Demographic Factors and Media Gratification Affecting Chinese Listeners' Satisfaction toward Hangzhou Traffic Radio Programs, China

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Abstract

This research aimed to investigate the influence of demographic factors, media gratification, and programs satisfaction of Hangzhou Traffic Radio in China. Selected to participate in this survey by the purposive and convenience sampling method, the samples were 203 Chinese listeners of Hangzhou Traffic Radio in Hangzhou area, aged 18 years old and above. The mean, standard deviation, and percentage were being tabulated and analyzed by One-Way ANOVA and Linear Regression Analysis with the significance level of 0.05. The result revealed that: (1) among the demographic factors, gender, and position did not have a significant effect on audience' media gratification of Hangzhou Traffic Radio programs; in contrast, respondents with a different age, occupation, and educational level had a significant difference on their media gratification. (2) Secondly, the researcher found that audiences' media gratification of entertainment, motivation for life, relaxation, information/ knowledge and education significantly increased their satisfaction with programs if examined together. When examined the factors separately, three factors of education, motivation for life, and entertainment were significant predictors of audiences' satisfaction with the content of Hangzhou Traffic Radio programs.

Keywords: Hangzhou Traffic Radio, Audiences' Demographic Factors, Media Gratification, Satisfaction of Radio Programs

Introduction

With the rapid development of the Internet, the traditional media are in an increasingly difficult position to survive. This study is concerned with the survival and development of Hangzhou Traffic Radio FM91.8 as one of China's traditional media.

Mwantimwa (2018) studied the factors that influence the listening rate of radio programs in Tanzania. The study showed that internal factors of the audience, such as income, education level, age, and gender, all influence the listening behaviour of the audience. Mohamed and Wok (2020) proved that the lack of reliable listening channels

has become the most important factor preventing young people from listening to the radio. Other external factors, such as the content, language, genre and airtime of the programme, as well as the image of the station, the presenter and the number of commercials, can also have an impact on the audience's listening choices (Segbenya, Antwi-Konadu, Adu-Poku, & Peniana, 2022). Since radio programs has to compete with the broadcast media and social media, Hangzhou Traffic Radio programs. has to understand the current demographic factors of the Chinese listeners and has insight about their media gratification and program satisfaction of the radio programs in order to improve the contents of the radio program.

Objectives of the Study

1. To examine the influence of demographic factors of listeners on their media gratification of the radio programs of Hangzhou Traffic Radio, China

2. To examine the influence of listeners' media gratification on their satisfaction toward the radio programs of Hangzhou Traffic Radio, China

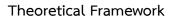## Related Concepts, Theories and Theoretical Framework
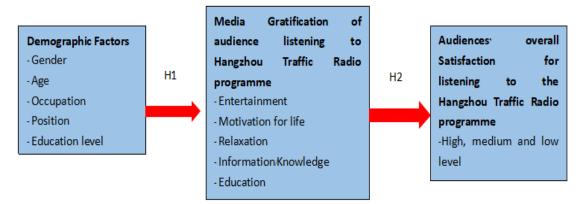
Uses and Gratification Theory

Uses and gratification theory is based on the research of Katz and Blumler (1975). According to this theory, people actively seek out specific media and specific content to generate specific gratification. People are able to evaluate the media to accomplish their communication goals. The audience is active and its media use is goal-oriented. The key concepts of uses and gratification theory are active audience, activity and activeness. Media use is motivated by needs and goals that are defined by audiences themselves. Activity refers to what the media audiences do. Activeness is the freedom and autonomy of the audiences to participate in mass communication situation. Wendahl (1981 cited in Roger 2012) proposed the "Use and Effect" model, which called for the integration of effect research with uses and gratification research. This model states that the more an audience desires satisfaction from the media or believes that they themselves are satisfied, the more they will rely on it. This also demonstrates the countervailing role of the audience in mass communication activities for the media, extending Lazarsfeld's "Limited Effects Theory" (Rogers, 2012).

According to a study by Palmgreen, Sypher, & Rubin (2017), only in environments that are stable, and lacking in choice and change, will the audience's desired gratification match the gratification they receive. The Uses and Gratification theory provides a plausible explanation for the motivation of audiences to use the media in question and the gratification they derive from it (Osazee-Odia, & Ojobor, 2017). Therefore, this study

examines demographic factors that may influence audience's media gratification, dividing into entertainment, motivation, relaxation, information/ knowledge, and education dimensions. Within these factors, researcher will examine the impact of the audience's satisfaction toward the radio program of Hangzhou Traffic Radio, China.

Theoretical Framework

Research Hypotheses

Hypothesis 1: Respondents with different demographic factors will have different media gratification for listening to Hangzhou Traffic Radio programs.

H1a: Respondents with *gender difference* will have a significant different media gratification for listening to Hangzhou Traffic Radio programs.

H1b: Respondents with *age difference* will have a significant different media gratification for listening to Hangzhou Traffic Radio programs.

H1c: Respondents with *occupational difference* will have a significant different media gratification for listening to Hangzhou Traffic Radio programs.

H1d: Respondents with *position difference* will have a significant different media gratification for Hangzhou Traffic Radio programs.

H1e: Respondents with *education difference* will have a significant different media gratification for listening to Hangzhou Traffic Radio programs.

Hypothesis 2: Different media gratification will significantly affect audiences' overall satisfaction toward the contents of Hangzhou Traffic Radio programme.

Research Methodology

Research Design

The main objective of this study is to examine the impact of different factors on audience gratification and satisfaction in listening to radio programs. In this process, quantitative research methods can be used to help researcher analyze the listening

motives and behaviour of the audience by collecting data. This study uses primarily a questionnaire. The questionnaire consisted of three sections, including data on demographic characteristics, media gratification for listening to Hangzhou Traffic Radio, and satisfaction toward the contents of the radio programs of Hangzhou Traffic Radio in China.

Population and Sampling Method

The sample size is 203 radio listeners aged 18 years old and above from the Hangzhou area. These respondents were required to have listened to Hangzhou Traffic Radio within the past three months. This survey used the Questionnaire Star app produced by WeChat for purposive and convenience sampling.

Research Instrument

The questions on the questionnaire consisted of three sections. The first part inquired about the demographic factors of the respondents, asking their gender, age, occupation, managerial position and educational level. The second part was designed to examine the media gratification or motivation for listening to Hangzhou Traffic Radio. The scale of audience's media gratification listening to the radio programs was adopted from Osazee-Odia et al. (2017), dividing into five dimensions—entertainment, motivation for life, relaxation, information/knowledge and education, respectively. The scale has 14 likert-scale questions, arranging from 1-Strongly disagree, 2-Disagree, 3-Neutral (Agree nor disagree), 4-Agree, and 5-Strongly agree. The third part was designed to examine the listeners' satisfaction toward the contents of the radio programs of Hangzhou Traffic Radio. There are 4 question items adopted from Brubaker & Haigh (2017), Kircaburun et al., (2020), Osazee-Odia et al. (2017), and Rubin, (1983). There are 4 likert-scale questions in this part, arranging 1-Strongly disagree, 2-Disagree, 3-Neutral (Agree nor disagree), 4-Agree, and 5-Strongly agree. The media gratification had an overall cronbach alpha of 0.812, having cronbach alpha for entertainment 0.871, motivation for life 0.817, relaxation of 0,677, information / knowledge 0.857, and education 0.654. In addition, the scale for measuring the satisfaction toward the contents of the radio programme has cronbach alpha of 0.878. Since all scales have higher than .60, the questionnaire is considered to be reliable. The survey questions are designed in English and translated into Chinese. Researcher did back translation to ensure the content validity of the questionnaire. English and Chinese language communication specialists checked the consistency of meaning between the two languages.

Findings

Findings of Descriptive Findings

First, this research conducted a descriptive statistical analysis of the sample data. The demographic information of the sample is presented below. The results showed that

the number of female respondents (52.7%, n= 107) was slightly larger than the number of male participants (47.3%, n =96).

In respect to the age of respondents, majority of respondents of participants aged 28-36 years (27.1%, n=55). The number of respondents aged 37- 45 was the second largest, with only one less respondents than the first (26.6%, n=54). The number of participants aged 19-27 was the third highest (24.1%, n=49). The least number of respondents were those located at the age of 46-54 (13.8%, n=28) and 55 years old (8.4%, n=17).

In respect to occupational of the respondents, nearly half of the participants were corporate employees (48.3%, n=98). This was followed by government employees (14.8%, n=30). Freelancers came third in number (11.3%, n=23). Students (9.4%, n=19) and unemployed respondents (8.8%, n=18) were less numerous. And, in respect to position of the sample, the number of participants in managerial positions (46.3%, n=94) and non-managerial positions (53.7%, n=109) was almost equal.

In terms of education level of the respondents, more than half of the participants had a bachelor's degree (53.2%, n=108). 24.7% of the participants had less than a bachelor's degree. Approximately the same number of respondents had a graduate (10.3%, n=21) and higher than graduate degree (11.8%, n=24).

The descriptive finding revealed that majority of the respondents had high media gratification (Mean = 3.738, SD = .509). When examining each construct of media gratification, the results found that respondents ranked education (Mean = 3.798, SD =.682, high level) with the highest mean, followed by motivation for life (Mean = 3.790, SD =.577, high level), information/ knowledge (Mean = 3.788, SD = .704, high level), relaxation, (Mean = 3.762, SD = .705, high level), and entertainment (Mean = 3.573, SD = .829, high level), respectively.

On the satisfaction rating of the Hangzhou Traffic Radio FM91.8 programs, the average score of the sample was 3.8830, representing high satisfaction. Overall, the sample data confirms that respondents have a positive perception of the programs on Hangzhou Traffic Radio FM91.8, in terms of both media gratification and satisfaction.

Findings of Hypothesis Testing

Hypothesis 1: Respondents with different demographic factors will have different media gratification for listening to Hangzhou Traffic Radio programs.

The One-Way ANOVA analysis revealed that gender difference among respondent had insignificant different media gratification for listening Hangzhou Traffic Radio programs ($F_{(1, 201)}$ = .072, p>.05). The results showed that respondent had no significant different the media gratification in relations to entertainment ($F_{(1)}$=.013, p>.05), motivation ($F_{(1)}$=.107, p>.05), relaxation ($F_{(1)}$=.242, p>.05), information ($F_{(1)}$=.533, p>.05), education ($F_{(1)}$=.052, p>.05).

In respect to age difference, the One-Way ANOVA revealed the respondents with age difference will have significant different media gratification ($F_{(4)}=4.433*$, $p<.05$) in respect to entertainment ($F_{(4)}=6.344*$, $p<.05$), and relaxation ($F_{(4)}=2.970*$, $p<.05$), but insignificant different motivation for life ($F_{(4)}=0.978$, $p>.05$), information ($F_{(4)}=1.441$, $p>.05$), and education ($F_{(4)}=2.297$, $p>.05$). In addition, Post-hoc Scheffe analyses confirmed that there was a significant difference in media gratification between the age group of 19-27 years old and the age group of 28-36 years old. There was a significant difference in the media gratification between the 46-54 years old group and the 28-36 years old group (Mean difference = -.39100, $p<0.05$). There are significant differences in entertainment between those aged 28-36 years and those aged 46-54 years (Mean difference = -.72165, $p<0.05$). and those aged 55 years and over (Mean difference = -.78467*, $p<0.05$).

In respect to occupational difference, One-Way ANOVA analysis revealed that occupational difference among respondent had a significant different media gratification for listening Hangzhou Traffic Radio programs ($F_{(5, 201)} = 3.108*$, $p<.05$). The results showed that respondents had significant different the media gratification in relations to entertainment ($F_{(5)}=5.211*$, $p<.05$), but insignificant different media gratification in relations to motivation ($F_{(5)}=.606$, $p>.05$), relaxation ($F_{(5)}=1.598$, $p>.05$), information ($F_{(5)}=2.096$, $p>.05$), and education ($F_{(5)}=1.893$, $p>.05$). Post-hoc Scheffe analyses confirmed that there was a significant difference in entertainment between the freelance group and the government employee groups (Mean difference = .88551*, $p<.05$). and the retired group and freelance group (Mean difference = .96329*, $p<.05$).

In respect to position difference, One-Way ANOVA analysis revealed that position difference among respondent had insignificant different media gratification for listening Hangzhou Traffic Radio programs ($F_{(1, 201)} = 3.118$, $p>.05$). The results showed that respondent had insignificant different the media gratification in relations to entertainment ($F_{(1)}=3.397$, $p>.05$), motivation ($F_{(1)}=2.284$, $p>.05$), relaxation ($F_{(1)}=1.801$, $p>.05$), information ($F_{(1)}=0.961$, $p>.05$), education ($F_{(1)}=0.041$, $p>.05$). The study suggested that Chinese audience with position difference have insignificant different respondents' media gratification for listening Hangzhou Traffic Radio programs.

Finally, in respect to educational difference, One-Way ANOVA analysis revealed that educational difference among respondent had insignificant different media gratification for listening Hangzhou Traffic Radio programs ($F_{(3)}=1.910$, $p>.05$). The results showed that respondent had significant different the media gratification in relations to entertainment $F_{(3)}=3.107$, $p<.05$), and relaxation ($F_{(3)}=4.5.41$, $p<.05$),but no significant different the media gratification in relations to motivation ($F_{(3)}=2.330$, $p>.05$), information ($F_{(3)}=0.881$, $p>.05$), and education ($F_{(3)}=0.574$, $p>.05$). The study suggested that Chinese audience with educational difference have significant different respondents' media gratification for

listening Hangzhou Traffic Radio programs. Post-hoc Scheffe analysis confirmed that there was a significant difference in ratings of entertainment between the group with education background below Bachelor's degree and the group with Master's degree （Mean difference = -.62508, p<0.05）, and in ratings of relaxation between group with Bachelor's degree and group with education background higher than Master's degree （Mean difference = -.45216, p<0.05）, and between group with education background higher than Master's degree and group with Master's degree (Mean difference = .73611, p<0.05).

Table 1: One-Way ANOVA examining the influence of demographic factors on the listeners' media gratification

Demographic factors	Between grou	Sum of square	df	Mean Square	F	Sig.	Post Hoc LSD/ Scheffe Analysis
Gender							
Media gratification	Between group	.019	1	.019	.072	.789	
Entertainment	Between group	.009	1	.009	.013	.908	
Motivation for life	Between group	.036	1	.036	.107	.744	
Relaxation	Between Groups	.121	1	.121	.242	.623	
Information/ Knowledge	Between Groups	.265	1	.265	.533	.466	
Education	Between Groups	.024	1	.024	.052	.820	
Age							
Media gratification	Between group	4.313	4	1.078	4.433	.002	-19-20 years and 28-36 years (I-J = .30572*,p= .045*) -46-54 and 28-36 years (I-J = .11449, p = .023*)
Entertainment	Between group	15.791	4	3.948	6.344	.000	
Motivation for life	Between group	1.306	4	.326	.978	.420	
Relaxation	Between Groups	5.695	4	1.424	2.970	.021	
Information/ Knowledge	Between Groups	2.840	4	.710	1.441	.222	

Demographic factors	Between grou	Sum of square	df	Mean Square	F	Sig.	Post Hoc LSD/ Scheffe Analysis
Education	Between Groups	4.179	4	1.045	2.297	.060	
Occupation							
Media gratification	Between group	3.836	5	.767	3.108	.010	-Government official and freelance (I-J = .21878, p= 007*) -Freelance and unemployed (I-J = .24842, p= .018*)
Entertainment	Between group	16.237	5	3.247	5.211	.000	
Motivation for life	Between group	1.021	5	.204	.606	.695	
Relaxation	Between Groups	3.921	5	.784	1.598	.162	
Information/ Knowledge	Between Groups	5.071	5	1.014	2.096	.067	
Education	Between Groups	4.320	5	.864	1.893	.097	
Position							
Media gratification	Between group	.802	1	.802	3.118	.079	
Entertainment	Between group	2.310	1	2.310	3.397	.067	
Motivation for life	Between group	.757	1	.757	2.284	.132	
Relaxation	Between Groups	.893	1	.893	1.801	.181	
Information/ Knowledge	Between Groups	.478	1	.478	.961	.328	
Education	Between Groups	.019	1	.019	.041	.840	
Educational level							
Media gratification	Between group	1.469	3	.490	1.910	.129	
Entertainment	Between group	6.220	3	2.073	3.107	.028	Below Bachelor's degree and

Demographic factors	Between grou	Sum of square	df	Mean Square	F	Sig.	Post Hoc LSD/ Scheffe Analysis
							Master's degree (I-J = .21241, p= .037*)
Motivation for life	Between group	2.286	3	.762	2.330	.076	
Relaxation	Between Groups	6.445	3	2.148	4.541	.004	Bachelor's degree and Higher than Master's degree (I-J = .15523, p= .040*)
Information/ Knowledge	Between Groups	1.213	3	.404	.811	.489	
Education	Between Groups	.808	3	.269	.574	.633	

Hypothesis 2: Different media gratification will significantly affect audiences' overall satisfaction toward listening to the contents of Hangzhou Traffic Radio programme.

As shown in Table 2, the Regression analysis found that media gratification can significantly contributed to listeners' satisfaction toward the radio program at the rate of 38.6% (Adjusted R-Square= .386, p < .05). Table 2 showed that respondents' media gratification toward education (Beta=.322*, p<.05), motivation for life (Beta=.234*, p<.05), entertainment (Beta=.166*, p<.05) were confirmed to be significant. positive predictors of respondents' satisfaction on the contents of the radio programme of Hangzhou Traffic Radio FM91.8. However, relaxation (Beta=-.022, p>.05) and information (Beta=.096, p>.05) did not significantly influence consumer satisfaction. The results suggested that media gratification for education, motivation for life, and entertainment significantly increase audiences' satisfaction with Hangzhou Traffic Radio FM91.8 programme.

Table 2: Regression Analysis of the influence of media gratification on listeners' program satisfaction

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.903	.286		3.160	.002		
	Entertainment	.166	.053	.202	3.146	.002	.739	1.353
	Motivation for life	.234	.097	.198	2.409	.017	.449	2.226
	Relaxation	-.022	.063	-.023	-.348	.728	.718	1.392
	Information	.096	.067	.099	1.424	.156	.628	1.591
	Education	.322	.075	.322	4.297	.000	.539	1.855
a. Dependent Variable: Program Satisfaction of listeners								
b. Adjusted R-Square= .386, p = .000[b]								

Conclusion and Discussion

Conclusion of the descriptive findings and discussion

The overall media gratification of the sample respondents to the Hangzhou Traffic Radio FM91.8 program is at a high level, with an evaluation value of 3.7386. Likewise, they also showed high satisfaction with the FM91.8 program, which scored 3.8830. That is, the respondents have a positive attitude towards the programs of Hangzhou Traffic Radio FM91.8 in terms of media gratification and programs satisfaction.

Conclusion of hypothesis testing and discussion

In Hypothesis 1 results, the researcher found that the gender factor did not significantly affect respondents' media gratification and satisfaction with the programme contents of Hangzhou Traffic Radio FM91.8, which does not support H1a. The results was inconsistent with the investigations of scholars Sun, Liu, and Guan (2011) and Mwantimwa (2018). This study suggested that the Hangzhou Traffic Radio FM91.8 program may only meet the expectation of male listeners in regarding to their gratification for information or knowledge from the radio programs, but Hangzhou Traffic Radio programs did not meet

the demands in respect to the entertainment and relaxation as perceived by the female listeners. This is the reason why the gender factor does not significantly affect the respondents' media gratification for both genders.

Secondly, the researchers found that age significantly affected respondents' media gratification in relations to entertainment, and relaxation. Although there is no significant difference in the audience for the 37-45 age group, but there are significant differences in other age groups. The study revealed that respondents who are 19-20 years old had significant different media from those who are 28-36 years old (I-J = .30572*, p= .045*) as well as respondents who are 46-54 years old had significant different media gratification from those who are 28-36 years old (I-J = .11449, p = .023*). This study suggested that there is a significant difference in media gratification across age groups, which supports H1b. These results coincided with Katz, and Blumler (1975) who found that people are sufficiently self-aware of their media use, interests, and motivations. Audiences, therefore, have different levels of media gratification with the programs.

Thirdly, the results of this study showed that occupation significantly affected the respondents' media gratification and entertainment, especially among freelancers, retirees and government employees. There are significant differences in ratings. This result supports H1c. This is because freelancers and retirees have a higher inclination towards Hangzhou Traffic Radio. These groups of people are all participants in economic life, and they also have certain economic affordability.

Fourthly, the results found that position did not significantly affect respondents' ratings. This result rejects H1d. This may be due to the fact that this study only investigates the audience situation in Hangzhou area, and the selected sample itself has no significant difference, so the final survey results cannot confirm that the position factor will have a significant effect on Hangzhou Traffic Radio programs for different usage requirements.

The fifth factor is educational level of respondents. The above findings confirm that education can significantly affect respondents' evaluation of entertainment and relaxation, especially in entertainment scores, there is a significant difference between the audience with a Master's degree and the group with less than Bachelor's degree. These findings support H1e. The results showed that audiences' gratification in listening to radio is influenced by their own education level. The higher educational level, the higher gratification in listening for entertainment purposes.

Hypothesis 2 results found that audiences' media gratification of entertainment, motivation for life, relaxation, information/knowledge and education significantly increased their satisfaction toward the contents of Hangzhou Traffic Radio FM91.8 program. In particular, the increase of the three significant predictors, including education (Beta = 0.322*, p< 0.05), motivation for life (Beta= 0.234*, p<0.05) and entertainment (Beta=

0.166*, p< 0.05), respectively will significantly improve audiences' satisfaction with the Hangzhou Traffic Radio FM91.8 programs. In contrast, relaxation and information/knowledge had no significant effect on audience listening satisfaction. The results revealed that Chinese listeners listen to the Hangzhou Traffic Radio radio programs, because they want accurate traffic news that provide motivational support for their daily life and entertaining. However, they found that the program not relaxing and knowledge-oriented. This is because most of the contents promote the traffic problems in Hongzhou and did not provide sufficient educational contents that aim to promote personal development, which is some contents that the Hangzhou Traffic Radio should promote more in the future in order to tailor the insight of current Chinese listeners.

Conclusion of the Study

In this research, the results of both Hypothesis 1 and Hypothesis 2 support the Use and Gratification theory. For Hypothesis 1, the audiences' use and gratification with radio, Herzog has suggested that the essence of the listener's gratification comes from their experience (Huang, 2014). In the communication process, audiences with different demographic factors may differ in terms of gratification. For Hypothesis 2, Alan M. Rubin proposed the hypothesis of "Active Audience". He believes that audiences are active in their use of media. Radio programs output different emotions and messages through their content to satisfy listeners (Zhang & Guo, 2016). The release of emotions and alternative emotional experiences are important forms of audience satisfaction.

Through the research mentioned above, it can be found that Hangzhou Traffic Radio has to identify the problems encountered at this stage for further development. For example, to accurately grasp the social environment and the changing needs of the market, to further emphasize the feedback from the audience groups and to meet the psychological needs of the audience. Based on these situations, researchers introduced the historical background, the significance of the research, and designed the theoretical framework and research hypotheses. Through data collection and analysis, it clarifies how demographic factors affect media gratification with Hangzhou traffic radio programs, and which factors significantly affect satisfaction with radio programs. Finally, relevant policy recommendations are made for the radio in terms of age, occupation and education level, respectively.

Recommendations for Future Application

1. Hangzhou Traffic Radio should be committed to a strategy of 24-hour, round-the-clock broadcasting, with listeners and multiple channels of interaction with them (Miyanabe, et al., 2018). At the same time, it should also take the lead in developing a three-dimensional distribution of radio, website, satellite network, communication network

and SMS network. To entertain the 28-36 age group, the 46-54 age group and the 55 and above age group when listening to the radio, Hangzhou Traffic Radio should focus on program content. Hangzhou Traffic Radio can use talk shows as an entry point and explore relevant social topics with light music. Concise program can also be used to entertain listeners in all three age groups.

2. To produce the content that tailored toward the freelancers and retirees, Hangzhou Traffic Radio should include current affairs, financial management and financial content that they are interested in. As far as government employees are concerned, Hangzhou Traffic Radio should follow the principle of public service activities, supplemented by commercial activities.

3. There are some differences between those with a master's degree, a bachelor's degree and a doctorate, but they all hope to gain more knowledge and improve their quality of life by listening to traffic radio program. Therefore, Hangzhou Traffic Radio should provide high quality traffic information to these educational groups. For them, traffic information is probably the most valuable resource and knowledge to listen to. The more educated listeners are, the more they want to learn about life and entertainment (Loosen, Reimer & Hölig, 2020).

Recommendations for Future Research

As a result of the economic impact of Covid-19, the researcher recommended that Hangzhou Traffic Radio add Covid-19-related features in order to better respond to market changes. In future research, the researcher should study the relationship between Covid-19 on the functions of radio, media gratification and programme satisfaction. This will provide reference suggestions for media in the face of public health events in future.

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