

Research Title: A Study of Listening Behavior of Buddhism Radio's Audiences(Monks and Non-monks)

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ABSTRACT

The research on listening behavior of Buddhism radio's audiences (Monks and Non-monks) purposes are of these objectives: 1) to study demographical data of the target group(radio's audiences) 2) to study the behavioral of the target group in term of frequency of listening, period of listening and their styles of listening 3) to perform a comparative analysis and synthesis of data collected with the form of Buddhism Radio that is currently organized to get the information in the form of the development of programming to suit the audience.

Result of behavioral research on the quantitative survey shows the significant demographic data of the audiences as follows. The audience is mostly female. Age range is mainly 18-24 years. Most of them have a bachelor's degree or less. The income of less than 15,000 baht per year. Moreover, most are self-employed or employees of private. In case of behavioral study the result came up with frequency hearing is 1-5 days per week, 3-6 hours a day listening and a popular time are from 8:30 to 21:00 am. The first 3 factors Influencing the decision to listening are the appropriate moderator, clarity of the signal , the style of modern entertainment and new music broadcasting. The first 3 radio broadcasting pattern that influencing the decision to listening pattern that combine content and entertainment, but more emphasis on entertainment follow by pattern that

focus on entertainment, music and entertainment issues and the third famous pattern is the one that integrate knowledge and entertainment issue by equally important. The results obtained show that the model for the current pattern of Buddhism radio is not really consistent with the behavior of their listening audiences.

However, there is an alternative pattern that Buddhism radio can choose to develop pattern of broadcasting to suit with their current audiences behavior and the station objectives. Selection of edutainment pattern that integrated both of knowledge or Buddhism contents and entertainment to gather with the goal to inspire audience to have thoughts and deeds in a desirable way of society and to guide the society in the right direction. Edutainment style not only to reinforce the good image of the ecclesiastical but the audience also enjoyed the fun and interesting presentation of knowledge which able to comply with the tastes of the audience as the result of this study has shown.