

**DISTANT PARTICIPATION IS A REASONABLE  
STRATEGY – A COMPARATIVE STUDY BASED ON FM  
CHANNELS IN PUNE**

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**Abstract**

With the advent of globalization there has been a notable change in the level of participation of different organizations through different sectors in our economy. The changed scenario was much more revolutionary in terms of products offered, products differentiation, adaptability, intensity of competition, etc. There were new product offerings by the participants in terms of various dimensions considering various points of reference. Simultaneously, organizations representing two different periods were on the same platform. The divide was widening considering the pace of development and innovation that the new entrants were following. Majority of participants were adapting to the changed scenario, however old participants were bit lethargic in their approach. The changed norms which evolved from the new participants became the new dictate for the market. There was a pattern shift. With the realm of such changes the old participant/s has/have not adapted drastic change dictated by the market. On the other hand the changed circumstances provided a homogenous ground where the new entrants found it difficult to differentiate themselves with others.

There are few examples that we can cite of some organizations such as Doordarshan, Vivid bharti etc. These organizations have not changed. The study was based on whether the changed scenarios have really held back consumer perception for Vivid bharti. It will also help to understand whether taciturn participation is reasonable strategy for organizations. A structured sample survey was undertaken in Pune where in 31 respondents have been surveyed. The findings clearly state that Vivid bharti clearly stands tall as compare to other FM channels. The consumers have expressed the opinion about their preference for the vividh bharti due to its distinctness which was portrait through its distant strategy in the radio industry.

## **Introduction**

Any organization cannot function in isolation as the basic operation of organizations is influenced by the socio-economic and political environment. It is under the influence of external factors that the organization adapts itself with changing the scale of operation. The external factors differ from one product category to the others, country of operation, political framework and social fabric. The existence of organizations much depends on its act of its functions that it is delivering within the given framework. Large number of organizations has been able to sustain considering the changes brought under environment of business. Adapting to the changed environment has been accepted by a large number of organizations taken in to account the sustainability factors. However, due to external support some organizations do not experienced any pressure from such external factors. In others words, the intensity of external pressures are not large in enough to displace the organization into other scale of operation. Such organizations rely on the same scale of operation, norms that are perceived initially. There is no notable change in the consumer attitude with respect to such organizations rather the brand attributes become more vivid in the changing scenario. There are number of organization in and around us. Some of them are publicly managed and some are privately managed. Many of them remain dormant in the industry and thereby it differentiates itself from the others. It is also observe that many of such organizations become part of the stream of the industry.

The study is based on the study of consumer attitude towards the vivid bharti (hindi radio channel)

## **About vividh bharti**

Vividh bharti had been established couple of decades ago. It enjoyed a large audience base that used to be and are followers of the channel. Hindi film music represents the symphony of India that she is known for. Hindi film portrays the emotions and ecstasy of common class that recollects all of its experiences through the music. The association that Hindi film songs share with large section of society is noteworthy. The change scenario witnessed more participation from private players in the last decade. The number of private radio channels grew in numbers. The popular Vividh Bharati Service of All India Radio was conceptualized to combat 'Radio

Ceylon' in 1957. Within no time it proved to be a popular channel of every household. The service provides entertainment for nearly 15 to 17 hours a day. It presents a mix of film music, skits, short plays and interactive programmes, some of the old popular programmes of Vividh Bharati are 'SANGEET SARITA', 'BHULE BISRE GEET', 'HAWA MAHAL', 'JAIMALA', 'INSE MILIYE', 'CHHAYA GEET' ETC., are still distinctly recognized by the listeners. (<http://allindiaradio.org/vb.html>, assessed on 10<sup>th</sup> September, 2011)

### Objectives

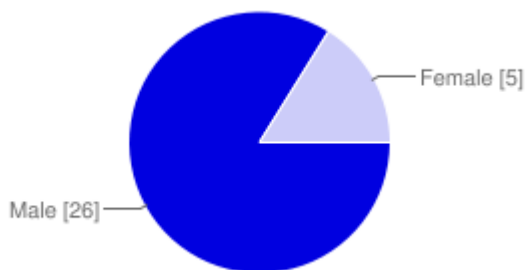
- a) To study the customer attitude towards brand Vividh bharti
- b) To study whether dormant strategy rewards the vividh bharti with higher recollect value.

### Methodology

A questionnaire was developed with 6 items through 5 Likert scale. Awareness level was also studied with reference to other FM channels. A structured sample survey was conducted with a sample survey for 31 respondents.

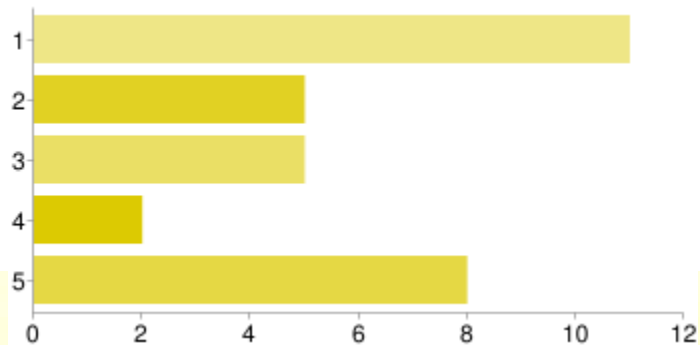
### Data analysis

#### Gender



|        |    |     |
|--------|----|-----|
| Male   | 26 | 84% |
| Female | 5  | 16% |

**Awareness about vividh bharti programs**



| No of Programs | No of respondents | Percentage |
|----------------|-------------------|------------|
| 1              | 11                | 35%        |
| 2              | 5                 | 16%        |
| 3              | 5                 | 16%        |
| 4              | 2                 | 6%         |
| 5              | 8                 | 26%        |

**I am aware of all radio channels**

| Level of agreeability | No of respondents | Percentage |
|-----------------------|-------------------|------------|
| Completely Agree      | 8                 | 26%        |
| Agree                 | 9                 | 29%        |
| Cant say              | 13                | 42%        |
| Disagree              | 1                 | 3%         |
| Completely Disagree   | 0                 | 0%         |

**All radio jockeys/anchors except of vividh bharti hardly differ with each other**

| Level of agreeability | No of respondents | Percentage |
|-----------------------|-------------------|------------|
| Completely Agree      | 3                 | 10%        |
| Agree                 | 17                | 55%        |
| Cant say              | 6                 | 19%        |
| Disagree              | 4                 | 13%        |
| Completely Disagree   | 1                 | 3%         |

**There is a qualitative difference between vividh bharti and other FM radio channels**

| Level of agreeability | No of respondents | Percentage |
|-----------------------|-------------------|------------|
| Completely Agree      | 11                | 35%        |
| Agree                 | 17                | 55%        |
| Cant say              | 2                 | 6%         |
| Disagree              | 1                 | 3%         |
| Completely Disagree   | 0                 | 0%         |

**Vividh bharti programs are unique in its class as compare to other FM channels**

| Level of agreeability | No of respondents | Percentage |
|-----------------------|-------------------|------------|
| Completely Agree      | 12                | 39%        |
| Agree                 | 15                | 48%        |
| Cant say              | 2                 | 6%         |
| Disagree              | 2                 | 6%         |
| Completely Disagree   | 0                 |            |

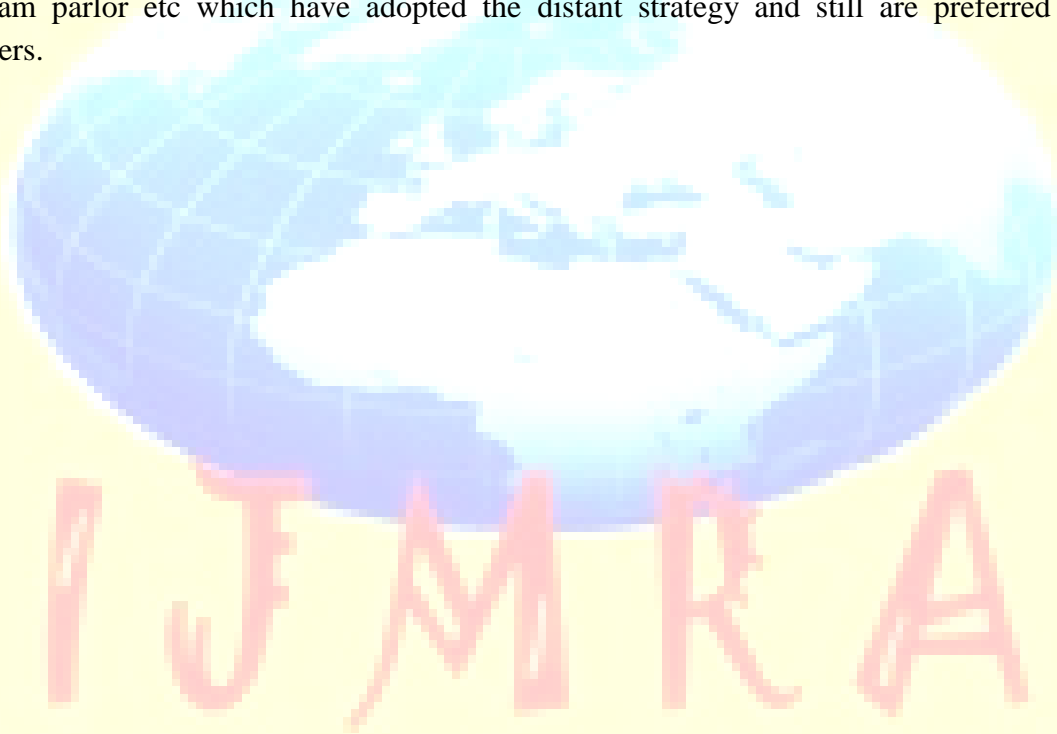
**Given the opportunity to suggest Vividh bharti, I would request them to maintain the same flavor that they have maintained for so many years.**

| Level of agreeability | No of respondents | Percentage |
|-----------------------|-------------------|------------|
| Completely Agree      | 7                 | 23%        |
| Agree                 | 12                | 39%        |
| Cant say              | 6                 | 19%        |
| Disagree              | 4                 | 13%        |
| Completely Disagree   | 2                 | 6%         |

## **Conclusion**

The findings show that vividh bharti is preferred by the customers. However there is some limitation in terms of degree of preference. The customers do recognize the differentiation of vividh bharti when compared with other FM channels. The customers do confirm that FM channels hardly differentiate with each other. Such factors enable the customers to differentiate vividh bharti with other FM channels. It should be noted that there is a limitation in differentiation with respect to the radio channels. Also, with more competition in the market, the new entrants are forced to imitate the other players.

The stand taken by vividh bharti of being a satisfied organization has enabled her to remain in the mind of customer irrespective of the time period. The examples of such organization are not present only in the public sector, also there are numerous examples of small hotels, book store, ice cream parlor etc which have adopted the distant strategy and still are preferred by the customers.



**Annexure**

**Survey on FM Radio Channels**

\* Required

Your Gender \*

- Male
- Female

Your Age \*

- less than 20 years old
- 20 -25 years old
- 25-29 years old
- 30 -35 years old
- 35 -40 years old
- 40-45 years old
- 45-50 years old
- 50-55 years old
- 55 -60 years old
- above 60 years old

Since how long you listening to following FM radio channels \*

|              | 1                     | 2                     | 3                     | 4                     | 5                     |  |
|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--|
| Radio City   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |  |
| Radio Mirchi | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |  |
| Radio One    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |  |
| Vivid Bharti | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |  |



Number of radio programs that you are aware of \*

|              | 1                     | 2                     | 3                     | 4                     | 5                     |
|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Radio City   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Radio Mirchi | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Radio One    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Vivid Bharti | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please indicate your level of agreeability with the following statements \*

|  | Completely Agree      | Agree                 | Cant say              | Disagree              | Completely Disagree   |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I am aware of all FM radio stations  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The FM radio stations helps to relax   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| All radio jockeys/anchors except of Vivid Bharti hardly differ with each other         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There is qualitative difference between Vivid Bharti and other FM radio stations       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The radio programs of Vivid Bharti carries the same pace as I listened it earlier      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Vivid Bharti programs are unique in its class as compare to other FM stations          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This uniqueness of Vivid bharti appeals me a lot as compare to other FM radio channels | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

|   |  | Completly Agree       | Agree                 | Cant say              | Disagree              | Completly Disagree    |  |
|---|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--|
| Given the opportunity to suggest to Vivid Bharti, I would request them to maintain the same flavour that they have maintained for so many years |  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |  |

