between Groups	2.310	1	2.310	3.397	.067
	Within Groups	136.689	201	.680		
	Total	138.999	202			
Motivation	Between Groups	.757	1	.757	2.284	.132
	Within Groups	66.596	201	.331		
	Total	67.352	202			
Relaxation	Between Groups	.893	1	.893	1.801	.181
	Within Groups	99.710	201	.496		
	Total	100.603	202			
Information	Between Groups	.478	1	.478	.961	.328
	Within Groups	99.914	201	.497		
	Total	100.392	202			
Education	Between Groups	.019	1	.019	.041	.840
	Within Groups	94.200	201	.469		
	Total	94.219	202			

(Continued)

Table 4.8 (Continued): One-way ANOVA on the effect of position difference on media gratification

Satisfaction	Between Groups	.902	1	.902	1.952	.164
	Within Groups	92.882	201	.462		
	Total	93.784	202			

H1e: Respondents with education difference will have a significant different media gratification for listening to Hangzhou Traffic Radio programmes.

One-Way ANOVA analysis revealed that educational difference among respondent had insignificant different media gratification for listening Hangzhou Traffic Radio programmes ($F_{(3)}=1.910, p>.05$). The results showed that respondent had significant different the media gratification in relations to entertainment ($F_{(3)}=3.107, p<.05$), and relaxation ($F_{(3)}=4.5.41, p<.05$), but no significant different the media gratification in relations to motivation ($F_{(3)}=2.330, p>.05$), information ($F_{(3)}=0.881, p>.05$), education ($F_{(3)}=0.574, p>.05$) and satisfaction toward the Hangzhou Traffic Radio programmes ($F_{(3)}=0.349, p>.05$). The study suggested that Chinese audience with educational difference have significant different respondents' media gratification for listening Hangzhou Traffic Radio programmes. Post-hoc Scheffe analyses confirmed that there was a significant difference in ratings of entertainment between the group with education background below Bachelor's degree and the group with Master's degree (Mean difference = $-.62508, p<0.05$), and in

ratings of relaxation between group with Bachelor's degree and group with education background higher than Master's degree (Mean difference = $-.45216$, $p < 0.05$), and between group with education background higher than Master's degree and group with Master's degree (Mean difference = $.73611$, $p < 0.05$).

Table 4.9: One-way ANOVA on the effect educational difference on media gratification

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Media gratification	Between Groups	1.469	3	.490	1.910	.129
	Within Groups	50.999	199	.256		
	Total	52.467	202			
Entertainment	Between Groups	6.220	3	2.073	3.107	.028
	Within Groups	132.779	199	.667		
	Total	138.999	202			
Motivation	Between Groups	2.286	3	.762	2.330	.076
	Within Groups	65.066	199	.327		
	Total	67.352	202			
Relaxation	Between Groups	6.445	3	2.148	4.541	.004
	Within Groups	94.158	199	.473		
	Total	100.603	202			
Information	Between Groups	1.213	3	.404	.811	.489
	Within Groups	99.178	199	.498		

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on
media gratification

	Total	100.392	202			
Education	Between Groups	.808	3	.269	.574	.633
	Within Groups	93.411	199	.469		
	Total	94.219	202			
Satisfaction	Between Groups	.491	3	.164	.349	.790
	Within Groups	93.293	199	.469		
	Total	93.784	202			

Multiple Comparisons							
Scheffe							
Dependent Variable	(I) 6.What is your level of education?	(J) 6.What is your level of education?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Media gratification	Below Bachelor's degree	Bachelor's degree	.01534	.08659	.999	-.2288	.2595
		Master's degree	-.10578	.13164	.886	-.4769	.2654
		Higher than Master's degree	-.24226	.12571	.297	-.5967	.1122

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on media gratification

Bachelor's degree	Below Bachelor's degree	-.01534	.08659	.999	-.2595	.2288
	Master's degree	-.12113	.12073	.800	-.4615	.2193
	Higher than Master's degree	-.25761	.11424	.169	-.5797	.0645
Master's degree	Below Bachelor's degree	.10578	.13164	.886	-.2654	.4769
	Bachelor's degree	.12113	.12073	.800	-.2193	.4615
	Higher than Master's degree	-.13648	.15127	.846	-.5630	.2900
Higher than Master's degree	Below Bachelor's degree	.24226	.12571	.297	-.1122	.5967
	Bachelor's degree	.25761	.11424	.169	-.0645	.5797

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on
media gratification

		Master's degree	.13648	.15127	.846	-.2900	.5630
Entertainment	Below Bachelor's degree	Bachelor's degree	-.13037	.13972	.832	-.5243	.2636
		Master's degree	-.62508*	.21241	.037	-1.2240	-.0262
		Higher than Master's degree	-.27389	.20284	.611	-.8458	.2980
	Bachelor's degree	Below Bachelor's degree	.13037	.13972	.832	-.2636	.5243
		Master's degree	-.49471	.19481	.095	-1.0440	.0546
		Higher than Master's degree	-.14352	.18434	.895	-.6633	.3762
	Master's degree	Below Bachelor's degree	.62508*	.21241	.037	.0262	1.2240
		Bachelor's degree	.49471	.19481	.095	-.0546	1.0440

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on
media gratification

		Higher than Master's degree	.35119	.24408	.559	-.3370	1.0394
	Higher than Master's degree	Below Bachelor's degree	.27389	.20284	.611	-.2980	.8458
		Bachelor's degree	.14352	.18434	.895	-.3762	.6633
		Master's degree	-.35119	.24408	.559	-1.0394	.3370
Motivation	Below Bachelor's degree	Bachelor's degree	.10398	.09781	.770	-.1718	.3798
		Master's degree	-.17810	.14869	.698	-.5973	.2412
		Higher than Master's degree	-.14833	.14200	.779	-.5487	.2520
	Bachelor's degree	Below Bachelor's degree	-.10398	.09781	.770	-.3798	.1718
		Master's degree	-.28208	.13637	.236	-.6666	.1024

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on
media gratification

		Higher than Master's degree	-.25231	.12904	.284	-.6161	.1115
	Master's degree	Below Bachelor's degree	.17810	.14869	.698	-.2412	.5973
		Bachelor's degree	.28208	.13637	.236	-.1024	.6666
		Higher than Master's degree	.02976	.17086	.999	-.4520	.5115
	Higher than Master's degree	Below Bachelor's degree	.14833	.14200	.779	-.2520	.5487
		Bachelor's degree	.25231	.12904	.284	-.1115	.6161
		Master's degree	-.02976	.17086	.999	-.5115	.4520
Relaxation	Below Bachelor's degree	Bachelor's degree	.03827	.11766	.991	-.2935	.3700
	degree	Master's degree	.32222	.17887	.358	-.1821	.8266

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on
media gratification

	Higher than Master's degree	-.41389	.17082	.122	-.8955	.0677
Bachelor's degree	Below Bachelor's degree	-.03827	.11766	.991	-.3700	.2935
	Master's degree	.28395	.16405	.395	-.1786	.7465
	Higher than Master's degree	-.45216*	.15523	.040	-.8898	-.0145
	Master's degree	-.32222	.17887	.358	-.8266	.1821
Master's degree	Below Bachelor's degree	-.28395	.16405	.395	-.7465	.1786
	Bachelor's degree	-.73611*	.20554	.006	-1.3156	-.1566
	Higher than Master's degree					

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on
media gratification

	Higher than Master's degree	Below Bachelor's degree	.41389	.17082	.122	-.0677	.8955
		Bachelor's degree	.45216*	.15523	.040	.0145	.8898
		Master's degree	.73611*	.20554	.006	.1566	1.3156
Information	Below Bachelor's degree	Bachelor's degree	.00685	.12076	1.000	-.3336	.3473
		Master's degree	.11333	.18358	.944	-.4043	.6309
		Higher than Master's degree	-.19917	.17531	.732	-.6935	.2951
	Bachelor's degree	Below Bachelor's degree	-.00685	.12076	1.000	-.3473	.3336
		Master's degree	.10648	.16837	.940	-.3682	.5812

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on
media gratification

		Higher than Master's degree	-.20602	.15931	.644	-.6552	.2432
	Master's degree	Below Bachelor's degree	-.11333	.18358	.944	-.6309	.4043
		Bachelor's degree	-.10648	.16837	.940	-.5812	.3682
		Higher than Master's degree	-.31250	.21095	.534	-.9073	.2823
	Higher than Master's degree	Below Bachelor's degree	.19917	.17531	.732	-.2951	.6935
		Bachelor's degree	.20602	.15931	.644	-.2432	.6552
		Master's degree	.31250	.21095	.534	-.2823	.9073
Education	Below Bachelor's degree	Bachelor's degree	.03074	.11719	.995	-.2997	.3612
		Master's degree	-.04333	.17816	.996	-.5457	.4590

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on
media gratification

	Higher than Master's degree	-.16833	.17014	.806	-.6480	.3114
Bachelor's degree	Below Bachelor's degree	-.03074	.11719	.995	-.3612	.2997
	Master's degree	-.07407	.16340	.977	-.5348	.3866
	Higher than Master's degree	-.19907	.15461	.647	-.6350	.2369
Master's degree	Below Bachelor's degree	.04333	.17816	.996	-.4590	.5457
	Bachelor's degree	.07407	.16340	.977	-.3866	.5348
	Higher than Master's degree	-.12500	.20472	.946	-.7022	.4522

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on
media gratification

	Higher than Master's degree	Below Bachelor's degree	.16833	.17014	.806	-.3114	.6480
		Bachelor's degree	.19907	.15461	.647	-.2369	.6350
		Master's degree	.12500	.20472	.946	-.4522	.7022
Satisfaction	Below Bachelor's degree	Bachelor's degree	-.10972	.11712	.831	-.4399	.2205
		Master's degree	-.14048	.17805	.891	-.6425	.3615
		Higher than Master's degree	-.08542	.17003	.969	-.5648	.3940
	Bachelor's degree	Below Bachelor's degree	.10972	.11712	.831	-.2205	.4399
		Master's degree	-.03075	.16329	.998	-.4912	.4297
		Higher than Master's degree	.02431	.15451	.999	-.4114	.4600

(Continued)

Table 4.9 (Continued): One-way ANOVA on the effect educational difference on media gratification

	Master's degree	Below					
		Bachelor's degree	.14048	.17805	.891	-.3615	.6425
		Bachelor's degree	.03075	.16329	.998	-.4297	.4912
	Higher than Master's degree	Higher than Master's degree	.05506	.20459	.995	-.5218	.6319
		Higher than Master's degree	.08542	.17003	.969	-.3940	.5648
		Bachelor's degree	-.02431	.15451	.999	-.4600	.4114
		Master's degree	-.05506	.20459	.995	-.6319	.5218
*. The mean difference is significant at the 0.05 level.							

Hypothesis 2: Different media gratification will significantly affect audiences' overall satisfaction toward listening to the contents of Hangzhou Traffic Radio programme.

The analysis in the previous section shows that several dimensions of gratification of the Hangzhou Traffic Radio FM91.8 programme show a significant

positive correlation with satisfaction. This study further verifies the relationship between the variables and the extent to which they affect each other by means of multiple regression analysis. In this linear regression model, consumer satisfaction with Hangzhou Traffic Radio FM91.8 programme is the dependent variable, and several dimensions of gratification of Hangzhou Traffic Radio FM91.8 programme, including education, relaxation, entertainment, information/ knowledge, motivation for life, are the independent variables.

The results of the linear regression analysis are as follows. Before the linear regression analysis, it was first necessary to exclude the multicollinearity between the variables. Multicollinearity means that the independent variables in this linear regression model, including education, relaxation, entertainment, information/ knowledge, and motivation, have two or more independent variables that are correlated with each other. This can lead to inaccurate or unstable results for the resulting linear regression model, resulting in incorrect model results.

In this study, the tolerance and VIF are applied to determine whether there is multicollinearity between the independent variables. According to past research, the smaller the tolerance, the more severe the multicollinearity. It is generally considered that severe multicollinearity exists when the tolerance is less than 0.1. The variance expansion factor is equal to the inverse of the tolerance. Obviously, the larger the VIF, the more severe the multicollinearity. It is generally considered that severe multicollinearity exists when VIF is greater than 10.

The results of the multicollinearity analysis for this model are shown below.

From the results, it can be seen that the tolerance of Entertainment ($b=0.739$), Motivation ($b=0.449$), Relaxation ($b=0.718$), Information ($b=0.628$) and Education ($b=0.539$) were all greater than 0.1 and the corresponding VIFs of entertainment ($VIF=1.353$), motivation for life ($VIF=2.226$), relaxation ($VIF=1.392$), Information ($VIF=1.591$) and education ($VIF=1.855$) were all less than 10, confirming the absence of multicollinearity between these independent variables.

The results of the linear regression analysis are shown in Table 4.10. From the results, it can be seen that the F value of the model developed was 26.450 and passed the significance test ($p=0.000$). The adjusted R square of the model is 0.386, which means that these independent variables collectively explain 38.6% of the variation in the dependent variable. In terms of coefficient results, at the 0.05 level, respondents' media gratification toward education ($Beta=.322^*$, $p<.05$), motivation for life ($Beta=.234^*$, $p<.05$), entertainment ($Beta=.166^*$, $p<.05$) were confirmed to be significant. positive predictors of respondents' satisfaction on the programme on Hangzhou Traffic Radio FM91.8. However, relaxation ($Beta=-.022$, $p>.05$) and information ($Beta=.096$, $p>.05$) did not significantly influence consumer satisfaction. The results suggested that media gratification for education, motivation for life and entertainment significantly increase audiences' satisfaction with Hangzhou Traffic Radio FM91.8 programme.

Table 4.10: Regression analysis on the influence of media gratification on satisfaction toward the Hangzhou Traffic Radio FM91.8

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	.402	.386	.53370
a. Predictors: (Constant), Education, Relaxation, Entertainment, Information, Motivation				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.671	5	7.534	26.450	.000 ^b
	Residual	56.113	197	.285		
	Total	93.784	202			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Education, Relaxation, Entertainment, Information, Motivation						

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.903	.286		3.160	.002		

(Continued)

Table 4.10 (Continued): Regression analysis on the influence of media gratification on satisfaction toward the Hangzhou Traffic Radio FM91.8

	Entertainment	.166	.053	.202	3.146	.002	.739	1.353
	Motivation for life	.234	.097	.198	2.409	.017	.449	2.226
	Relaxation	-.022	.063	-.023	-.348	.728	.718	1.392
	Information	.096	.067	.099	1.424	.156	.628	1.591
	Education	.322	.075	.322	4.297	.000	.539	1.855
a. Dependent Variable: Satisfaction								

CHAPTER 5

DISCUSSION

5.1 Introduction

Based on the Use and Gratification theory, combined with the questionnaire research data of 203 listeners from Hangzhou area, this chapter will sort out the following discussions of the listening behavior of Hangzhou Traffic Radio FM91.8 audiences, and will make policy recommendations for Hangzhou Traffic Radio based on the conclusions drawn from the study. Finally, this chapter will also explore the limitations of the entire study, thus providing a research outlook for future related research.

5.1.1 Summary of the descriptive findings and discussion

Overall, the overall media gratification of the sample respondents to the Hangzhou Traffic Radio FM91.8 program is at a high level, with an evaluation value of 3.7386. Likewise, they also showed high satisfaction with the FM91.8 program, which scored 3.8830. That is, the respondents have a positive attitude towards the programs of Hangzhou Traffic Radio FM91.8 in terms of media gratification and programmes satisfaction. The Internet media has brought a huge impact to the traditional media with its huge advantages, but it can be seen that the traditional broadcast media, especially the traffic radio, still consolidate a large number of

audiences with its accompanying. The specific influencing factors are as follows.

5.1.2 Hypothesis testing summary and discussion

Firstly, for RQ1 (How do demographic factors affect the audience's choice of Hangzhou traffic radio programmes?) and RQ2 (How does the media gratification affect the audiences' overall satisfaction of Hangzhou traffic radio programmes?), the researchers found that the gender factor was not significant affect respondents' ratings of gratification and satisfaction with Hangzhou Traffic Radio FM91.8, which does not support H1a. This is inconsistent with the investigations of scholars Sun, Liu, and Guan (2011) and Mwantimwa (2018). For Hangzhou Traffic Radio programmes, after more than ten years of development since its establishment in 2004, its frequency programs have initially formed an overall linkage. In particular, it takes the form of road information and music as the main line, and at the same time operates the 24-hour programmes as a whole, and one program, providing enough time and space for broadcasting road condition information at any time. Such programming can individually meet the needs of male and female listeners. As revealed by Sun, Liu, and Guan (2011), male listeners pay more attention to acquiring information by listening to the radio, while female listeners pay more attention to the listening demands of entertainment, leisure and relaxation. This study speculates that the Hangzhou Traffic Radio FM91.8 program can not only meet the needs of men to obtain information, but also meet the demands of entertainment and relaxation of

female listeners. Therefore, the gender factor does not significantly affect the respondents.

Second, the researchers found that age significantly affected respondents' ratings of media gratification, entertainment, and relaxation. Especially for media gratification, there is no significant difference in the audience for the 37-45 age group, and there are significant differences in other age groups. This shows differences in listening across age groups, which supports H1b. This is in line with Elihu Katz, and Jay G. Blumler (1975) that people are sufficiently self-aware of their media use, interests, and motivations. Because the travel information provided by Hangzhou Traffic Radio is accurate and convenient, which meets the needs of the fast-paced life of today's young and middle-aged people. They hope to listen to traffic radio in the process of traveling to obtain various information and obtain appropriate entertainment. The results of this study are also in line with the findings of previous scholars' surveys of traffic radio audiences in China. Huang (2016) indicated that there are differences in the radio listening of different age groups, especially the 15-25-year-old group who listens a lot on weekends. Groups aged 26-35 listen to traffic broadcasts in the morning and evening peak hours. 36-46-year-old tune in more at night, while 46-60-year-old prefer to listen to the radio in the early morning and late afternoon. Overall, the listening choices of the driving audience group are rich and dense. This study also confirms once again that the driving audience group is

highly satisfied with the media. In addition, in terms of entertainment evaluation, there are significant differences in the evaluation of entertainment between the age group of 28-36 years old and the age group of 46-54 years old and the age group of 55 years old and above. This is in line with the findings of Sun, Liu, and Guan (2011) that viewers choose broadcasting mainly for entertainment and relaxation. However, the reason why the 19-27 age group is not significant may be that this group also has a lower proportion of car owners, and they have not yet formed a fixed radio listening habit. In addition, with the growth of age and the accumulation of wealth, the 37-45-year-old people's appeal to understand entertainment news information through broadcasting also decreases (Chen et al., 2018). Therefore, these two groups do not yet have obvious usage needs.

The third is for occupational factors. The results of this study show that occupation significantly affects the respondents' ratings of media gratification and entertainment, especially among freelancers, retirees and government employees. There are significant differences in ratings. This result supports H1c. This is because freelancers and retirees have a higher inclination towards Hangzhou Traffic Radio. These groups of people are all participants in economic life, and they also have certain economic ability. As China's state-run media, Hangzhou Traffic Radio FM91.8 has always needed government employees to develop economic services to maintain its own operations. Therefore, the traffic radio station also strives to provide

services for such people, and then put targeted advertisements and other forms for economic gain. This is also in line with the findings of Bijsterveld & Dieker (2015). In addition, many people choose to listen to the radio most of the time, because traffic radio is the most casual and convenient way of entertainment in the dynamic state of driving. As described by Ajaegbu, Akintayo, and Akin Jiyani (2015), all kinds of car owners also need music and other entertainment content in addition to obtaining information, and they hope to hear some relaxing and entertaining programs to relieve the boredom of moving.

The fourth is that the study found that position did not significantly affect respondents' ratings. This result rejects H1d. This may be due to the fact that this study only investigates the audience situation in Hangzhou area, and the selected sample itself has no significant difference, so the final survey results cannot confirm that the position factor will have a significant effect on Hangzhou Traffic Radio programmes for different usage requirements. In addition, according to CHIPS data from the Chinese Academy of Social Sciences, for workers in non-managerial positions, changes in position are positively correlated with changes in income. In contrast, for workers in managerial positions, changes in position have insignificant impact on their income levels (Xing, 2008). The data results from the study does not support the hypothesis that position significantly affects audience media gratification. Therefore, the researcher does not support the idea that audience income level is

positively associated with media gratification. The researcher will further investigate the relationship between audience income and media gratification in a future study.

The fifth factor is education. The above findings confirm that education can significantly affect respondents' evaluation of entertainment and relaxation, especially in entertainment scores, there is a significant difference between the audience with a Master's degree and the group with less than a Bachelor's degree. In terms of scoring, there are differences in the three groups of groups with higher education levels than those with a Master's degree, those with a Bachelor's degree, and those with a Master's degree. These findings support H1e, that is, educational level factors have significantly different usage needs for listening to Hangzhou Traffic Radio programmes. On the one hand, radio programming, as described by Egbuchulam (2002), helps listeners gain knowledge and overcome physical distance barriers, especially by bringing news, education and entertainment to people's doorsteps. This is the main communication tool that can improve people's quality of life. The results of this study can also show that the audience's purpose of listening to the radio is also affected by their own education level to a certain extent. It is mainly reflected in the higher the education level of the audience, the higher the proportion of listening to the purpose of entertaining and relaxing or understanding life and entertainment information. On the other hand, among the listeners who are in a relaxed attitude to learn about news information, traffic information, and factual

information, the preferences of listeners with different educational levels are different. As Miyanabe et al. (2018) report pointed out, the higher the education level of listeners, the higher their demands for understanding traffic information, life information, and market information through broadcasting. On the contrary, their demands for emotional release are lower.

The sixth is for RQ3 (Do the factors that audiences choose to listen to radio programs significantly affect their media satisfaction with Hangzhou Traffic Radio programmes?), this study found that audiences' ratings of entertainment, motivation for life, relaxation, information/knowledge and education increased their perception of satisfaction with Hangzhou Traffic Radio FM91.8 program. In particular, the increase of the three factors of entertainment, motivation and education will significantly improve audiences' satisfaction with the Hangzhou Traffic Radio FM91.8 programmes, the coefficients of which are 0.166, 0.234 and 0.322, respectively. In contrast, relaxation and information/knowledge had no significant effect on audience listening satisfaction. This is because when listeners listen to the radio, what they want most is to find their favorite content quickly and accurately, and to listen and search easily. In addition, as Ajaegbu, Akintayo, and Akin Jiyani (2015) conducted a survey, audiences want to receive more information about road conditions while commuting to and from get off work, and they also want to receive some more entertaining content when listening to the radio. And today's Internet

social media has become an important carrier of traditional media content dissemination. Listeners can not only interact with hosts and other listeners through social platforms, but more importantly, they can also use social media for relaxation and information. Their attractiveness will pay more attention to Internet new media programmes. Therefore, they will pay less attention to the content, information and relaxation quality of radio.

In this research, based on the results of Hypothesis 1 and Hypothesis 2, they both support the Use and Gratification theory. For Hypothesis 1, the audiences' use and gratification with radio, Herzog has suggested that the essence of the listener's gratification comes from their experience. Different listeners differ in terms of social isolation and intellectual interests (Huang, 2014). In the communication process, audiences with different demographic factors may differ in terms of gratification. However, for social and psychological reasons, programmes can trigger the audience's expectations of the media, so that the audience can get gratification from the programmes content.

The results of Hypothesis 2 also support the Use and Gratification theory. Alan M. Rubin proposed the hypothesis of "Active Audience". He believes that audiences are active in their use of media. Radio programmes output different emotions and messages through their content to satisfy listeners (Zhang & Guo, 2016). The release of emotions and alternative emotional experiences are important forms of audience satisfaction, which stem from the audience's own experiences and also allow them to

give feedback on the satisfaction of the programmes.

5.2 Conclusion of the research

With the rapid development of society, people's living standards are gradually improving and the pace of urbanization is accelerating. Traffic Radio plays a vital role in releasing traffic information to relieve traffic pressure and many other aspects. Hangzhou Traffic Radio FM91.8 has gradually built up its influence and professional brand image in Hangzhou due to the influence of China's economic development, urbanization, the successive increase in car ownership, the formation of a car culture and the support of the broadcasting technology itself. This brand image and brand development has contributed to the development of Hangzhou Traffic Radio in the direction of prosperity. From the above, it can be concluded that Hangzhou Traffic Radio has achieved some success and development. This shows that the radio media is not a so-called "weak media", and that it has a lot of potential and room for development. However, as one of the traditional media, traffic radio is under pressure to develop. Through the exploration and research mentioned above, it can be found that Hangzhou Traffic Radio has to identify the problems encountered at this stage for further development. For example, to accurately grasp the social environment and the changing needs of the market, to further emphasize the feedback from the audience groups, to advocate audience specialization, to meet the psychological needs of the audience and to develop the personalisation of programme supporters. Only by doing

so will Hangzhou Traffic Radio be able to build on its existing foundation and gain a wider scope for development.

With the objective of enhancing the impact of Hangzhou Traffic Radio, this research explores what factors significantly affect audiences' media satisfaction with Hangzhou Traffic Radio programmes. This research presents an in-depth study of Hangzhou Traffic Radio based on these realities. The first chapter focuses on the historical background of traffic radio, the purpose of the study and the significance of the study. Chapter 2 introduces the characteristics, theoretical framework and research hypotheses of traffic radio in China. Chapter 3 in this research highlights the research methodology used in this study, the data collection method and the data analysis process. The chapter 4 focuses on three research questions to clarify how demographic factors affect media gratification with Hangzhou Traffic Radio programmes and which factors significantly affect satisfaction with the radio programme. In chapter 5, this research provides an in-depth discussion, analysis of the research questions and making relevant policy recommendations based on the current development status of Hangzhou Traffic Radio.

5.3 Limitations of the study

Although this research has answered the research questions and research objectives to a certain extent, there are certain research limitations. Overall, this study has three limitations.

The first aspect is the limitations of the research methodology. This research uses the quantitative method to explore and analyse which factors significantly affect audiences' gratification and satisfaction with Hangzhou Traffic Radio programmes. The quantitative method has certain shortcomings, such as its inflexibility (Bauer et al., 2021). And the design of the questionnaire is uniform. That is, the questions asked in the survey and the answers to the closed-ended response format are fixed. This makes it difficult to adapt to complex and changing situations and to explore them in depth.

The second aspect is that the research sample is too limited. The study was conducted on Hangzhou Traffic Radio. However, a single country does not provide the researcher with access to diverse information and data to a certain extent (Lähnemann, et al., 2020).

The third aspect is the limited capacity of the researcher. Due to the researcher's limited knowledge and competence, this study did not make an in-depth examination of the policy recommendations to enhance Hangzhou Traffic Radio. This makes it impossible for the researcher to determine whether these recommendations are effective in enhancing the real development of Hangzhou Traffic Radio FM91.8.

5.4 Recommendations for future application

As can be further seen from the discussion and analysis of Hangzhou Traffic Radio FM91.8, in the previous chapters, it has a certain degree of scope for

development. However, a number of problems have emerged in the process of its own development. In order to adapt Hangzhou Traffic Radio to the needs of the local market and to realize the full potential of its internal development, this section will explore the future development of Hangzhou Traffic Radio in terms of three significant demographic factors: age, occupation and education level. The study aims to provide insights and implications for Hangzhou Traffic Radio FM91.8.

5.4.1 Age factor

From the data results and discussions, it can be seen that groups in the 15-60 age period tend to listen to traffic radio at different times of the day. Based on this, Hangzhou Traffic Radio should ensure that it is in place for coverage. That is, its FM, AM and network should form a trinity, which will help listeners to listen easily. Hangzhou Traffic Radio should be committed to a strategy of 24-hour, round-the-clock broadcasting, with listeners and multiple channels of interaction with them (Miyabe, et al., 2018). At the same time, it should also take the lead in developing a three-dimensional distribution of radio, website, satellite network, communication network and SMS network. To entertain the 28-36 age group, the 46-54 age group and the 55 and above age group when listening to the radio, Hangzhou Traffic Radio should focus on programme content. Hangzhou Traffic Radio can use talk shows as an entry point and explore relevant social topics with light music. Concise programme can also be used to entertain listeners in all three age

groups. For the 19-27 age group, who have not yet formed a regular listening habit, Hangzhou Traffic Radio can adopt a “dating awareness” approach. The term “dating awareness” was previously used in television media, where listeners remembered to go on a date with a programme at a certain time (Fauzi et al., 2020). This idea can bring traffic radio to the attention of those who do not listen to the radio, to those who occasionally listen to the radio on a daily basis, and to those who listen to the radio on a daily basis. This would allow drivers to make listening to traffic radio a habitual “date” on every trip, and suggest that audiences’ reliance on traffic radio would go beyond the realm of “satisfaction”. In addition, Hangzhou Traffic Radio should create programme that are relevant to audiences’ own interests. Audiences can ask questions about car insurance, car repairs and related traffic laws and regulations that they are interested in. It can also provide traffic rights for drivers and passengers with a straightforward style of dealing with complaints in the relevant programme. This enhances the information needs of the 37-45 age group while solving problems for drivers.

5.4.2 Occupational factors

The data results also show that freelancers, retirees and government employees are significant influencing factors. As most of the occupational audience groups of traffic radio are freelancers and retirees, this determines that they are more inclined to Hangzhou Traffic Radio. And they will have more time and energy to care about

society, current affairs and politics as well as economic news. They are not only active participants in economic life, but also have a stronger demand for all kinds of information. Therefore, for freelancers and retirees, Hangzhou Traffic Radio should include current affairs, financial management and financial content that they are interested in. As far as government employees are concerned, Hangzhou Traffic Radio should follow the principle of public service activities, supplemented by commercial activities. The planning of large-scale social events is a powerful means of enhancing the brand image of Hangzhou Transport Radio (Toch, et al., 2019). The format will not only make government employees feel the affinity of Hangzhou Traffic Radio, but also increase the trust of government employees in this traffic radio. While bringing an increase in listenership, The radio could also attract the input of government employees for financial gain. In relation to the three professions mentioned above, it should aim to develop audience specialization. Audience specialization refers to a channel dedicated to a specific group of people. This means that Hangzhou Traffic Radio programme should be scheduled according to the needs of the people it serves. The three professions mentioned above listen to the radio regularly because they want relevant information and entertainment programme. This is because of the stress and irritation they experience when participating in traffic due to tired driving (Peruzzini, Tonietti & Iani, 2019). Therefore, the basic principle of Hangzhou Traffic Radio should be “pleasantness” in its content. “Pleasantness” should be the tone of the radio programme, as it can effectively relieve drivers’ fatigue and provide them with

entertainment. News, entertainment, music and talk shows should be enjoyable to listeners and be a good companion for them on the road. This will make it easy for them to “sit in the car and feel the world”.

5.4.3 Education Level Factors

In addition to the age and occupation factors, the education level factor was also a significant influence. There are some differences between those with a master’s degree, a bachelor’s degree and a doctorate, but they all hope to gain more knowledge and improve their quality of life by listening to traffic radio programme. Therefore, Hangzhou Traffic Radio should provide high quality traffic information to these educational groups. For them, traffic information is probably the most valuable resource and knowledge to listen to. The radio could work with local road condition informants and special taxi drivers on a long-term basis. And they could also launch electronic products with real-time road information. This would not only facilitate their travels, but also bring education and traffic information to their doorstep by listening to traffic radio. The more educated listeners are, the more they want to learn about life and entertainment (Loosen, Reimer & Hölig, 2020). Hangzhou Traffic Radio should specialize in the educational level of traffic participants, for example by carefully selecting content and thinking of unique ideas. The radio would provide relevant traffic information for less educated audiences. Instead, it will offer more entertaining programme and information. In addition, those with higher levels of

education have a more pressing need for relevant and practical information such as traffic information (Chen, et al., 2018). Hangzhou Traffic Radio targets the more educated group by providing them with information on civil aviation, railways, meteorology, post and telecommunications, communications and traffic management regulations. For the less educated, Hangzhou Traffic Radio provides more basic market information, such as information on automobiles and auto parts.

5.5 Recommendations for future research

This research builds on the above-mentioned research limitations and further presents future perspectives. In terms of the limitations of the research methodology, this study will adopt a variety of survey instruments and methods in its future work. An example is the interview method involved in the qualitative research. The researcher will analyse in detail the relevant influencing factors that affect listeners' satisfaction with Hangzhou Traffic Radio from the perspective of the interview method in future research. This will allow the researcher to go deep inside the facts and explore specific and diverse influencing factors (Cypress, 2018).

In terms of the limitations of the research sample, this research will cover more areas in the course of the study by comparing the traffic radio in another area to the Hangzhou Traffic Radio FM91.8 for analysis. As the factors influencing audiences' satisfaction with traffic radio are also different in different areas, the expansion of the research will increase the validity of the findings (Akanle, Ademuson & Shittu,

2020). Given the limitations of the researcher's capacity, the researcher in this study will invest more time and effort in future research practice to test the validity of the policy recommendations.

As a result of the economic impact of Covid-19, the researcher recommended that Hangzhou Traffic Radio add Covid-19-related features in order to better respond to market changes. In future research, the researcher will study the relationship between Covid-19 on the functions of radio, media gratification and programme satisfaction. This will provide reference suggestions for media in the face of public health events in future.

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APPENDIX 1: Questionnaire

Research Brief

This survey is a partial requirement for the Master of Communication Arts Program in Global Communication at Bangkok University, THAILAND. The researcher aims to examine the level of media gratification for listening to Hangzhou Traffic Radio programmes and their level of satisfaction toward the programmes. The survey consists of 3 sections with 24 questions. It will not take up much of your time and all your responses will be treated in strict confidence. Thank you again for your genuine participation.

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Please choose the answer that you think best fits the situation.

Part I: Demographic Characteristics of Respondents

1. Have you listened to Hangzhou Traffic Radio in the past three months?

- 1. Yes (Continue to complete the questionnaire)
- 2. No (Please stop answering the questionnaire. Thank you very much.)

2. What is your gender?

- 1. Male
- 2. Female

3. What is your age?

- 1. Lower than 18 years old
- 2. 19-27 years old
- 3. 28-36 years old
- 4. 37-45 years old
- 5. 46-54 years old
- 6. Over 55 years old

4. What is your occupation?

- 1. Working for the Government
- 2. Working for a company
- 3. Students
- 4. Retired
- 5. Freelance
- 6. Unemployed
- 7. Others : Please specify.....

5. What is your position?

- 1. Management positions
- 2. Non-managerial positions

6. What is your level of education?

- 1. Below Bachelor's degree
- 2. Bachelor's degree
- 3. Master's degree

4.Higher than Master's degree

Part II: Media Gratification for listening to Hangzhou Traffic Radio

Direction: Please describe your level of media gratification in listening to Hangzhou Traffic Radio based on the following statements, arranging from 5 "Strongly agree", 4 "Agree", 3 "Neutral", 2 "Disagree" and 1 "Strongly disagree".

		5 Strongly agree	4 Agree	3 Neutr al	2 Disagr ee	1 Strong ly disagr ee
Entertainment						
1	I thought the programme was very entertaining.					
2	I think listening to the programme can get me excited.					
3	I think the presenter made the content of the programme humorous.					
Motivation for life						
4	After listening to the programme, I was more motivated to work.					
5	I think the programme has made me more positive about life.					

6	The programme has helped me to make many friends.					
7	The programme has helped me to see the hopes in the life.					
Relaxation						
8	Listening to the programme helps me to get rid of the tiredness.					
9	Listening to the programme helps me to forget my worries.					
10	When I listen to a programme, I can communicate more relaxed with my family and friends.					
Information / Knowledge						
11	The road conditions on Hangzhou Traffic Radio is very useful to me.					
12	The news on Hangzhou Traffic Radio is very timely.					
Education						
13	I can learn more about traffic laws and right protection from the programme.					
14	I can learn more about car trading from the programme.					

Part III: Satisfaction of Hangzhou Traffic Radio

Direction: Please describe your level of overall satisfaction in listening to Hangzhou Traffic Radio based on the following statements, arranging from 5 “Strongly agree”, 4 “Agree”, 3 “Neutral”, 2 “Disagree” and 1 “Strongly disagree”.

		5 Strongly agree	4 Agree	3 Medium	2 Disagree	1 Strongly disagree
1	I am satisfied with my experience of using the Hangzhou Traffic Radio.					
2	I had fun using the Hangzhou Traffic Radio.					
3	The Hangzhou Traffic Radio has met my needs.					
4	I am willing to listen to the Hangzhou Traffic Radio.					

Thank you for your genuine cooperation for participating in this survey!

APPENDIX 2: Questionnaire in Chinese

研究介绍

本次调查是来自曼谷大学国际传播艺术硕士学位课程的独立研究项目。研究者为了检验听众收听杭州交通广播的媒体满足感程度与他们的满意程度。该调查由 3 个部分组成，共有 24 个问题。这不会占用您太多时间，您所有的回复也将得到严格保密。再次感谢您的参与。

请选择您认为最符合实际情况的答案。

第一部分：受访者的人口统计学特征

1.你曾在过去三个月内收听过杭州交通广播吗？

是（请继续参与问卷）

否（请退出问卷，非常谢谢）

2.你的性别是什么？

1. 男

2. 女

3.你的年纪是多少？

1.小于 18 岁

2.19-27 岁

3.28-36 岁

4.37-45 岁

5.46-54 岁

6.超过 55 岁

4.你的职业是什么？

1.政府雇员

BANGKOK
UNIVERSITY
THE CREATIVE UNIVERSITY

- 2.公司雇员
- 3.学生
- 4.已退休
- 5.自由职业者
- 6.无业
- 7.其他：具体是.....

5.您的职位是什么？

- 1.管理岗位
- 2.非管理岗位

6.您的受教育程度是什么？

- 1.本科以下
- 2.本科
- 3.硕士
- 4.硕士以上

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第二部分：听众收听杭州交通广播时的满足感

说明：请根据以下陈述来描述您在收听杭州交通广播时的媒体满足感，分别为 5“非常同意”，4“同意”，3“一般”，2“不同意”和 1“非常不同意”。

		5 非常同意	4 同意	3 一般	2 不同意	1 非常不同意
娱乐感						
1	我觉得节目很有趣。					

2	我觉得听节目会让我很兴奋。					
3	我认为主持人主持节目时很幽默。					
生活动力						
4	听完节目后，我可以工作得更有动力。					
5	我认为听节目让我对生活更加积极。					
6	节目帮助我交了很多朋友。					
7	节目帮我看到了生活的希望。					
自我放松						
8	听节目可以帮助我消除疲劳。					
9	听节目可以帮助我忘记烦恼。					
10	当我听节目时，我可以更轻松地与家人和朋友交流。					
信息/知识						
11	杭州交通广播的路况信息对我非常有用。					
12	杭州交通广播的新闻非常及时。					
教育功能						
13	我可以从节目中学习到更多关于交通法规的知识。					
14	我可以从节目中了解到更多关于汽车交易的信息。					

第三部分：对杭州交通广播的满意度

说明：请根据以下陈述来描述您在收听杭州交通广播时的整体满意度，分别为5“非常同意”，4“同意”，3“一般”，2“不同意”和1“非常不同意”。

		5	4	3	2	1
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		非常同意	同意	一般	不同意	非常不同意
1	我对我收听杭州交通广播的经历感到满意。					
2	我在收听杭州交通广播时收获了乐趣。					
3	杭州交通广播满足了我的需要。					
4	我愿意收听杭州交通广播。					

感谢您对本次调查的真诚合作和参与!



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