

Structural Changes in Radio and Impacts on Music Listeners

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Abstract

The current study explores structural changes in radio and assesses their impact on music listeners in Pakistan utilizing the theoretical underpinnings of political economy of communication. A mixed-method approach was used to answer research questions and evaluate hypotheses. Contextual analysis was utilized to evaluate the qualitative analysis after the interviews with 14 experts in the Pakistani radio industry were transcribed. Cross-tabulation with chi-square test, Independent Sample T-test, and AVOVA with Tukey tests were used to analyze survey responses from 200 respondents in order to determine the correlations between variables. The findings show that structural trends in the radio industry's deregulation and commercialization have curtailed access to a varied range of listeners in Pakistan. According to the research, deregulation, licensing fees, new license fees, and the restriction of Indian music, revenue generation, and licensing to nonprofit FM radio have all limited access to a diverse spectrum of radio music listeners in Pakistan. This trend also leads broadcast media in Pakistan to produce and disseminate more entertainment programming rather than information and education programs.

Key Words: Radio; Political Economy; Music Listeners; Mixed Methods

1. Introduction

Technological advancement in the distribution of music from the gramophone to cassette and cassette to compact disc (cd), and now in the digitized form on Internet, remove the barriers and created the group listeners of particular music to mass listeners due to the availability of music of legends on Internet. On the other side, the conversion from Amplitude Modulation (AM) to Frequency Modulation (FM) of Radio also

increased the popularity of music on Radio. But political and well as economical structural changes in radio create many ups and downs in the life of music as well Radio in Pakistan, due to instability in political structure and insufficient resources and sources since its birth. The creation of Radio Pakistan and State of Pakistan occurred on the same time. The change in the political and economic structures of the country also impacted the structure of Radio in Pakistan, which depicted from its manifestation and content. This research builds on previous work in the political economy's connectivity legacy, shedding light on PEMRA's inability to address numerous issues in Pakistan's FM radio industry.

1.1 Broadcast Media Policy in Pakistan

In recent decades, the exponential growth and digitalization of electronic service networks has undeniably affected the formulation of broadcast media policy (Joseph, 2009; Ludes, 2008). The Pakistan Electronic Media Regulatory Authority (PEMRA) was formed in 2002 by Pervez Musharraf's military regime. PEMRA was in charge of supporting and regulating all broadcast media and distribution networks in Pakistan, including satellite television, FM radio, television, cable television, DTH, landing rights, and temporary uplinks because Pakistan granted most licenses for broadcast media outlets (PEMRA, 2020, para. 1). PEMRA, on the other hand, is working on many tough challenges, such as developing and implementing comprehensive rules to control cross-media ownership. PEMRA's foundation was a crucial move since Pakistan, with its 180 million inhabitants, is a fast-rising media market (Rasul, 2004).

1.2 Political Economy of Broadcast Media

Local and global corporations have long disagreed on policy issues about broadcast and print media everywhere, although the latter require less regulation (Chalaby, 2005; McChesney, 2008; Napoli, 2003). Numerous academics in the political economics of communication and significant media research traditions have concentrated on the complexity and perplexities found in policymaking in the field of broadcast regulation in various nations (Kemal, 2002; McChesney, 2008; Mosco, 2009). Despite debates about the importance of systemic changes in the radio industry as a focal point for policies leading to globalization, liberalization, and commercialization, there are barriers to the implementation of Western policies that, while relevant to their level of development are harmful to the development of a developing country (Gonzalez, 1988, Nwuzor, 2014; Mihal, 2011). A structural change in the deregulation of news, content, and programming commercialization can impact radio, which is needed to play a significant role in national development. According to Williams (2013), "everything can be said if you can afford it and say it profitably (p.119)" which is PEMRA's rationale for legalizing electronic media in Pakistan. Too much issuance of FM Radio licenses another structural change by PEMRA from 2002 to 2020 (more than 240 FM Radio Channels, S. Baig, personal communication, February 27, 2021) in the process of deregulations of media create new problems of many FM Radio for their survival due to limited advertising market which has been shrunk from Rs. 5bn to Rs 2bn in 2020 for FM Radio industry in Pakistan which raises many other issues. With all these problems the decision of Supreme Court of Pakistan in 2018 for banning the Indian music on FM Radio in Pakistan, create another crisis made limited choice of music for music listeners in Pakistan in recent scenario. Therefore, present study attempts to sort out the ways to present appropriate answers of these structural changes through a scientific enquiry based on expert opinion and

systematic survey under the lens of political economy of FM Radio in Pakistan. This study also investigates that how structural changes in the deregulation and commercialization of the broadcasting sector have affected the functioning of FM radio stations in Pakistan.

1.3 Radio Broadcasting

Radio broadcasting provides a significant platform for public awareness and exchange of ideas, as well as education, political participation, and development (McQuail, 2000). However, in a completely deregulated and corporatized society, this tremendous potential is lessened due to radio stations' greater concentration on private economic interests (profit making). As a result, it is necessary to examine structural changes in broadcasting to determine what new economic, social, and political ramifications are arising in Pakistan. However, in a fully deregulated and corporatized environment, this great potential could be diminished due to the increased focus of Radio stations on private commercial interests (profit making). As a result, it's critical to look at the structural changes in broadcasting to see what new forms of economic, social, and political consequences are emerging in Pakistan. Consumers in Pakistan, on the other hand, face problems while trying to access FM Radio content.

Taking into account the above, the analysis is motivated by the following goals:

1. To find out how systemic shifts in the deregulation and marketing of radio broadcasting have influenced Pakistan's FM radio industry. The aim is to analyze these systemic improvements by experts in the country relating to the FM radio industry.
2. To establish how systemic improvements in music policy on FM Radio have impacted music listeners. This research adds to our knowledge of the effect on the radio industry in Pakistan of structural changes in deregulation and commercialization. It is a contribution to awareness of a policy and how to fix its most unhealthy impact on an information and entertainment tool. The research can be seen as a formative study of systemic shifts in the radio industry in the political economy and their impact on music listeners in Pakistan, an area that has hardly been used in its entirety to examine Pakistan's radio industry.

The research aims to address the following questions;

1. To what extent have structural changes in the legalization and commercialization of the radio broadcasting sector limited access to a wide variety of listeners in the country?
2. How has the legalization and commercialization of the FM radio industry impacted music content on Pakistani radio?
3. Is the fight for profit preventing the news media from creating and disseminating more entertainment programs than information and education programs?

Following hypotheses are also going to be tested;

H1: More the issuance of FM Radio licenses in Pakistan more the threat to FM Radio industry in Pakistan

H2: More the level of Radio consumption more the level of feelings of repetition in music listeners of FM Radio

In this present study the structural changes mean change in Radio from Analog to digitization (AM to FM), regulations to Deregulation of Media in Pakistan, particularly Radio, issuance of extensive licenses for FM Radio in Pakistan, ban of Indian Music on Pakistani FM Radios by Supreme Court of Pakistan, repetition of songs, shrinking of Total Advertising Revenue from Rs. 5bn to Rs 2bn for Radio Industry, parallel Existence of non-commercial Radio Channels getting commercial.

1.4 FM Radio Industry in Pakistan

The revival of radio industry become possible after established of FM radios in Pakistan. It is truly said that FM radios have made revival of radio listening in Pakistan. Currently, more than two hundred (200) FM radios are working in the country and airing variety of programs including entertainment, infotainment to its listeners (Chaudhary, 2019). Abila (1998) expresses about the enhancement of FM 100 listenership because of the fact that it presents unique and versatile programs. Eighty percent listeners have shared that they used to listen FM 100 due to presentation of variety of programs which carries information, education and entertainment. According to Erum (1998), a survey was conducted from the students of Punjab University, Lahore and results reveals that 99% of students listen radio and 57% of students are FM 100 listeners among them. Ahmad (1999) describes that radio business 70% increase in Rawalpindi and Islamabad after introduction of FM radios in Pakistan and 70% youth in twin cities keen FM listeners. The trend shows the popularity of FM radio among young listeners in Pakistan. Masood (2000) describes that about 70% of people opine that the radio is an excellent source of getting information. Ninety percent of farmers are of the opinion that their cotton production was increased due to listening of radio programs on cotton crops. Ninety six percent of farmers listen to agricultural programs on radio. According to Riaz (2001) there are two basic reasons of popularity of FM 100, firstly freedom of expression and secondly, the feedback system through live calls. Thomas (1999) describes that efficiency and significance of radio in current technological era could not be overlooked. Further, he states that radio is the best source and medium which is handy for educators and they can reach to mass audience at very low cost through radio medium in many areas of the world. Syed (2002) illustrates the popularity of FM 100 and describes the results of a survey wherein 86% participants listen FM 100 and prefer to listen FM 100 transmission as compare to other FM radio channels. Bashir (2002) illustrates that Pakistani nation was not found of music listening before 1995, after launching of FM 100 by the private sector, people prefer to listen FM 100 transmission instead of PCB FM-101 channel, which shows the vivid future of FM radio industry in Pakistan. Wagra (2002) illustrates that, fame of FM listening in Lahore can be measured by considering the fact that after beginning in 1998; broadcast of FM 100 has augmented radio listening in Lahore and listenership increased from 40.45% to 82.02% within 3 years. The popularity of FM 100 has increased in a very short time in Rawalpindi, Islamabad, Lahore and Karachi. Syed (2002) describes that 64% of people use to listen FM-101 broadcast out of 100 and majority of these people only listen songs on FM-101. FM-101 is an informative and entertainment channel, therefore the listenership of FM-101 listeners is increasing day by day. According to Rawan and Siraj (2003), radio is very effective medium and truly called as “magic medium” due to its important role is mass communication. Radio medium is key source of airing mass education in Pakistan and different education-based programs are aired through radio medium across the country. Abbas (2004) states that FM radio stations have got the attention of advertisers as this medium is

cost effective, excellent reception and easily accessible to local community. FM programs are listened and popular among different communities, age groups, professionals etc. Naz (2008) illustrate that expansion, growth and transformation in FM radio in Pakistan are promising. FM radios are providing assistance, entertainment and education to general public and FM radio industry has established itself as a useful source of awareness and important tool of education due to which literacy and education rate is improving day by day in Pakistan. Ali (2009) states that after the establishment of FM radio in Pakistan, the popularity of radio enhanced because FM radio provides information to the people living in remote areas having no access to other sources of mass media such as newspapers, television etc. FM radios also broadcasts different programs in regional languages which helps in bridging the gap among people living in other areas of country. FM radios are also helpful in raising awareness about different social evils such as extremism & militancy, feudalism etc. According to Naqvi et al. (2011), the public preferred FM radio listening because of its engaging and thrilling content. FM radio programs are popular among Pakistan's youth. Youth are avid listeners of amusement programs, although individuals of all ages are interested in listening to programs on current events, talk shows, and news.

According to Yaser et al. (2011), Radio medium is recognized as a main source of information provider in rural areas, where majority of people use radio medium to get education, information, entertainment and source of news listening. Radio medium is also popular in urban areas after the establishment of FM stations. Rehman (2014) considered that FM radios are more effective community medium as they air community related problems, source of promotion of regional voices and their policy of no sensationalism make them more dependable among audience as compare to other media sources. Understanding the role of the media in society and assessing how market trends, regulation and subsidies, and organizational processes influence and define media climate and media knowledge quality is facilitated by studying the political economy of communication (McChesney, 2008, p. 491). Theorists in this discipline strive to increase understanding of power dynamics through the incorporation of a Marxian paradigm, which leads to social change and transformation in many civilizations (Mosco, 2009). According to Smythe (1977), scholars in this school have concentrated on economic and social analyses of cultural companies that employ scarce money in the creation and distribution of cultural artefacts.

The political economy of communication investigates the micro and macro patterns of economic growth, ownership concentration, and media dominance to understand how economic systems and dominant ideologies restrict the supply of cultural goods (McChesney, 2008; Mosco, 2015, 2009; Wasko et al., 2011). To maintain their market power, big media corporations spend a lot of money on joint ventures, directorships that are intertwined, and lobbyists (Rasul & Proffitt, 2013). Many critics of regulatory regimes argue that mass media companies reflect investors' financial interests rather than the general interest in open markets (Lewis, 2010; Napoli, 2003). According to Morley (2000), politicians in a number of countries have been attempting to address the issue of media hegemony and power consolidation. According to political economists, the power of cultural commodities producers, distributors, and consumers empowers media owners to control the means of communication and, as a result, public opinion (Bagdikian, 2004; Herman & Chomsky, 1988; McChesney, 2008; Mosco, 2009; Rasul & Proffitt, 2013; Wasko et al., 2011).

Political economists believe that the news media sector would be the largest winner of communications regulation as regulatory mechanisms are set up by policymakers because of its political influence, lobbying expertise, and economic prowess. According to Kemal (2002), various governments in Pakistan have adopted socioeconomic and regulatory mechanisms to create a balance between government and private interests in order to ensure the existence of a stable public domain. Pricing, competition, the incorporation or exclusion of marketplace competitors, and advertising firms' monopoly policies are all influenced by regulatory decisions (McChesney, 2008). As a result, regulators tend to utilize bureaucratic authority to exert control over media outlets, adopting complicated regulations to punish unruly and confrontational media channels while supporting friendly media and their owners.

Researchers like Bernstein (1955), Kemal (2002), McChesney (2008), McDowell (1997), Napoli (2003), Olson (1982), Oxley (1993), Robison and Crenshaw (2002), Stigler (1971) and Tahir (1996) believe that regulatory bodies begin their work aggressively to reform media businesses, but that as time passes, they become ineffective by indulging in bureaucratic rituals and begin defending the interests of government businesses.

Whereas, lobby organizations commonly use political pressure and private sector bribe to promote business-friendly laws (Laffont & Tirole, 1993). In Pakistan, successive governments have used ad quotas, newspaper announcements, and broadcast media licenses as payoffs to secure positive media coverage. This phenomenon impact developing nations such as Pakistan, and policymakers are seeking for acceptable standards to guide them through the policy-making process to manage the problems posed by new technology and converging economies (Napoli, 2003). Ad hoc, ineffective, and erratic legislative decisions would follow if legislators had to deal with a constantly shifting media environment. As Anderson (1992) puts it, "some assessment criterion must be invoked to make a policy judgment" (p. 387).

2. Methods

Mixed methods approach was employed for this research. Fourteen in-depth interviews of owners, directors/heads, educationists/trainers, broadcasters, regulators (PEMRA officials, government representatives were conducted to know the political economy of structural changes in FM Radio Industry and their impact on music listeners in Pakistan. A survey of music listeners was also taken to check the opinion of music listeners under these structural changes.

The researcher carefully selected the interviewees while keeping in mind the categories and the questions which are designed to ask them.

In addition to in-depth interviews, the researcher utilised a quantitative approach to gather information from music listeners. They gave information about the preferences of their Radio channels and the content they consumed on Radio. The researcher distributed 200 questionnaires to music listeners on Radio in Lahore. Question types included multiple choice answer scales, 4-point and 5-point Likert scales.

The systematic sampling technique was applied for getting the sample of 200 students (100 from each department) enrolled in the departments of mass communication in University of the Punjab and The Superior University Lahore.

Gender, age, education level, employment level, and income level of the respondents were taken as demographic variables.

Two scales of dependent variables are constructed in present research.

Ten-item scale was designed to measure the consumption of music on Radio. Five categories were made to yield the responses of respondents; never = 1, sometimes = 2, seldom = 3, often = 4, very often = 5, (Cronbach Alpha $\alpha = .883$, $M = 23.21$, $SD = 8.29$ see Appendix C).

Five item scale was created to test the level of boredom while listening to same music repeatedly on Radio. Four categories are made to get the response of respondents; irritated = 1, low mode = 2, bored = 3, and unpleasant = 4, (Cronbach's Alpha $\alpha = .751$, $M = 12.75$, $SD = 4.15$).

For the interview data, the researcher used the contextual analysis approach, and for the survey data, SPSS was used (Statistical Package for Social Science). The cross tabulation with Chi Square Test, Independent Sample T-test and AVOVA with Tukey tests were conducted to determine the relationships between variables. The eta square was also calculated to check the impact of the variables along with Tukey test computed to determine the exact difference in the mean scores of variables to predict the impact.

3. Results & Findings

3.1 Quantitative Analysis

Table 1. Listening to radio for music and radio consumption on weekend

Listening to Radio for Music	Radio Consumption on Weekend					Total
	less than one hour	one to two hours	two to three hours	three to four hours	more than four hours	
never	42	12	3	0	0	57
	21.0%	6.0%	1.5%	0.0%	0.0%	28.5%
sometimes	35	16	5	3	0	59
	17.5%	8.0%	2.5%	1.5%	0.0%	29.5%
seldom	14	9	3	0	1	27
	7.0%	4.5%	1.5%	0.0%	0.5%	13.5%
often	16	7	3	1	0	27
	8.0%	3.5%	1.5%	0.5%	0.0%	13.5%
very often	14	6	2	6	2	30
	7.0%	3.0%	1.0%	3.0%	1.0%	15.0%
Total	121	50	16	10	3	200
	60.5%	25.0%	8.0%	5.0%	1.5%	100.0%

$$\chi^2(16) = 31.881, p = .010$$

Table 5.1 reports the association between listening to Radio for music and Radio use on weekend. The majority of the people sometimes consume Radio for music (29.5 percent). Many people who do not listen to music radio consume less than one hour of radio on the weekend (21 percent). There are 85.5 percent (60.5 percent and 25.0 percent) of light radio users, while 13 percent (8.0 percent and 5.0 percent)

are moderate listeners and just 1.5 percent are heavy weekend radio consumers in Lahore, the capital city of Pakistan's Punjab Province. Statistically important are the results: $\chi^2(16) = 31.88, p < .010$. Therefore, it can be inferred that there is a statistically important association between listening to music on the radio and weekend radio use.

Table 2. Listening to radio for music and feeling repetition of songs

Listening to Radio for Music	Feeling Repetition of Songs on Radio					Total
	never	sometimes	seldom	often	very often	
never	19	21	7	6	4	57
	9.5%	10.5%	3.5%	3.0%	2.0%	28.5%
sometimes	8	26	10	9	6	59
	4.0%	13.0%	5.0%	4.5%	3.0%	29.5%
seldom	2	12	8	4	1	27
	1.0%	6.0%	4.0%	2.0%	0.5%	13.5%
often	1	13	4	9	0	27
	0.5%	6.5%	2.0%	4.5%	0.0%	13.5%
very often	3	15	6	3	3	30
	1.5%	7.5%	3.0%	1.5%	1.5%	15.0%
Total	33	87	35	31	14	200
	16.5%	43.5%	17.5%	15.5%	7.0%	100.0%

$\chi^2(16) = 29.888, p = .019$

The relation between listening to music on the radio and feeling the repetition of songs on the radio is recorded in Table 2. Many people who often use radio for music sometimes notice the repetition of songs on radio (13 percent). Whereas those who consume very often ranked second (7.5 percent) and those who often consume music for radio ranked third (6.5 percent). There are 83.5 percent of individuals who experience the repetition of radio songs, while just 16.5 percent do not feel the repetition of radio songs. Statistically, the findings are significant: $\chi^2(16) = 29.88, p < .019$. Therefore, it can be inferred that there is a statistically important association between listening to music on the radio and the sensation of repeated songs on the radio.

Table 3. Gender differences in listening to music on the radio and feeling bored

	Gender of Respondent	N	M	SD	SEM
Listening to Music on Radio	male	82	12.0000	4.88131	.53905
	female	118	11.6186	4.75002	.43728
Feeling Boredom while listening to Radio	male	82	13.0122	3.95810	.43710
	female	118	11.7203	4.20802	.38738

Independent Samples Test	Levene's Test		t-test						
	F	Sig.	t	df	Sig. (2-tailed)	MD	SED	95% CID	
								L	U
Listening to Music on Radio	.205	.651	.552	198	.581	.38136	.69069	-.98070	1.74341
			.549	171.319	.583	.38136	.69411	-.98875	1.75146
Feeling Boredom while listening to Radio	1.817	.179	2.188	198	.030	1.29186	.59055	.12728	2.45643
			2.212	180.935	.028	1.29186	.58405	.13942	2.44429

Table 3 shows the results of an independent-samples t-test used to compare gender-based radio listening ratings. The table reveals that there was no significant difference between male ($M = 12.000$, $SD = 4.88$) and female ($M = 11.61$, $SD = 4.75$; $t(198) = .552$, $p = .582$) (two-tailed). Rather small (eta squared = .001) was the size of the difference in the mean (mean difference = .38, 95%, CI: -.98 to 1.7).

Independent samples t-test are also recorded in Table 5.12 to compare the ratings of feeling boredom when listening to music on the radio. The table indicates a significant gap between males ($M = 13.01$, $SD = 3.95$) and females ($M = 11.72$, $SD = 4.20$; $t(180) = 2.21$, $p = .0285$) (two-tailed). There was a nominal (eta squared = .02) magnitude of the difference (mean difference = 1.29, 95 percent CI: .14 to 2.4).

Table 4. Qualification wise variations in Listening to Music on Radio and Feeling Boredom

		N	M	SD	SE	95% CIM		Min	Max
						Lower Bound	Upper Bound		
Listening to Music on Radio	Matric	2	13.0000	4.24264	3.00000	-25.1186	51.1186	10.00	16.00
	Intermediate	14	11.0714	3.68916	.98597	8.9414	13.2015	5.00	18.00
	B.A. /B.Sc. /BS	107	12.2243	4.97220	.48068	11.2713	13.1773	5.00	25.00
	M.A. /M.Sc. / MS	67	11.2985	4.62868	.56548	10.1695	12.4275	5.00	25.00
	M. Phil. / PhD	10	10.9000	5.70477	1.80401	6.8191	14.9809	5.00	23.00
	Total	200	11.7750	4.79577	.33911	11.1063	12.4437	5.00	25.00
Feeling Boredom while listening to Radio	Matric	2	7.5000	3.53553	2.50000	-24.2655	39.2655	5.00	10.00
	Intermediate	14	11.7143	4.02738	1.07636	9.3889	14.0396	5.00	18.00
	B.A. /B.Sc. / BS	107	11.8879	4.32921	.41852	11.0581	12.7176	5.00	20.00
	M.A. /M.Sc. / MS	67	13.4925	3.42174	.41803	12.6579	14.3272	5.00	20.00
	M. Phil. / PhD	10	9.5000	4.67262	1.47761	6.1574	12.8426	5.00	18.00
	Total	200	12.2500	4.14650	.29320	11.6718	12.8282	5.00	20.00

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Listening to Music on Radio	54.400	4	13.600	.586	.673
	4522.475	195	23.192		
	4576.875	199			
Feeling Boredom while listening to Radio	242.242	4	60.561	3.714	.006
	3179.258	195	16.304		
	3421.500	199			

Tukey HSD								
Dependent Variable	(I) Educational Level of Respondent	(J) Educational Level of Respondent	MD (I-J)	SE	Sig.	95% CI		
						LB	UB	
Listening to Music on Radio	Matric	Intermediate	1.92857	3.64042	.984	-8.0952	11.9524	
		B.A. / B.Sc. / BS	.77570	3.43698	.999	-8.6879	10.2393	
		M.A. / M.Sc. / MS	1.70149	3.45575	.988	-7.8138	11.2168	
		M. Phil. / PhD	2.10000	3.73032	.980	-8.1713	12.3713	
	Intermediate	Matric	-1.92857	3.64042	.984	-	11.9524	8.0952
		B.A. / B.Sc. / BS	-1.15287	1.36870	.917	-4.9215	2.6158	
		M.A. /M.Sc. / MS	-.22708	1.41518	1.000	-4.1237	3.6696	
		M. Phil. / PhD	.17143	1.99394	1.000	-5.3188	5.6617	
	B.A. / B.Sc. / BS	Matric	-.77570	3.43698	.999	-	10.2393	8.6879
		Intermediate	1.15287	1.36870	.917	-2.6158	4.9215	
		M.A. /M.Sc. / MS	.92579	.75027	.732	-1.1400	2.9916	
		M. Phil. / PhD	1.32430	1.59247	.921	-3.0605	5.7091	
	M.A. /M.Sc. / MS	Matric	-1.70149	3.45575	.988	-	11.2168	7.8138
		Intermediate	.22708	1.41518	1.000	-3.6696	4.1237	
		B.A. / B.Sc. / BS	-.92579	.75027	.732	-2.9916	1.1400	
		M. Phil. / PhD	.39851	1.63260	.999	-4.0968	4.8938	
	M. Phil. / PhD	Matric	-2.10000	3.73032	.980	-	12.3713	8.1713
		Intermediate	-.17143	1.99394	1.000	-5.6617	5.3188	
		B.A. / B.Sc. / BS	-1.32430	1.59247	.921	-5.7091	3.0605	
		M.A. /M.Sc. / MS	-.39851	1.63260	.999	-4.8938	4.0968	

Feeling Boredom while listening to Radio	Matric	Intermediate	-4.21429	3.05230	.641	-	12.6187	4.1901
		B.A. / B.Sc. / BS	-4.38785	2.88172	.549	-	12.3226	3.5469
		M.A. /M.Sc. / MS	-5.99254	2.89746	.238	-	13.9706	1.9855
		M. Phil. / PhD	-2.00000	3.12767	.968	-	10.6120	6.6120
	Intermediate	Matric	4.21429	3.05230	.641	-4.1901	12.6187	
		B.A. / B.Sc. / BS	-.17356	1.14758	1.000	-3.3334	2.9863	
		M.A. /M.Sc. / MS	-1.77825	1.18655	.565	-5.0454	1.4889	
		M. Phil. / PhD	2.21429	1.67181	.676	-2.3890	6.8176	
	B.A. / B.Sc. / BS	Matric	4.38785	2.88172	.549	-3.5469	12.3226	
		Intermediate	.17356	1.14758	1.000	-2.9863	3.3334	
		M.A. /M.Sc. / MS	-1.60469	.62906	.084	-3.3368	.1274	
		M. Phil. / PhD	2.38785	1.33520	.383	-1.2886	6.0643	
	M.A. /M.Sc. / MS	Matric	5.99254	2.89746	.238	-1.9855	13.9706	
		Intermediate	1.77825	1.18655	.565	-1.4889	5.0454	
		B.A. / B.Sc. / BS	1.60469	.62906	.084	-.1274	3.3368	
		M. Phil. / PhD	3.99254*	1.36884	.032	.2235	7.7616	
	M. Phil. / PhD	Matric	2.00000	3.12767	.968	-6.6120	10.6120	
		Intermediate	-2.21429	1.67181	.676	-6.8176	2.3890	
		B.A. / B.Sc. / BS	-2.38785	1.33520	.383	-6.0643	1.2886	
		M.A. /M.Sc. / MS	-3.99254*	1.36884	.032	-7.7616	-.2235	

Table 4 presents ANOVA's results to investigate the impact of qualifications on listening to radio music, which were divided into five categories in terms of their qualifications (Group 1: Matric; Group 2: Intermediate; Group 3: B.A./B.Sc./BS; Group 4: M.A./M.Sc./MS; Group 5: M. Phil./PhD). The statistical difference in listening to music was not observed at $p < .05$: $F(4,195) = .586$, $p = .673$.

Table 4 also presents ANOVA's results to investigate the effect of qualification on experiencing boredom when listening to radio music that has been classified into five classes about their qualification (Group 1: Matric; Group 2: Intermediate; Group 3: B.A./B.Sc./BS; Group 4: M.A. / M.Sc. / MS; Group 5: M. Phil./PhD). When listening to music on the radio, the statistical difference at $p < .05$ was seen in experiencing boredom: $F(4,195) = 3.714$, $p = .006$. The real difference in the mean scores between the groups was medium, despite hitting statistical significance. The effect size was .07, measured with eta squared. The mean score for Group 4 ($M = 13.49$, $SD = 3.42$) was substantially different from Group 5 ($M = 9.50$, $SD = 4.67$), as shown by post-hoc comparisons using the Tukey HSD test. The table states that when listening to music on radio, the individuals who have M.A. / M.Sc. / MS qualification experience substantially boredom relative to those who have a PhD degree.

Table 5. Employment wise variations in Listening to Music on Radio and Feeling Boredom

		N	M	SD	SE	95% CIM		Min	Max
						LB	UB		
Listening to Music on Radio	government	11	12.3636	3.66804	1.10596	9.8994	14.8279	5.00	18.00
	private	49	13.1837	4.96099	.70871	11.7587	14.6086	5.00	25.00
	unemployed	140	11.2357	4.73713	.40036	10.4441	12.0273	5.00	25.00
	Total	200	11.7750	4.79577	.33911	11.1063	12.4437	5.00	25.00
Feeling Boredom while listening to Radio	government	11	11.3636	3.47197	1.04684	9.0311	13.6961	5.00	18.00
	private	49	12.9592	3.73586	.53369	11.8861	14.0322	5.00	20.00
	unemployed	140	12.0714	4.31934	.36505	11.3497	12.7932	5.00	20.00
	Total	200	12.2500	4.14650	.29320	11.6718	12.8282	5.00	20.00
ANOVA									
				Sum of Squares	df	Mean Square	F	Sig.	
Listening to Music on Radio				141.761	2	70.881	3.148	.045	
				4435.114	197	22.513			
				4576.875	199				
Feeling Boredom while listening to Radio				37.750	2	18.875	1.099	.335	
				3383.750	197	17.176			
				3421.500	199				
Tukey HSD									
Dependent Variable	(I) Employment status of Respondent	(J) Employment status of Respondent	MD (I-J)	SE	Sig.	95% CI			
						LB	UB		
Listening to Music on Radio	government	private	-.82004	1.58307	.863	-4.5586	2.9185		
		unemployed	1.12792	1.48576	.728	-2.3808	4.6366		
	private	government	.82004	1.58307	.863	-2.9185	4.5586		
		unemployed	1.94796*	.78757	.038	.0881	3.8079		
	unemployed	government	-1.12792	1.48576	.728	-4.6366	2.3808		
		private	-1.94796*	.78757	.038	-3.8079	-.0881		
	government	private	-1.59555	1.38276	.482	-4.8610	1.6699		

Feeling Boredom while listening to Radio	private	unemployed	-.70779	1.29776	.849	- 3.7725	2.3570
		government	1.59555	1.38276	.482	- 1.6699	4.8610
	unemployed	unemployed	.88776	.68792	.402	-.7368	2.5123
		government	.70779	1.29776	.849	- 2.3570	3.7725
	unemployed	government	.70779	1.29776	.849	- 2.3570	3.7725
		private	-.88776	.68792	.402	- 2.5123	.7368

Table 5 describes ANOVA's results to explore the impact of work on listening to radio music, which were divided into three categories in terms of their job status (Group 1: government; Group 2: private; Group 3: unemployed). The statistical difference in music listening was seen at $p < .05$: $F(2,197) = 3.148$, $p = .045$. The real difference in the mean scores between the groups was minimal despite achieving statistical significance. The effect size was .03, measured with eta squared. The mean score for Group 2 ($M = 13.18$, $SD = 4.96$) was substantially different from Group 3 ($M = 11.23$, $SD = 4.74$), as shown by post-hoc comparisons using the Tukey HSD test. The table states that, relative to unemployed people who have private jobs, they listen to a lot of music on the radio.

ANOVA's results are also recorded in Table 5 to investigate the impact of work on boredom when listening to music on those who were classified into three classes about their job status (Group 1: government; Group 2: private; Group 3: unemployed). When listening to music on the radio, the statistical difference at $p < .05$ was not seen in experiencing boredom: $F(2,197) = 1.099$, $p = .335$.

3.2 Qualitative Analysis



Figure 2. Refinement of Qualitative Data

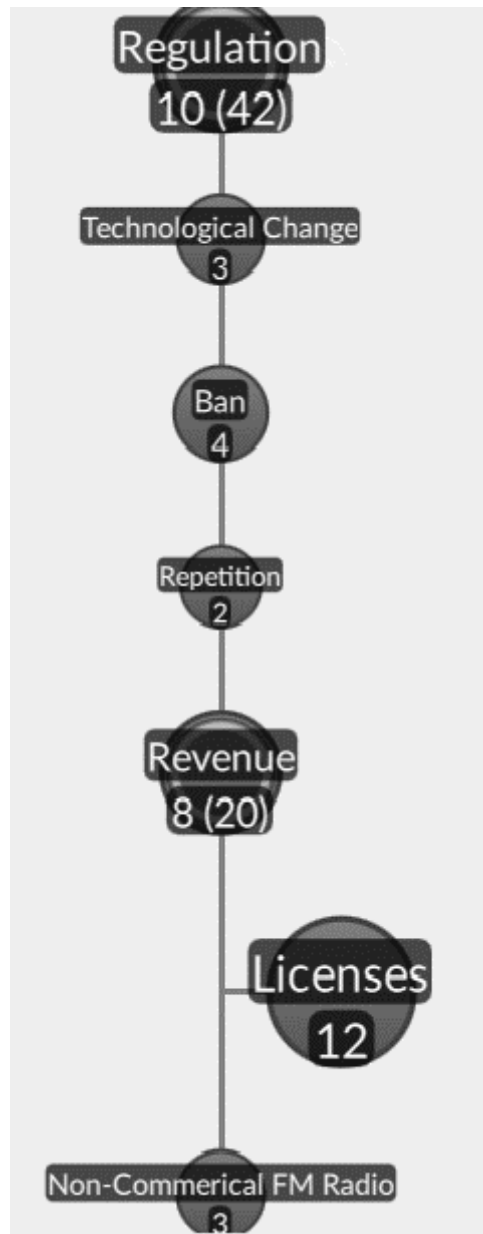


Figure 3. Coded Nodes of Structural Changes in FM Radio Industry

4. Structural changes in FM industry in Pakistan

Those analog Radio which can be converted in digital hub, can we survive with technology of analog Radio in 2025 because it is difficult to tune FM today in security care system in which everyone allows to break the signals which are disseminated through transmitters? In recent scenario, dedicated Radio across the world like BBC, Voice of America etc. have challenges due to internet because everyone can make Radio and Television on internet (N. Ahmed, personal communication, February 24, 2021). As compared to Radio, we do not feel any accountability on social media, anything and everything just goes on social media. The production of content on social media is creating panic in the society (R.A. Hassan, Personal Communication, February 22, 2021).

4.1 Deregulation

The deregulation is the biggest challenge to FM Radio industry in Pakistan. The second biggest challenge of license fee of FM Radio in present times. Then operational cost has been increased in the shape of 3 to 4 times increase in electricity bill and building rents (M. M. Naeem, personal communication, February 19, 2021). We will protect licensees within laws of FM industry. We will support them within the laws and whatever require will empower them (Mukhtar, personal communication, February 19, 2021). But my experience was we overly regulated of every sector in the country. Regulation for these channels is fine but you should give them training also. Why we do not work for external linkages. Why do FM Awaz not connect to Radio Iran, Radio Moscow etc. So, these agencies which regulate these sectors can also play a very viable role. There should fine balance between survival and regulations (M. I. Masood, personal communication, February 23, 2021). I would like to thank PEMRA, for all their support we are available and operate within the laws of the country (K. Abdullah, personal communication, February 20, 2021). We should revisit those laws in the light of the philosophy of PEMRA on first page of its rules that it would develop the media in the country. PEMRA does not go for money making (K. D. Tipu, personal communication, February 27, 2021). We have two issues with the future of Radio, first one is immediate that is related to PEMRA's regulation, and second is long lasting if we discuss the world Radio (M. Raza, personal communication, February 24, 2021). There is the burden of fees of PEMRA in lieu to processing fee, renewal fee, fee of shifting the building, and fee of changing the director. There is the nexus between government and buying agencies. There is corruption in payment of bills. The practice of fake bills is also existed and Radio owners do not know about those bills. Advertisers owns money. Media buying agencies owns advertiser (G. A. Bhutto, personal communication, February 26, 2021).

4.2 Licenses

The development of Radio Industry in Pakistan was achieved by PEMRA in Pakistan. In 2002, PEMRA issued 11 Radio licenses. We should address how much FM Radio licenses should be issued in Pakistan (M. M. Naeem, personal communication, February 19, 2021). Some Radios have licenses but they do not have the security clearance (K. D. Tipu, personal communication, February 27, 2021). At that time government also realized that it was a potential business case in the country and people also got benefits from it. For the purpose of capacity building in small cities, the several licenses were issued. From 2004 to 2010, PERMA issues many FM licenses by feeling it a big and good business in Pakistan (K. Khawaja, personal communication, February 25, 2021). PEMRA gave us licenses to start Radio by our choice and mainly choice was in metro cities like Karachi, Lahore and Islamabad. At that time no one restricted to go far remote areas of the country. There was no study at that time to issue licenses on district level. In the world all analog Radio were died out in 1980s and they were converted into Digital Audio Broadcasting (DAB) and we started to issue licenses for analog Radio in 2002 (N. Ahmed, personal communication, February 24, 2021). The licenses of Radio in Pakistan are grooming. It is global phenomena when we look all the other developing countries, our neighbors like Philippine, and Nepal etc. the community Radio is growing every day (S. Roy, personal communication, February 21, 2021). With the help of US Aid more than 60 Radio came out and popped up and started collecting advertisement in comparison with commercial

Radio despite the fact, no one considered the commercial licenses or non-commercial licenses (R. R. Razi, personal communication, February 23, 2021).

4.3 Ban

We have band international music especially Indian music which is mostly in Urdu but we locked it. How many Pakistani Radio will play five songs 7/24? (Ahmed, N. Personal Communication). If something is banned it should be banned on all the channels. When regulator ban some content and it is broadcast some overseas places or locations which are not under the preview of the regulator (R. R. Razi, personal communication, February 23, 2021).

4.4 Repetition

Music listeners come across the repetition of songs on Radio (Naeem, Personal Communication). Here is the repetition of songs on all the Radio channels. The content can be produced if broadcasters have money for it. Therefore, the growth of Radio should be number one target (F. Javed, personal communication, February 26, 2021).

4.5 Revenue

The annual revenue of FM Radio industry generated from advertising was Rs. 5bn. Due to certain economic conditions in the country the advertising budget of FM Radio shrunk to Rs. 2bn (M. M. Naeem, personal communication, February 19, 2021). PEMRA is not revenue generating body (S. Baig, personal communication, February 27, 2021). Revenue is some of the reasons for surviving these channels (M. I. Masood, personal communication, February 23, 2021). There are different players who are now entered. They have bypassed the regulators. They have about 50 to 60 stations. They are not regional. They are working in one studio and they are broadcasting. This is very strange and if this trend is going on, they not only affect the revenue of advertisement for the other stations but they will also affect the regulator i.e., PEMRA (K. D. Tipu, personal communication, February 27, 2021). But unfortunately, the business of FM, internationally and locally, is struggling and moving downward (K. Khawaja, personal communication, February 25, 2021). For its survival we should understand how to sync our linear and digital Radio in future. How this format will be used for revenue generation? We should know how to maximize our revenue (M. Raza, personal communication, February 24, 2021)

4.6 Non-Commercial FM Radio

Now, in Pakistan, along with the commercial FM Radio, a number of non-commercial Radio are existed (M. M. Naeem, personal communication, February 19, 2021). There are 54 non-commercial and remaining are running on commercial basis. PEMRA and Stakeholder should work together. PEMRA also has grown over its learning curve (S. Baig, personal communication, February 27, 2021).

The structural changes of deregulation and commercialization of the radio broadcast industry restrained access for a broad spectrum of music listeners in the country. Participants agreed that deregulation and commercialization of the FM Radio industry shaped music content in radio in Pakistan. The also agreed that the struggle to make profit constraining the FM Radio to produce and disseminate

more entertainment programs than informational and educational programs. Participant had the views which approve the research hypothesis; ***H1: more the issuance of FM Radio licenses in Pakistan more the threat to FM Radio industry in Pakistan.*** The findings of present study show a statistically important association between listening to music on the radio and weekend radio use (see table 5.1) and the sensation of repeated songs on the radio (see table 5.2). The findings approve the research hypothesis; ***H2: more the level of Radio consumption more the level of feelings of repetition in music listeners of FM Radio.***

The findings clarify that there was no significant difference between male and female about listening to music on Radio. It shows that male and female equally consume music on Radio. Whereas, male feel more boredom while listening to music on Radio as compared to female music consumers of Radio (see table 3). The findings depict no statistical difference in listening to music was observed due to qualification. Whereas, the statistical difference was seen in experiencing boredom due to qualification. When listening to music on radio, the individuals who have M.A. /M.Sc. / MS qualification experience substantially boredom relative to those who have a PhD degree (see table 4). The findings clarify that there was a significant impact of nature of job on listening to radio music. Relative to unemployed people who have private jobs, they listen to a lot of music on the radio. When listening to music on the radio, the statistical difference was not seen in experiencing boredom due to nature of the job (see table 5). The biggest threat to Pakistan's FM radio sector is deregulation. In the current day, the second most significant obstacle is the FM radio licensing charge. A delicate balance must be struck between survival and restrictions. PEMRA is not interested in generating money. There was no research at the time on issuing permits. If something is prohibited, it should be prohibited on all channels. If broadcasters have the funds, the material can be created.

5. Conclusion

The study concludes that structural changes, such as deregulation, licensing fees, license renewal fees, and the prohibition of Indian music on the one hand, and revenue generation, noncommercial FM radio on the other, have restricted access to a broad range of radio listeners in Pakistan. Music content on radio in Pakistan was also influenced by the deregulation and commercialization of the FM Radio industry and the struggle to make profit limiting broadcast media to create and disseminate more entertainment programs than information and education program. The study also notes that the issuance of further licenses for FM Radio in Pakistan is a real challenge to the survival of the Pakistani FM Radio industry because the rapid change in economic conditions in Pakistan in recent years has reduced the advertisement budget for this business. The study also elucidates that there is the sensation of repetition in music listeners to Radio in Pakistan that can cause the feeling of boredom which leads the level of stress in the society as the whole.

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