

Research Article

A Study on Consumer Preferences Towards Online Podcasts Service in Ahmedabad

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A B S T R A C T

In order to better understand the factors impacting online podcast services' acceptance and satisfaction, this study investigates how Ahmedabad's consumers perceive these services. We identify important criteria including content relevancy, accessibility, platform usability, and audio quality through a thorough analysis of the body of existing literature. In-depth interviews and surveys are combined in the research's mixed-methods methodology to collect both qualitative and quantitative data. The study takes into account the listening habits, tastes, and demographics of a broad sample of Ahmedabad citizens. Furthermore, comprehensive interviews conducted with a portion of the participants offer insightful information about subtle facets of customer experiences. To find trends and make sense of the data, statistical methods and theme coding are used in data analysis. The results add to our understanding of customer behaviour in relation to online podcast services.

Keywords: Age Distribution, Gender Distribution, Educational Background, Podcasts, Ahmedabad

Introduction

Over the past few years, there has been a noticeable surge in the use of online podcast services as a means of getting information and enjoyment. This study aims to investigate the specific consumer preferences for online podcasts in the growing city of Ahmedabad, with the goal of offering significant insights into the determinants influencing user choices. As technology continues to transform how people access and engage with material, it is becoming more and more crucial for marketers and service providers to understand the complicated preferences of customers.

The vast range of information available on podcasts, which includes both educational talks and engrossing storytelling, contributes to their popularity. This study's multidimensional approach makes it possible to analyze customer preferences in great detail, taking into consideration

An Examination of the Preferences of Customers in Ahmedabad for Online Podcast Services First of all, Online podcasts have become more and more popular as a source of entertainment and knowledge. In Ahmedabad, for example, understanding local client preferences is crucial to optimizing podcast services. This review of the literature aims to identify gaps in the knowledge about consumer preferences for online podcast services and to assess the body of knowledge in this field.1. Podcast Development: Begin by summarizing the evolution of podcasts over time, highlighting their ascent to prominence and their transition from print to digital media. Important citations: (A few relevant studies or papers concerning the expansion of podcasts ought to be incorporated.)2. Consumers' Online Media Consumption: Examine the factors affecting consumer preferences.

An Investigation of Ahmedabad Consumer Preferences for Online Podcast Services First of all, the media landscape has changed dramatically as a result of the increase in online podcast consumption, and service providers must comprehend customer preferences. This assessment of the literature focuses on Ahmedabad's particular setting while examining important aspects impacting consumer decisions in online podcasts. Trends in Podcast Consumption: Smith's 2019 research emphasizes the popularity of podcasts worldwide, attributing it to their ease as on-demand material. Studies conducted locally in India (Kumar, 2020) confirm this pattern, highlighting the transition from print to digital media. The Media Landscape of Ahmedabad: It's Critical to Know What Kind of Media Ahmedabad Prefers.

Research Objective

The purpose of the study is to examine and evaluate Ahmedabad consumers' inclinations about online podcast services, with an emphasis on comprehending the variables affecting uptake, usage trends, and the perceived worth of these offerings in the community.

Literature Review

Although there isn't much research on Ahmedabad consumers' choices for online audio services, what is known about podcast use elsewhere offers important insights. Convenience, a wide variety of material, and accessibility were determined to be important variables influencing podcast preferences by Smith et al. (2019). According to Patel and Desai's (2021) analysis of the region's patterns of digital media consumption, language and culture preferences may be important factors in Ahmedabad. Further studies focused on Ahmedabad are necessary to provide a full understanding of the elements influencing customer choices for online podcast services in this specific market.

As the aforementioned writers noted, podcasts signaled a shift in listeners' perceptions of radio without undermining the medium's affirmation through its fundamental forms of expression, such as speech and voice, and through intimate connections with the viewers. It brings about changes to radio podcasts in a number of ways, including content presentation and style, listener community building, listener involvement in the production process, and the introduction of new pricing models for podcast-produced content (Martinoli, 2020).

This is a reference to podcasts that support the underground and alternative social and artistic scenes. "Podcasts ought to feature alternative, underground, and other sounds." (Podcast Prešlicavanje, Nebojša Krivokuća, in Martinoli, 2020: 187). The primary lack of awareness among the audience about podcasts, the narrow scope of the offering, user financial barriers, technological barriers that impede

content access, and low advertiser response are some of the reasons why podcasts are not profitable yet (Martinoli, 2020).

Martinoli (2020) draws attention to the necessity of concentrating podcast study on theoretical tenets associated with the digital media landscape. This is because there are novel audience experiences, fresh perspectives, and inventive applications of media material. She provides a list of multiple podcasts. The UNESCO definition of social media, which "simply defines social media in relation to their ability to nurture human relationships through technology, enabling better, faster, and more continuous social interaction between users," is what she accepts as the definition. (UNESCO: 2011, in Uzuegbunam & Uzochukwu, 2016: 4, in Martinoli, 2020: 30). her list of characteristics. People could express their anger and talk intelligibly in this environment, which is what the majority of people want to hear and accept. Speaking the way we speak at home, being political, and being genuine were all very important. gift of the internet (Martinoli, 2020: 23; Locke, 2017). In the literature, Adam Curry is frequently cited as the creator of the first podcast. His podcast, Daily Source Code, immediately became quite famous, and he shared his opinions on current affairs and popular music with listeners (Chen, 2009, in Martinoli, 2020). The first scholarly works on podcasting, outlining its benefits over conventional radio broadcasting, came out very soon after that, in 2006.

Hypothesis Testing

H1: There is significant association between age of respondent those prefer podcast over traditional radio for consuming audio content .

H2: There is significant association between age of respondent those who find online podcast a convenient source of information and entertainment.

H3: There is significant association between age of respondent those who often listen to podcasts related to local events and interests in Ahmedabad.

H4: There is significant association between age of respondent and Audio quality (clear sound, absence of background noise) is crucial for my podcast listening experience.

H5: There is significant association between age of respondent of How often do you listen to podcasts that feature local stories or personalities in Ahmedabad.

Research Methodology

Type of research	Primary research
Research design	Descriptive research design
Participants	People living in Ahmedabad city
Area of research	Ahmedabad

No. of respondents	130
Sampling method	Non – probability- Convenient sampling
Data collection method	Questionnaire – Google form
Analysis collected data	MS Excel

Data Analysis

Demographic Summary

The data presents information on the demographic distribution of a sample group based on age, gender, and educational background.

Age

- 7.7% of the participants fall in the 15-20 age range.
- 61.5% fall in the 21-25 age range.
- 27.7% fall in the 26-30 age range.

Gender

- 56.2% of the participants are male.
- 43.8% are female.
- The total sample size is 130 participants.

Educational Background

- 8.5% participants are of bachelor's degree.
- 23.8% participants are of High school.
- 44.6% participants are of Master degree.
- 20% participants are of PhD and other.

Cronbach Alpha

Table I. Reliability statics

Cronbach's Alpha	N of Items
.804	15

*Source: SPSS Software

As the alpha value is more than 0.07 i.e. 0.804 the data is reliable.

Hypothesis Testing

Chi-Square Analysis

H1: There is significant association between age of respondent and those prefer podcast over traditional radio for consuming audio content

Table 2. Preference of podcast over traditional radio

-		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Age	15-20	3	4	1	2	0	10
	21-25	2	7	32	21	18	80
	26-30	5	4	11	6	10	36
	4	1	0	2	1	0	4
Total		11	15	46	30	28	130

Table 3. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.935 ^a	12	.008
Likelihood Ratio	26.838	12	.008
Linear-by-Linear Association	.358	1	.550
N of Valid Cases	130		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .34.

Interpretation: As the p value is greater than 0.05, hence we reject H1. This shows that there is no relationship between age of respondent & podcast over traditional radio.

H2: There is significant association between age of respondent and those who find online podcast a convenient source of information and entertainment.

Interpretation: As the p value is greater than 0.05, hence we accept H2. This shows that there is a relationship between age of respondent and those who find online podcast a convenient source of information and entertainment.

H3: There is significant association between age of respondent and those who often listen to podcasts related to local events and interests in Ahmedabad.

Table 4. are podcast convenient source of information and entertainment.

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Age	15-20	5	1	3	1	0	10
	21-25	3	10	29	22	16	80
	26-30	8	6	9	4	9	36
	4	2	0	1	1	0	4
Total		18	17	42	28	25	130

*Source: SPSS Software

Table 5. Chi-Square Tests

-	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.081 ^a	12	.003
Likelihood Ratio	30.482	12	.002
Linear-by-Linear Association	.074	1	.786
N of Valid Cases	130	-	-

*Source: SPSS Software

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .52.

Table 6. podcasts related to local events and interests in Ahmedabad

-	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Age	15-20	6	0	1	3	10
	21-25	4	7	33	20	80
	26-30	5	4	13	6	36
	4	0	2	1	0	4
Total		15	13	48	29	130

*Source: SPSS Software

Table 7. Chi-Square Tests

-	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.166 ^a	12	.000
Likelihood Ratio	30.633	12	.002
Linear-by-Linear Association	.728	1	.394
N of Valid Cases	130	-	-

*Source: SPSS Software

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .40.

Interpretation: As the p value is greater than 0.05, hence we reject H3. This shows that there is no relationship between age of respondent and podcasts related to local events and interests in Ahmedabad.

H4: There is significant association between age of respondent and Audio quality (clear sound, absence of background noise) is crucial for my podcast listening experience.

Interpretation: As the p value is greater than 0.05, hence we reject H4. This shows that there is no relationship between age of respondent and audio quality.

H5: There is significant association between age of respondent and how often do you listen to podcasts that feature local stories or personalities in Ahmedabad?

Table 8.Audio Quality

-		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Age	15-20	1	1	5	2	1	10
	21-25	9	6	31	17	17	80
	26-30	3	7	11	5	10	36
	4	0	0	3	1	0	4
Total		13	14	50	25	28	130

*Source: SPSS Software

Table 9.Chi-Square Tests

-	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.602 ^a	12	.651
Likelihood Ratio	10.757	12	.550
Linear-by-Linear Association	.066	1	.797
N of Valid Cases	130	-	-

*Source: SPSS Software

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .40.

Table 10.How often do you listen to podcasts that feature local stories or personalities in Ahmedabad

		Rarely or Never	Disagree	Often	Very Often	Total
Age	15-20	1	3	5	1	10
	21-25	16	37	9	18	80
	26-30	8	10	3	15	36
	4	1	1	2	0	4
Total		26	51	19	34	130

*Source: SPSS Software

Table 11.Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.621 ^a	9	.007
Likelihood Ratio	19.280	9	.023
Linear-by-Linear Association	.406	1	.524
N of Valid Cases	130		

*Source: SPSS Software

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .58.

Interpretation: As the p value is greater than 0.05, hence we reject H5. This shows that there is no relationship between age of respondent and people often listen to podcasts that feature local stories or personalities in Ahmedabad.

Discussion

The data provides an overview of the demographic distribution of the sample group based on age, gender, and educational background.

Age Distribution: 7.7% of participants fall within the 15-20 age range. 61.5% fall within the 21-25 age range. 27.7% fall within the 26-30 age range.

Gender Distribution: 56.2% of participants are male. 43.8% are female.

Educational Background: 8.5% have a high school education. 23.8% have a bachelor's degree. 44.6% have a master's degree. 20% have a Ph.D. or other qualifications.

Reliability Analysis reliability analysis was conducted, revealing a Cronbach's Alpha of 0.804, indicating good reliability of the data.

Hypothesis Testing With Chi-Square Analysis

H1: Association Between Age and Preference for Podcasts Over Traditional Radio

The Chi-Square analysis resulted in a p-value of 0.008, indicating a significant association. Therefore, H1 is rejected, suggesting a relationship between age and the preference for podcasts over traditional radio.

H2: Association Between Age and Finding Online Podcasts Convenient

The Chi-Square analysis resulted in a p-value of 0.003, suggesting a significant association. H2 is accepted, indicating a relationship between age and the perception of online podcasts as a convenient source of information and entertainment.

H3: Association Between Age and Listening to Podcasts Related to Local Events

The Chi-Square analysis yielded a p-value of 0.000, suggesting a significant association. H3 is rejected, indicating a relationship between age and the frequency of listening to podcasts related to local events.

H4: Association Between Age and the Importance of Audio Quality

The Chi-Square analysis resulted in a p-value of 0.651, suggesting no significant association. H4 is accepted, indicating no relationship between age and the importance of audio quality.

H5: Association Between Age and Frequency of Listening to Local Podcasts

The Chi-Square analysis yielded a p-value of 0.007, indicating a significant association. H5 is rejected, suggesting a relationship between age and the frequency of listening to podcasts featuring local stories or personalities.

Conclusion

The findings demonstrate that podcasts, as a new media format, are becoming more popular in Serbia; moreover, there is an audience interested in this kind of content delivery and they highlight the fact that podcasts enable a particular issue to be clarified in greater depth. Because podcasting technology is less expensive than radio, television programming, and given that its transmission does not necessitate authorization from the regulating body is not only run by media firms; other companies also run it. Like this one such is the podcast Protok, which was started by a business operating in the domain of emerging technologies with the intention of examining subjects pertaining to the link the relationship between technology and society (Mihajlov Prokopović, Jevtović & Jovanović, 2019).

When discussing the variety of content available on podcasts, it's also important to note that several classic journalistic subgenres are present in them, albeit they have evolved to fit the new medium. This is the situation, for instance, with movie critics who, thanks to a particular conversation, have found a home in podcasts concerning art; one such podcast is Remarker: Zadovoljstvo u tekstu (engl. Remarker: Enjoyment in Writing).

Future Scope of Study

evaluating Ahmedabad's acceptance of online podcast services and projecting the market's future expansion. Examining particular podcast subjects or genres that appeal to local listeners in order to direct platforms and content producers. Comprehending the demographic variables that impact podcast inclinations can facilitate the development of focused content and marketing tactics. Looking into how to improve the podcast listening experience by integrating cutting-edge technologies like artificial intelligence or interactive elements. examining Ahmedabad's podcast market competition and pointing up possible areas for innovation or improvement. analyzing audience reactions to various monetization strategies and locating sustainable income sources for podcast platforms and producers. examining the cultural environment that affects the use of podcasts and making sure that the material is in line with regional values and tastes.

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