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### Methodology

#### Introduction

This chapter discusses the study's subjects, sampling methods, instruments, data gathering procedure and data analysis. This research will be carried out based on the uses and gratification theory as the main foundation.

#### Research design and sampling

This research is quantitative in nature. The sample is chosen from Thimphu, the capital city of Bhutan, and Paro, the second most populated place in the country. These two cities are selected, because the three FM radio stations (Kuzoo FM, Bhutan Centennial FM 101, and Radio Valley 99.9 FM) have coverage only in these two places, unlike BBS radio which has coverage all over Bhutan. The basic principle of simple random sampling is employed in which all members of the population have an equal chance of being selected. Four hundred samples will be chosen from a population of people who reside in Thimphu and Paro. To ensure this method, a sample of four hundred will be divided equally among males and females and almost equally distributed among students, government employees, house wives and others in these two towns. As this study is being done in a limited timeframe no pilot study will be conducted.

#### Variables

The study is aimed at looking at which radio is the preferred choice among the Bhutanese listeners. Thus, the study has no classified variables into independent variable and dependent variables. Rather, the study takes into account the variables as Entertainment, Information, Social Situation, Media Credibility, Demographic, and Psychological.

## **Data gathering instrument**

The instrument used to collect data from the listeners was a newly designed questionnaire by the researcher. A new instrument was developed because none of the existing published instruments are applicable in Bhutanese context to assess which radio stations are most popular (see Appendix 1 for detail). The instrument was submitted to research advisor for face validity. The instrument utilized the coding system for the purpose of organization and classification of data during the statistical analysis. This was done with the help of SPSS software – commonly used in communication research. The questionnaire used to interview the respondents consisted of seventy seven items (see Appendix 1). These items are categorized as follows:

### Part I: Personal and demographic data

This section consists of questions asking the subjects to specify their demographic details i.e. gender, age, marital status, profession and education level.

### Part II: Listening pattern

This section consists of items asking about the listening pattern of the Bhutanese radio listeners which was further divided into five sections. Section 1 – information; section 2 – entertainment; section 3 - social situation; section 4 – psychological; and section 5 – Media credibility.

Section one consisted of four items asking about what sort of information gratification they seek from the four radio stations on a 5-point Likert scale ratings ranging from 5-strongly agree to 1-strongly disagree.

Likewise, even the section two consisted of four items about the various entertainment gratifications the listeners seek on a 5-point Likert scale ratings ranging from 5-strongly agree to 1-strongly disagree.

Section three and four consisted of three items each on social situation gratification and psychological gratification respectively, taken on a 5-point Likert scale ratings ranging from 5-strongly agree to 1-strongly disagree.

Lastly, section five consists of four items on media credibility in regard to all the four radio stations. The 5-point Likert scale was used in measuring media credibility with ratings ranging from 5-strongly agree to 1-strongly disagree.

#### **Reliability test of the instrument**

Reliability test is conducted to see if the survey instruments are actually measuring the research issue. Cronbach's co-efficient alpha is used to estimate the instrument's reliability.

#### **Data collection**

For the data collection, a complete set of research questionnaires was sent to researcher's friends and family in Thimphu and Paro by email, along with a covering letter explaining the distribution and collection job of the data collection along with the research study motive. As per the instruction, the researcher's friends and members of the family distributed the questionnaires. The collected set of data was sent back to the researcher via post. Out of 400 questionnaires distributed only 374 questionnaires were returned.

#### **Data analysis**

The data was entered into SPSS. It was done with the help of Bangkok University's library's SPSS program. Descriptive statistics was employed to analyze the data.

## CHAPTER 4

### Result

#### Introduction

This chapter reports the findings of this research study. The results are presented in two parts: demographic analysis and comparison of means of the variables.

#### Demographic Information Analysis

The demographic characteristics of the subjects are presented in Table 1. Out of 400 subjects to whom the questionnaire was distributed only 374 responded. The demographic information analysis of the Bhutanese people listening to different radio station revealed the respondent of this study are 196 males (52.4%) and 178 female (47.6%). (n=374). The respondents were categorized into five age groups, lower-15 years old (n=26; 7%), 16-25 years old (n=122; 32.6%), 26-35 years old (n=147; 39.9%), 36-45 years old (n=51; 13.6%), and 46 years old and higher (n=28; 7.5%). Of the 374 respondent 184 were single (49.2%) and 190 were married (50.8%). Moreover most of the respondents attained higher secondary school (n=104; 27.8%) and bachelor's degree (n=119; 31.8%). Those holding diploma (n=45; 12%); primary level education (n=42; 11.2%); masters (n=34; 9.1%), school not attended (26; 7%) and Ph.D. (n=4; 1.1%). Government employees were the largest chunk respondents of this study (n=127; 34.2%), followed by 'others' (n=97; 25.9%), students (n=77; 20.6%), business (n=48; 12.8%), and housewife (n=24; 6.4%).

**Table 1:** Demographic characteristics of respondents

Characteristics	Number	Percent (%)
1. Gender		
Male	196	52.4
Female	178	47.6

2. Age		
Lower-15	26	7
16-25	122	32.6
26-35	147	39.3
36-45	51	13.6
46-Higher	28	7.5
3. Marital status		
Single	184	49.2
Married	190	50.8
<b>Characteristics</b>	<b>Number</b>	<b>Percent (%)</b>
4. Profession		
Student	77	20.6
Government	128	34.2
Housewife	24	6.4
Business	48	12.8
Others	97	25.9
<b>Total</b>	<b>374</b>	<b>100.0</b>

N= 374

### Reliability of the Instrument

The reliability test of the research instrument refers to the test of internal consistency of the instrument in analyzing the data. The reliability analysis calculates the number of commonly used measures of the scale reliability and also provides information about the relationship between the items in the scale (SPSS, 1999). Of the many models of reliability study, Cronbach's Alpha is used to investigate the internal consistency among all the items used in the measuring

scales. The survey instrument was based on five-point Likert scale measurement. Reliability test was conducted for each variable and Cronbach's Alpha for information gratification showed .8722, which is highly reliable. The reliability for entertainment gratification showed the Cronbach's Alpha of .8600 which is also highly reliable. Measuring highest among the other variables, Cronbach's Alpha for social situation gratification showed .9093. The psychological gratification showed the Cronbach's Alpha of .8645 which followed the suit with other variables. Lastly the reliability test for credibility gratification showed the Cronbach's Alpha of .8792.

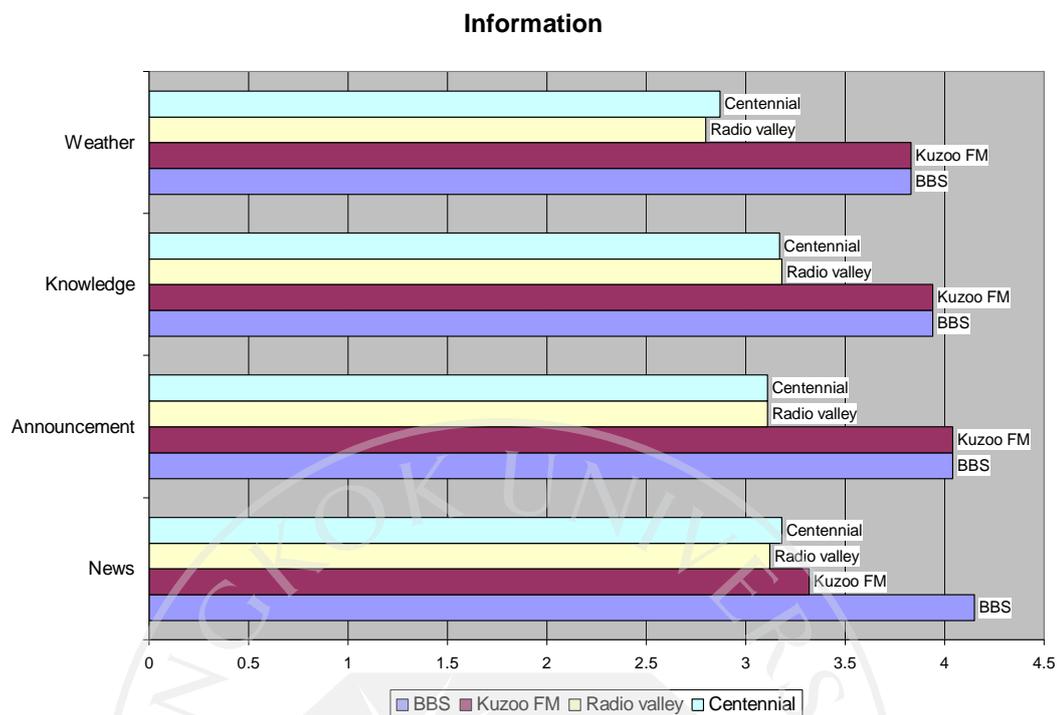
#### **RQ1. Which radio station is likely to be chosen for information gratification?**

The finding in section one (table 2 and figure 1) illustrates the frequency of all the radio listeners. BBS - The result revealed that the listeners listen to BBS for immediate news first (4.15), secondly for keeping updated with the latest announcement (4.04), educational programs (3.94) and lastly for information about weather (3.83).

Kuzoo FM - The result revealed that listeners listen to Kuzoo FM for keeping updated with latest announcement first (4.04), educational program (3.94), information on weather (3.94) and immediate news (3.32).

Radiovalley 99.9 FM - The listeners listen to Radiovalley 99.9 FM for educational programs first (3.18), immediate news (3.12), update with latest announcement (3.11), and lastly information on weather (2.80).

Bhutan centennial radio FM 101 - Similarly the result revealed that listeners listen to Bhutan Centennial radio FM 101 firstly for immediate news (3.18) followed by educational program (3.17), keeping update with latest announcement (3.11) and lastly for information about weather (2.87)



**Figure 1: Information**

**RQ2. Which radio station is likely to be chosen for entertainment gratification?**

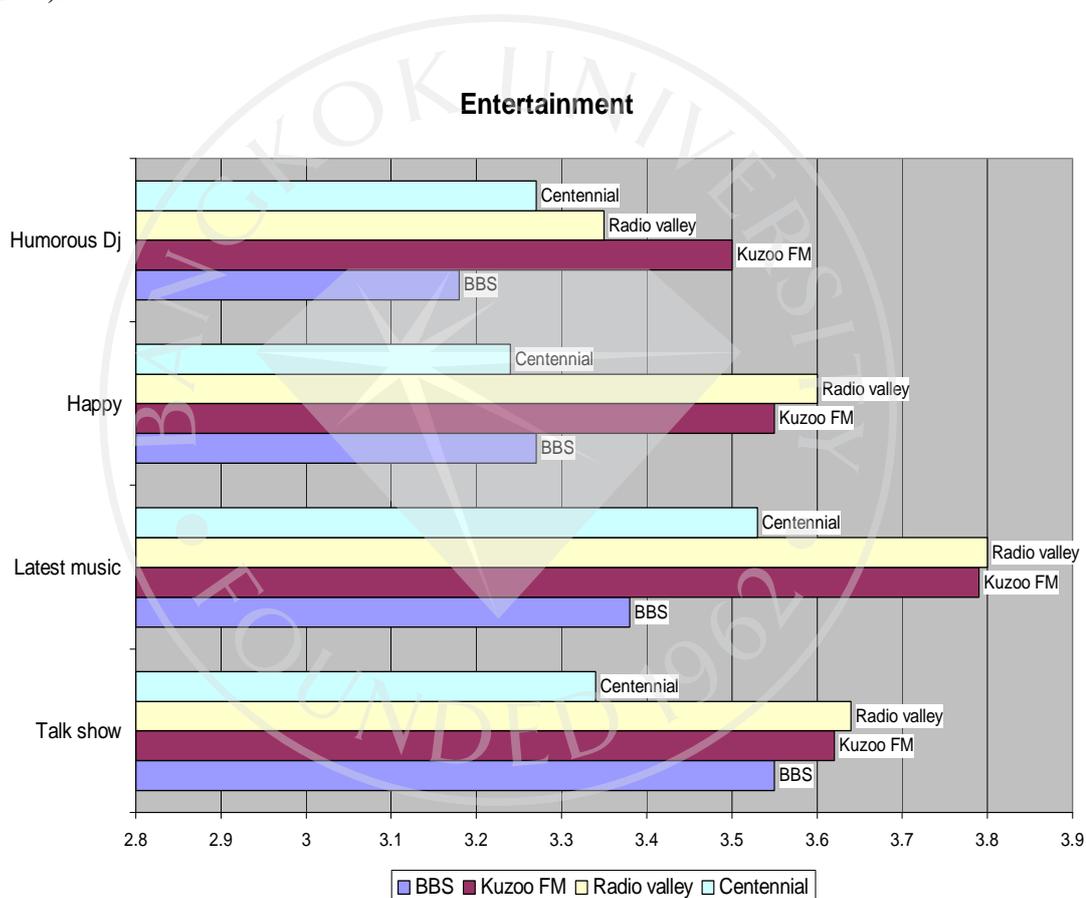
The finding in section 2 (table 3 and figure 2) illustrates the frequency of all the radio listeners for entertainment gratification. The findings in section 2 revealed that the respondent listen to

BBS - For interactive call in talk shows first (3.55), followed by the entertainment with latest music (3.38), making them happy (3.27) and lastly the disc jockey being humorous (3.18).

Kuzoo FM - Whereas listeners listen to Kuzoo FM firstly for latest music (3.79), then for interactive call in talk show (3.62), followed by making them happy (3.55), and finally the disc jockey being humorous (3.55)

Radiovalley 99.9 FM - The listeners listen to Radiovalley 99.9 FM firstly for latest music (3.80), secondly for interactive call in talk show (3.64), thirdly for helping them be happy (3.60) and finally the disc jockey being humorous (3.55).

Bhutan Centennial radio FM 101 - The finding discovered that the listeners listen to Bhutan Centennial radio FM 101 firstly for latest music (3.53), secondly, for interactive call in talk show (3.34), thirdly, the disc jockey being humorous (3.27) and lastly making them happy (3.24).



**Figure 2: Entertainment**

**RQ3. Which radio station is likely to be chosen for social situation gratification?**

The objective of this question is to find out whether the social gratification is what the listeners seek while listening to the radio stations. The findings in section 3 (table 4 and figure 3) discovered-

BBS - Listeners listen to BBS firstly because their family and friends also listen to it (3.52), then secondly, because it helps them socialize with friends (3.12), and finally because their family and friends send them message through it (3.10).

Kuzoo FM - Similarly the result revealed that listeners listen to Kuzoo FM firstly because their family and friends also listen to it (3.41), secondly because it helps them socialize with friends (3.26) and finally because their family and friends sends me message through it (3.18).

Radiovalley 99.9 FM - The findings were also similar for Radiovalley 99.9 FM firstly because their family and friends also listen to it (3.40), secondly because it helps them socialize with friends (3.28) and finally because their family and friends sends me message through it (3.23).

Bhutan Centennial radio FM 101 - The findings also discovered that listeners listen to Bhutan centennial radio FM 101 firstly, because their family and friends also listen to it (3.11), secondly because it helps them socialize with friends (3.01) and finally because their family and friends sends me message through it (2.99).

### Social Situation

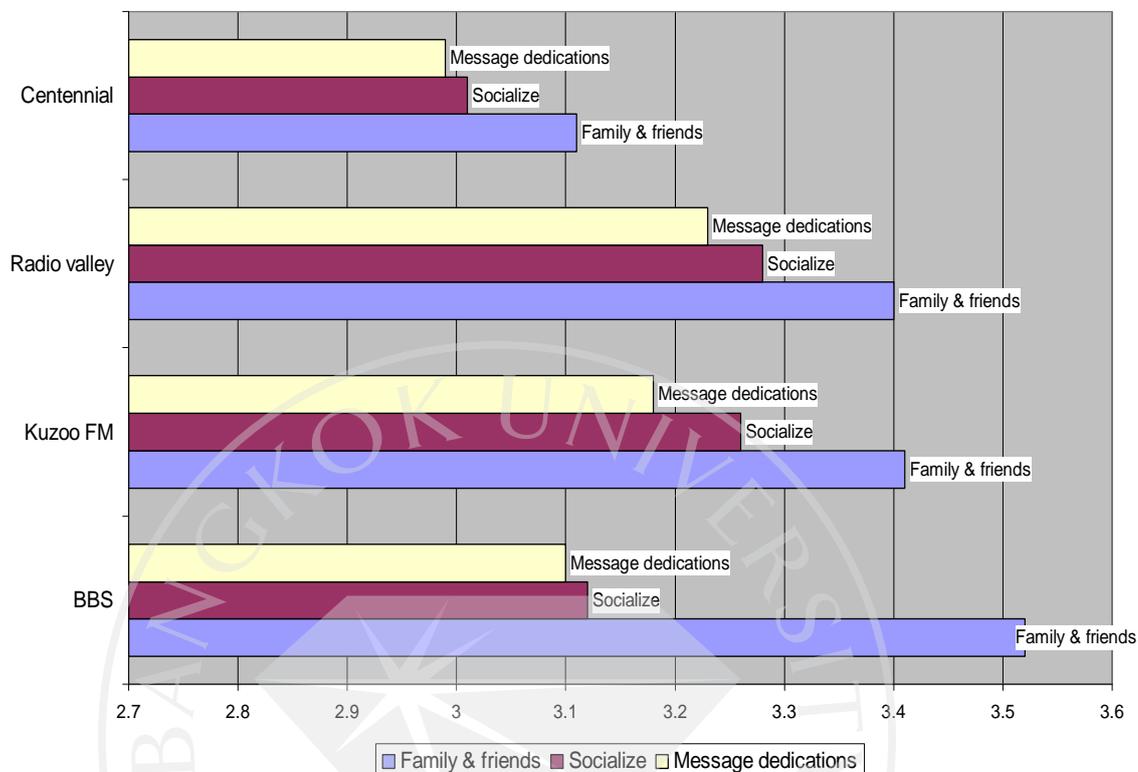


Figure 3: Social Situation

#### RQ4. Which radio station is likely to be chosen for psychological gratification?

The finding in section 4 (table 5 and figure 4) discovered that respondent listen to

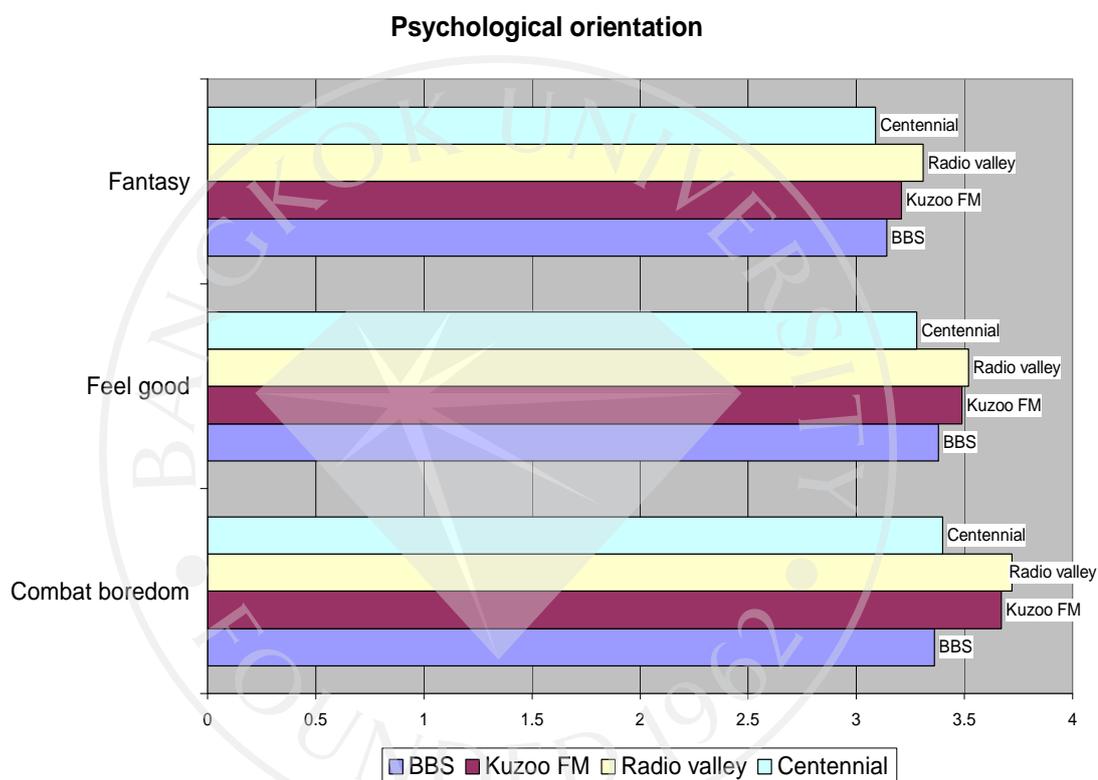
BBS - Firstly because it helps them combat boredom (3.63), secondly, because it helps them feel good (3.38) and finally because it helps them to live out of a fantasy (3.14)

Kuzoo FM - Firstly because it helps them combat boredom (3.67), secondly, because it helps them feel good (3.49) and finally because it helps them to live out of a fantasy (3.21)

Radiovalley 99.9 FM - The results were also similar for Radiovalley 99.9 FM stating that listeners firstly listen to Radiovalley 99.9 FM because it helps them combat boredom (3.72),

secondly, because it helps them feel good (3.52) and finally because it helps them to live out of a fantasy (3.31).

Bhutan Centennial radio FM 101 - The findings in section 4 also illustrated the same results firstly, because it helps them combat boredom (3.40), secondly, because it helps them feel good (3.28) and finally because it helps them to live out of a fantasy (3.09).



**Figure 4: Psychological orientation**

#### **RQ5. Which radio stations is likely to be chosen for credibility gratification**

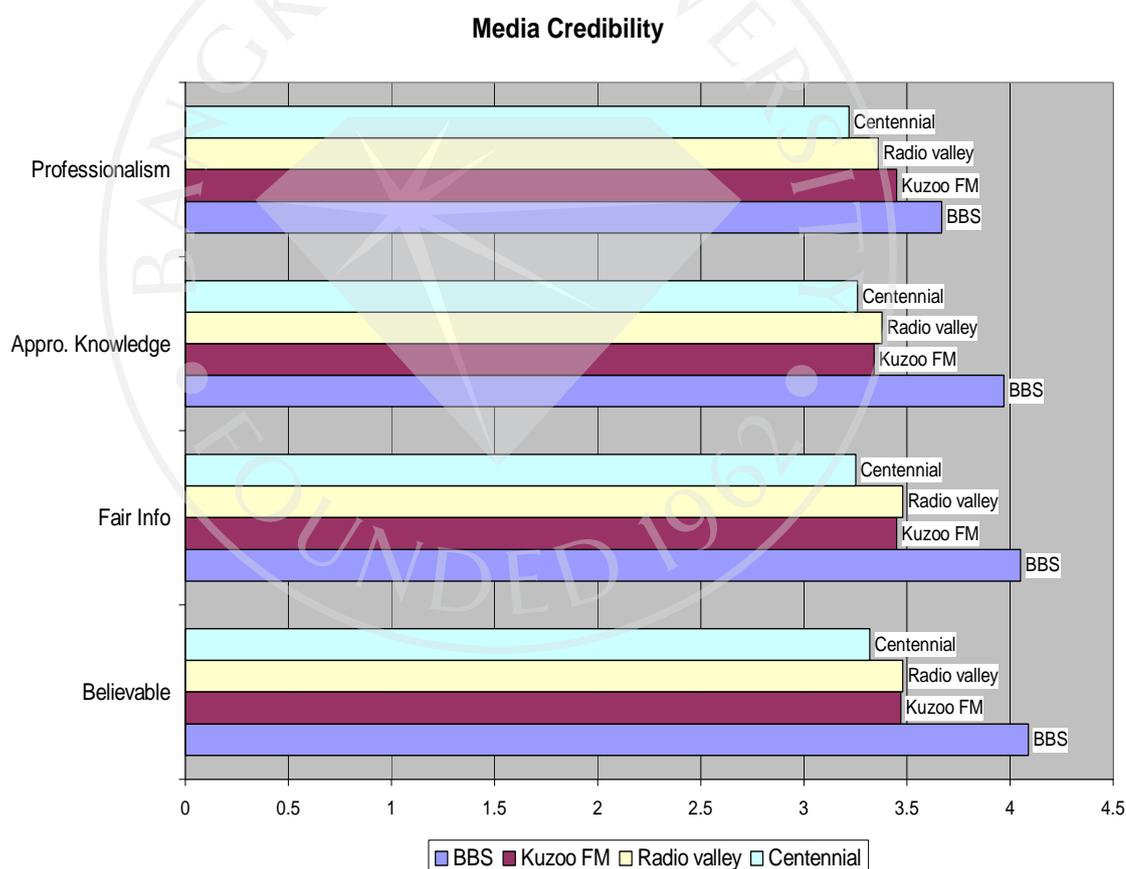
The results on this investigation showed in section 5 (table 6 and figure 5) illustrates that the respondents listen to

BBS - Firstly because it is believable (4.09), then secondly because it provides fair information (4.05), thirdly because it provides appropriate knowledge (3.97) and lastly because it is presented in a professional manner (3.67).

Kuzoo FM - Firstly because it is believable (3.47), then secondly because it provides fair information (3.45), it provides appropriate knowledge (3.45) and because it is presented in a professional manner (3.45).

Radiovalley 99.9 FM - Firstly because it is believable (3.48), and because it provides fair information (3.48), secondly because it provides appropriate knowledge (3.38) and lastly because it is presented in a professional manner (3.36).

Bhutan centennial radio FM 101 - Firstly because it is believable (3.32), then secondly because it provides fair information (3.26), and because it provides appropriate knowledge (3.26) and thirdly because it is presented in a professional manner (3.22).



**Figure 5: Media credibility**

**Table 2: Information reasons for listening to radio stations in Bhutan**

<b>I listen to BBS radio because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Mean</b>	<b>Meaning</b>
It offer immediate news	40.9%	38.2%	16.6%	3.7%	.5%	4.15	Agree
It keeps me update with the latest announcement	36.1%	38.8%	19.0%	5.1%	1.1%	4.04	Agree
It provides educational program and I gain knowledge	28.1%	44.7%	20.9%	5.9%	.5%	3.94	Agree
It provide information about weather	25.9%	42.2%	22.7%	6.4%	2.4%	3.83	Agree

**Table 2 (Continued)**

<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It keeps me update with the latest announcement	10.4 %	32.4%	40.4%	12.0%	4.8%	4.04	Agree
It provides educational program and I gain knowledge	11.8 %	38.8%	38.8%	8.3%	2.4%	3.94	Agree
It provide information about weather	2.7 %	20.6%	44.1%	24.6%	8.0%	3.83	Agree
It offer immediate news	9.6 %	34.2%	39.9%	11.8%	4.8%	3.32	Neutral

**Table 2 (Continued)**

<b>I listen to Radiovalley 99.9 FM</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It provides educational program and I gain knowledge	5.1%	31.6%	44.4%	13.9%	5.1%	3.18	Neutral
It offer immediate news	5.6%	29.4%	43.3%	14.4%	7.2%	3.12	Neutral
It keeps me update with the latest announcement	4.8%	26.7%	49.2%	13.6%	5.6%	3.11	Neutral
It provide information about weather	1.3%	18.4%	47.6%	24.3%	8.3%	2.80	Neutral

**Table 2 (Continued)**

<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It offer immediate news	4.5%	30.7%	47.9%	11.5%	5.3%	3.18	Neutral
It provides educational program and I gain knowledge	4.0%	30.5%	49.2%	11.2%	5.1%	3.17	Neutral
It keeps me update with the latest announcement	3.7%	27.5%	51.1%	11.8%	5.9%	3.11	Neutral
It provide information about weather	1.1%	20.9%	50.3%	20.1%	7.8%	2.87	Neutral

\*\* Strongly Disagree- 1-1.80, Disagree-1.81-1.2.60, Neutral- 2.61-3.4, Agree-3.41-4.2, and Strongly Agree- 4.21-5.00

**Table 3: Entertainment reasons for listening to radio stations in Bhutan**

<b>I listen to BBS radio because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Mean</b>	<b>Meaning</b>
It provides interactive call in talk shows	15.2%	40.4%	32.1%	8.3%	4.0%	3.55	Agree
It gives latest music	13.4%	36.1%	32.1%	12.0%	6.4%	3.38	Neutral
It helps me be happy	13.4%	32.4%	31.6%	13.4%	9.4%	3.27	Neutral
The Disc Jockey is very humorous	9.1%	33.4%	32.9%	15.2%	9.4%	3.18	Neutral

**Table 3 (Continued)**

<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It gives latest music	19.8%	49.7%	23.0%	5.1%	2.4%	3.79	Agree
It provides interactive call in talk shows	15.2%	45.5%	28.9%	7.2%	3.2%	3.62	Agree
It helps me be happy	16.3%	37.7%	31.8%	9.9%	4.3%	3.55	Agree
The Disc Jockey is very humorous	11.8%	45.5%	28.9%	9.1%	4.8%	3.50	Agree

**Table 3 (Continued)**

<b>I listen to Radiovalley 99.9 FM</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It gives latest music	23.3%	40.6%	30.2%	5.1%	.8%	3.80	Agree
It provides interactive call in talk shows	20.1%	34.0%	37.2%	7.5%	1.3%	3.64	Agree
It helps me be happy	23.5%	27.3%	38.2%	8.0%	2.9%	3.60	Agree
The Disc Jockey is	17.6%	34.5%	36.6%	8.0%	3.2%	3.55	Agree



My family and friends also listens to it	13.6%	37.4%	29.4%	15.8%	3.7%	3.41	Agree
It helps me to socialize with friends	12.3%	29.4%	34.8%	19.0%	4.5%	3.26	Neutral
My family and friends sends me message through it	10.2%	28.3%	35.0%	22.2%	4.3%	3.18	Neutral

Table 4 (Continued)

<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
My family and friends also listens to it	14.4%	31.8%	35.0%	16.3%	2.4%	3.40	Neutral
It helps me to socialize with friends	13.9%	26.5%	37.2%	18.4%	4.0%	3.28	Neutral
My family and friends sends me message through it	13.4%	24.3%	37.4%	21.7%	3.2%	3.23	Neutral

Table 4 (Continued)

<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
My family and friends also listens to it	6.7%	25.1%	44.9%	19.5%	3.7%	3.11	Neutral

It helps me to socialize with friends	5.6%	24.3%	42.0%	21.9%	6.1%	3.01	Neutral
My family and friends sends me message through it	4.0%	24.3%	43.9%	21.9%	5.9%	2.99	Neutral

\*\* Strongly Disagree- 1-1.80, Disagree-1.81-1.2.60, Neutral- 2.61-3.4, Agree-3.41-4.2, and Strongly Agree- 4.21-5.00

**Table 5: Psychology reasons for listening to radio stations in bhutan**

<b>I listen to BBS radio because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Mean</b>	<b>Meaning</b>
It helps me to combat boredom	22.7%	39.3%	22.7%	8.6%	6.7%	3.63	Agree
It help me feel good	15.2%	34.5%	31.8%	9.9%	8.6%	3.38	Neutral
It helps me to live out of a fantasy	13.4%	27.3%	30.5%	17.6%	11.2%	3.14	Neutral

**Table 5 (Continued)**

<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It helps me to combat boredom	18.7%	43.3%	28.1%	5.9%	4.0%	3.67	Agree
It help me feel good	12.3%	41.4%	34.0%	8.0%	4.3%	3.49	Agree
It helps me to live out of a fantasy	9.6%	30.2%	38.2%	15.0%	7.0%	3.21	Neutral

Table 5 (Continued)

<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It helps me to combat boredom	21.9%	36.1%	35.6%	4.8%	1.6%	3.72	Agree
It help me feel good	15.2%	34.0%	40.1%	8.6%	2.1%	3.52	Agree
It helps me to live out of a fantasy	13.9%	27.0%	40.4%	13.9%	4.8%	3.31	Neutral

Table 5 (Continued)

<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It helps me to combat boredom	9.9%	36.1%	42.0%	8.6%	3.5%	3.40	Neutral
It help me feel good	7.8%	30.7%	46.3%	12.0%	3.2%	3.28	Neutral
It helps me to live out of a fantasy	5.1%	25.4%	48.1%	16.0%	5.3%	3.09	Neutral

\*\* Strongly Disagree- 1-1.80, Disagree-1.81-1.2.60, Neutral- 2.61-3.4, Agree-3.41-4.2, and Strongly Agree- 4.21-5.00

Table 6: Media Credibility reasons for listening to radio stations in Bhutan

<b>I listen to BBS radio because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Mean</b>	<b>Meaning</b>
It is believable	35.6%	41.7%	19.5%	2.1%	1.1%	4.09	Agree

It provides fair information	30.5%	48.9%	16.8%	2.7%	1.1%	4.05	Agree
It provides appropriate knowledge	29.9%	43.0%	21.9%	4.3%	.8%	3.97	Agree
It presents in a professional manner	24.3%	36.9%	26.2%	6.4%	6.1%	3.67	Agree

Table 6 (Continued)

<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It is believable	8.3%	43.3%	39.0%	5.3%	4.0%	3.47	Agree
It provides fair information	7.2%	42.8%	40.9%	5.6%	3.5%	3.45	Agree
It provides appropriate knowledge	7.2%	41.4%	43.0%	5.6%	2.7%	3.45	Agree
It presents in a professional manner	7.8%	34.0%	45.2%	9.4%	3.7%	3.45	Agree

Table 6 (Continued)

<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It is believable	8.6%	39.8%	45.2%	4.0%	2.4%	3.48	Agree
It provides fair information	7.5%	40.1%	46.5%	4.3%	1.6%	3.48	Agree
It provides appropriate knowledge	7.2%	34.8%	48.9%	6.7%	2.4%	3.38	Agree
It presents in a professional manner	9.1%	32.4%	47.9%	6.7%	4.0%	3.36	Agree

professional manner							
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Table 6 (Continued)

<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It is believable	5.9%	34.5%	49.5%	6.4%	3.7%	3.32	Neutral
It provides fair information	4.3%	33.2%	50.8%	7.8%	4.0%	3.26	Neutral
It provides appropriate knowledge	5.1%	29.4%	55.9%	6.1%	3.5%	3.26	Neutral
It presents in a professional manner	4.8%	28.9%	54.5%	7.5%	4.3%	3.22	Neutral

\*\* Strongly Disagree- 1-1.80, Disagree-1.81-1.2.60, Neutral- 2.61-3.4, Agree-3.41-4.2, and Strongly Agree- 4.21-5.00

## CHAPTER 5

### Conclusions and Discussion

This chapter summarizes statistical analyses, the limitations of this study, and recommendations for the future research.

This study concerns about the attitudes, perceptions, and behaviors of Bhutanese radio listeners and their preference of radio stations for various gratifications. A survey questionnaire was deployed to collect data from the respondents in Thimphu and Paro towns in Bhutan. The subjects of this study consist of 196 male and 178 female. Frequency analysis was used to analyze the demographic data and descriptive statistics to answer the research questions. The data was coded and punched into computer to be analyzed by SPSS (Statistical Package for Social Sciences) program.

#### Discussion of findings

This study attempts to understand the radio listening behaviors and preference of radio stations by Bhutanese listeners for their various gratifications.

The results can be concluded that:

1. All respondents listen to the four radio stations. Radio being a ubiquitous medium used by almost everyone at sometime (Crisell,1986). The coming of three radios in addition to the already existing BBS radio brought so many excitement and opportunities for Bhutanese listeners. Besides, the new radios are broadcasting interesting and attention-grabbing programs that listeners are motivated to tune into. Moreover, the new radio stations target different age-group listeners with appropriate programs designed. This is the reason for diverse listening among the Bhutanese people.
2. In answer to the first research question, the analysis revealed that, overall, the listeners agreed listening to BBS for immediate news, information on weather, keeping updated with latest announcements, and educational program to gain knowledge. Whereas, the listeners for Kuzoo

FM and Bhutan centennial radio FM 101 didn't show any significant preference. One of the overwhelming reasons for inclination towards BBS is because it was the only radio that people could listen to before the other three radios came into picture. Perhaps, it was the result of habitual listening to BBS that listeners were not readily switching to the new radio stations altogether. Moreover, the larger chunk of radio listeners are people in the rural areas who have habituated to listen to BBS, therefore, the urban people makes small yet noticeable listening pattern to new radio stations.

3. Bhutanese listeners agree that they listen to Kuzoo FM and Radiovalley 99.9 FM for latest music. Music in itself is an object of pleasure and is quite simply the mainstream of radio output (Crisell, 1986). One of the reasons for listening to music programs is that the disc jockey (DJ) is very humorous, entertaining, and provides interactive call-in-talk shows and it helps them make happy.

4. In regard to the social dimension for listening, the listeners agreed that they listen to BBS and Kuzoo FM because their family and friends listen to it. Whereas, the listeners for Radiovalley 99.9 FM and Bhutan centennial FM 101 didn't show any significant preference for it. Bhutanese live in close-knit family systems and uphold values of constant interaction. The influence within and outside group is very strong. The interesting radio program that captures family and group attention is call-in-talk shows. This program offers listeners chance to send goodwill and loving messages to their loved ones and relatives.

5. The findings in psychological orientation showed that the listeners of BBS and Kuzoo FM 101 agreed that these radio stations help them to combat boredom in contrast with the listeners of Radiovalley 99.9 FM and Bhutan centennial radio FM 101 who didn't show any significant preference of listening in regard to psychological orientation. Radio can be used for diversions from various work engagements that results in stress. Lin (2006) found that the motives of seeking diversion from radio listening appears to be a relatively strong factor for the radio audience when they are making a satellite radio adoption decision. This diversion motive mirrors a listener's expectation to receive temporary relaxation, emotional escape, and cognitive stimulation when using radio. Ironically, Bhutanese listeners would rather tune to radios to fight

boredom than to get relief from stress. Cognitive stimulation can be overwhelming reason for seeking diversion in radios among Bhutanese listeners.

6. In terms of credibility, the listeners agreed BBS, Kuzoo FM, and Radio valley 99.9 FM are believable, provide fair information, and provide appropriate knowledge in a professional manner, except for Bhutan centennial radio FM 101. BBS dominates the Bhutanese mass media with its television and radio broadcasting. However, listeners are also considering the upcoming new radios as credible. This preference might also be linked to the popularity of the radio.

### **Limitations and recommendations of the study**

This study suffered several limitations. Firstly, the study is conducted in the midst of tight schedule of research works and in order to cope with the deadline for final research submission. Secondly, due to the preceding limitation, the distribution of survey questionnaire and data collected was kindly assisted by researcher's friends and family in Bhutan while the researcher is stationed in Bangkok. There is ample doubt that the respondents might have been altered from the sampling techniques employed in the study by the researcher.

Although the result presented in this study have, hopefully added to the study of Bhutanese radio listeners, they only represents the one time and certainly do not represent the last word on studying the radio audiences. This one time study finds it quite difficult to explain the variations and fluctuations in the listening pattern. Therefore, longitudinal studies may bring in more concrete explanation of the listeners.

Further, research should also consider lack of demographic weighing so the demographic of the listeners should be brought into analysis and probe more into the audience's gratifications from their point of view. In addition to the above suggestions, apart from the quantitative study, the future study can start studying on a through qualitative research by employing in-depth interviews and face-to-face interaction with the listeners to ensure greater quality of the data and analysis.

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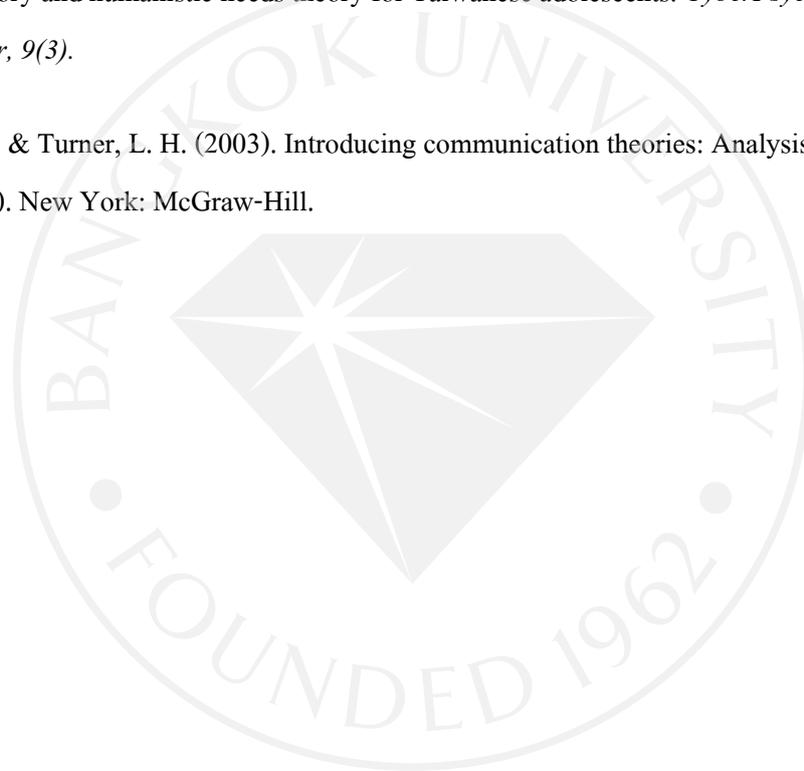
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## Appendix I

### Questionnaire

#### **Part I Demographic Information**

(Please fill in the correct information by marking 'X' in the appropriate item or writing in the provided space)

1. Gender: Male

Female

2. Age: Lower- 15 years old

16-25 years old

26- 35 years old

36-45 years old

46-higher years old

3. Status: Single

Married

4. Profession: Student

Government

Housewife

Business

Others

5. Education level: School not attended

Primary

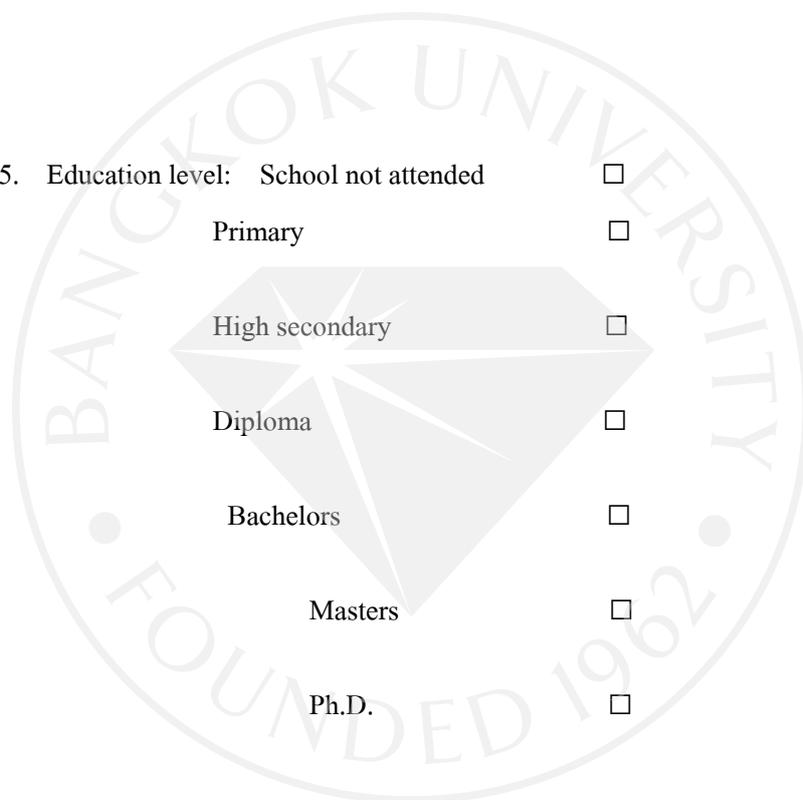
High secondary

Diploma

Bachelors

Masters

Ph.D.



## Part II Listening Pattern

Please read the following statement carefully and mark the best that describes your experience.

There are no right or wrong answers the scales provided means; 5- Strongly Agree, 4- Agree, 3- Neutral, 2- Disagree, 1-Strongly Disagree. Please indicate the degree to which each statement applies to you.

### Section 1: Information

Sl.no	I listen to BBS radio because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
6.	It offer immediate news					
7.	It provides educational program and I gain knowledge					
8.	It provide information about weather					
9	It keeps me update with the latest announcement					
.	<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
10.	It offer immediate news					
11.	It provides educational program and I gain knowledge					
12.	It provide information about weather					
13.	It keeps me update with the latest announcement					
	<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
14.	It offer immediate news					
15.	It provides educational					

	program and I gain knowledge					
16.	It provide information about weather					
17.	It keeps me update with the latest announcement					
	<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
18.	It offer immediate news					
19.	It provides educational program and I gain knowledge					
20.	It provide information about weather					
21.	It keeps me update with the latest announcement					

### Section 2: Entertainment

Sl.no	I listen to BBS radio because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
22.	The Disc Jockey is very humorous					
23.	It gives latest music					
24.	It provides interactive call in talk shows					
25.	It helps me be happy					
	<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
26.	The Disc Jockey is very humorous					





#### Section 4: Psychological orientation

Sl.no	I listen to BBS radio because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
50.	It helps me to combat boredom					
51.	It helps me to live out of a fantasy					
52.	It help me feel good					
	I listen to Kuzoo FM because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
53.	It helps me to combat boredom					
54.	It helps me to live out of a fantasy					
55.	It help me feel good					
	I listen to Radiovalley 99.9 FM because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
56.	It helps me to combat boredom					
57.	It helps me to live out of a fantasy					
58.	It help me feel good					
	I listen to Bhutan Centennial Radio FM 101 because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
59.	It helps me to combat boredom					
60.	It helps me to live out of a fantasy					
61.	It help me feel good					

## Section 5: Credibility

Sl.no	I listen to BBS radio because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
62.	It is believable					
63.	It provides fair information					
64.	It provides appropriate knowledge					
65.	It presents in a professional manner					
	<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
66.	It is believable					
67.	It provides fair information					
68.	It provides appropriate knowledge					
69.	It presents in a professional manner					
	<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
70.	It is believable					
71.	It provides fair information					
72.	It provides appropriate knowledge					
73.	It presents in a professional manner					
	<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>

74.	It is believable					
75.	It provides fair information					
76.	It provides appropriate knowledge					
77.	It presents in a professional manner					

