

## **A Case Study on the Role of Podcasts as an Entertainment Medium on Young Adults in Angamaly**

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### **Abstract**

*Podcasts have emerged as a popular form of entertainment, offering diverse content catering to various interests and preferences. This case study investigates the role of podcasts as an entertainment medium among young college students in Angamaly. Through a mixed-methods approach, including surveys and interviews, this research explores the consumption patterns, preferences, and perceptions of college students regarding podcasts. The findings reveal the significant role podcasts play in the entertainment landscape of young adults in Angamaly. They provide insights into the preferred genres, listening habits, and the factors influencing podcast selection. Additionally, the study examines the perceived benefits of podcasts and their potential to influence attitudes and behaviours among young listeners. Furthermore, this study sheds light on the reasons why young college students in Angamaly are increasingly turning to podcasts for entertainment, education, and information. It analyses the role of podcasts in supplementing traditional forms of entertainment and media consumption among this demographic. The findings also highlight the potential for podcasts to serve as a medium for social and cultural engagement among young adults in Angamaly, providing a platform for expression and community-building. This study contributes to the growing body of research on new media forms and their impact on youth culture and behaviour.*

**Keywords:** *Podcasts, entertainment medium, listening habits, media landscape, content creators*

### **1. Introduction**

*“Podcasts are to radio what blogging is to publishing: democratized and vastly distributed.” — Pete Cashmore*

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Podcasts are an incredibly potent and innovative medium that have completely transformed the ways in which we communicate, share stories, and receive information. They offer a rich and dynamic tapestry of experiences that represent the diversity and richness of humanity because of their capability to elevate a multitude of voices and perspectives as well as their inventiveness and ingenuity.

Within the enormous digital realm, information swirls in the form of bytes. One media has surfaced as a supernova of innovation, connection, and culture—the podcast—like stars in a galaxy dance. The podcast has changed the way one tell stories, consume media, and interact with the world around. It started out as a niche pastime enjoyed by tech-savvy aficionados but has now grown to become a global phenomenon. Let's dive deep into the intriguing world of audio storytelling as we set out to investigate the many facets of podcasts. Voices resound over time and distance, influencing dialogue, igniting the imagination, and creating connections that know no bounds.

## **2. Significance of Study**

The significance of the study lies in its exploration of the role of podcasts as an entertainment medium and their potential to influence societal perceptions and behaviours. In a digital age where traditional forms of entertainment are evolving, podcasts offer a unique platform for storytelling, education, and community building. This research addresses a gap in the understanding of the impact of podcasts specifically as an entertainment medium, shedding light on their ability to challenge existing norms and shape cultural discourse. By examining the diverse range of podcasts available across genres and topics, the study aims to comprehensively analyse

the ways in which podcasts contribute to the entertainment landscape.

### **3. Review of Literature**

The research by John Smith (2018), ‘The Role of Podcasts in Shaping Entertainment Consumption’, aims to explore the influence of podcasts on entertainment consumption patterns, including their role in shaping preferences, behaviours, and attitudes towards various forms of media. A mixed-method approach was employed, combining qualitative interviews with quantitative surveys. Participants were recruited from diverse demographics and geographic locations to ensure a comprehensive understanding of podcast consumption habits. The study revealed that podcasts play a significant role in diversifying entertainment options and facilitating personalized content consumption experiences.

Emily Johnson (2018), investigates the extent to which podcast listeners engage with and interact with podcast content, hosts, and fellow listeners, examining the implications for entertainment consumption and brand awareness. Data was collected through in-depth interviews and participant observation of podcast communities. Qualitative analysis techniques were employed to identify patterns and themes related to audience engagement and interaction. The research findings suggest that podcasts foster a sense of community among listeners, facilitating discussions, feedback, and collaboration. This active engagement enhances brand awareness and loyalty, as listeners develop personal connections with podcast hosts and affiliated brands.

A study by Sarah Thompson (2019) looks at the impact of podcast advertising on consumer behaviour, brand awareness, buyer intent, and brand retention. Surveys as well as focus

groups were used to collect data on brand awareness, message retention and purchasing decisions. According to the study, podcast advertising has a significant effect on consumer behaviour, especially among niche audiences. Key factors that influence podcast advertising effectiveness include authenticity, relevance, and podcast content integration.

The study by David Brown (2021) investigates how podcasts choose and suggest entertainment content to listeners, looking at the effects on audience pleasure and engagement. Surveys of listeners and content analysis of podcast episodes were used to gather data. According to the study, podcasts are useful resources for content selection and suggestion, assisting listeners in exploring new genres and entertainment possibilities. Based on listener preferences, tailored suggestions increase engagement and promote brand loyalty for connected entertainment businesses and podcasts.

The research by Michael Williams (2022) investigates the impact of podcasts on traditional media consumption habits, including television, film, and radio, exploring how podcasts complement or compete with existing entertainment platforms. Data about podcast listener's media consumption habits and preferences were gathered through surveys and focus groups. According to the report, podcasts are supplemental sources of entertainment content that work well in tandem with traditional media platforms. Listeners to podcasts typically consume a wide variety of media, and podcasts frequently act as entry points to other entertainment mediums.

#### **4. Objectives**

- Investigate the prevalence and patterns of podcast consumption among young adults.

- Examine the motivations and preferences of young adults regarding podcast selection and listening habits.
- Assess the influence of podcasts on the entertainment preferences, knowledge acquisition, and consumer behaviour of young adults.

## **5. Hypothesis of the Study**

H0: There is no significant association between podcast consumption habits and entertainment preferences among young individuals.

H1: There is a significant association between podcast consumption habits and entertainment preferences among young individuals.

## **6. Research Methodology**

The research methodology involves a quantitative approach utilizing questionnaires to gather data from young people. The participants are selected through a simple random sampling method to ensure a fair and unbiased representation of the target population. The questionnaire consists of structured questions designed to collect numerical data regarding the participants' podcast consumption habits, preferences, and perceptions. Through this method, the study aims to analyze the influence of podcasts on the entertainment preferences and attitudes of young individuals.

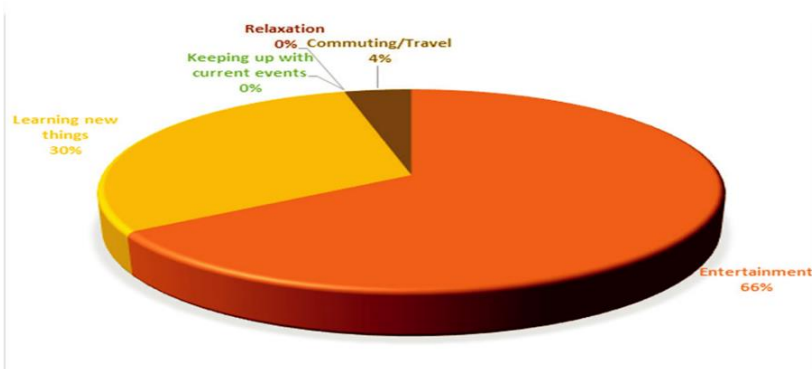
## **7. Results and Discussions**

The distribution of podcast listening dimensions per session is for 15–30 minutes a session, which is a common duration preference among the respondents.

### 7.1 Understanding the Motivations behind Podcast Listening among Respondents

The findings in Figure 1 suggest that the primary motivation behind podcast listening among respondents is entertainment, with the majority indicating that they listen to podcasts for this reason. Learning new things is also a significant motivator, with many respondents stating that they use podcasts for educational purposes.

**Figure 2.** Motivations behind Podcast Listening among Respondents



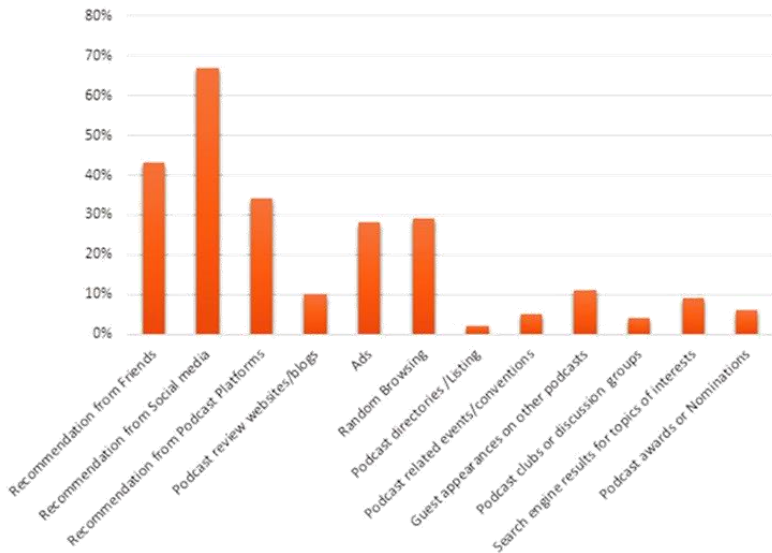
### 7.2 Preferences Regarding Podcast Host Structure

The findings regarding preferences regarding podcast host structure reveal a clear inclination among respondents. A significant majority of the participants, expressed a preference for podcasts with a single host. This suggests that the majority of listeners prefer a format where a single host leads the podcast. The preference for a single-host structure could be attributed to various factors such as ease of listening, coherence in presentation, and a stronger connection between the listener and the host. Conversely, those who prefer multiple hosts may enjoy the dynamic discussions and diverse perspectives that come with such formats.

### 7.3 Methods of Discovering New Podcasts by Respondents

The respondents' most frequently utilized approach was following recommendations on social media, as indicated by Figure 2, majority of the respondents used this source to find new podcasts. Friends' suggestions also made up a good number of respondents' favoured techniques. Many relied on guest appearances on other podcasts and search engine results for relevant topics. Other somewhat popular techniques were discussion groups and podcast awards or nominations.

**Figure 2.** Discovering New Podcasts



### 7.4 Proving Hypothesis

The findings from this research suggest a significant effect of podcasts as an entertainment medium, particularly exemplified by the diverse range of interests and behaviours exhibited by young adult participants in Angamaly. Furthermore, the

majority of respondents consider production quality to be “Important,” indicating that a significant portion of listeners prioritize high-quality audio and content delivery in their podcast listening experience. Moreover, a majority of respondents stated that they listen to podcasts to improve their knowledge, indicating a strong interest in intellectual enrichment through this medium.

Based on the survey’s findings, it’s reasonable to reject the null hypothesis (H0) and accept the alternative hypothesis (H1) that there is a significant effect of podcasts as an entertainment medium on the preferences and behaviours of young adult listeners in Angamaly, supporting the hypothesis. The overwhelming responses indicating high podcast consumption, diverse interests, and active engagement with podcast content underscore the medium’s potential to influence entertainment preferences and behaviours among its audience. Therefore, the research provides substantial proof of the impact of podcasts as an entertainment medium on preferences and behaviours among young adult listeners in Angamaly.

## **8. Conclusion**

Focusing on podcast consumption behaviours, the majority of respondents prefer podcast listening sessions lasting between 15 and 30 minutes. This preference for shorter listening sessions indicates that podcasts are seamlessly integrated into the daily routines of young adults. Moreover, the primary motivation behind podcast consumption is entertainment. The over-whelming responses indicates high podcast consumption, diverse interests, and active engagement. Therefore, the research confirms the transformative influence of podcasts in shaping entertainment preferences and behaviours, particularly among young adults.



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