UNDERSTANDING THE PODCAST LISTENER INTENTION TOWARD PERCEIVED USEFULNESS MODERATED BY CONTENT DENSITY: A CASE STUDY OF PODCAST LISTENERS IN INDONESIA

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ABSTRACT

Music and audio delivery has shifted from the radio broadcasting to podcast audio on demand due to the advance of podcast technologies. Current podcast broadcasting utilizes technologies that have made the access to podcast music, talk and audio debate become more popular among podcast listeners. However, effect listener experience and their listening intention have rarely studied podcast listener research. Consequently, the determinants of listener multitasking activities and program duration towards the perceived usefulness are interesting topic to study. Hence, this study is focused on unraveling the key determinants of driving the listening intention and perceived usefulness while addressing empirically, the moderating role of content density. This research method uses quantitative methods with analysis tools using SEM-PLS to investigate the proposed research model. Among the 339 responders via a web and mobile based survey using SurveyHero.com, the completed answered is by 128 responders. The results revealed that listener experience, multitasking activities, program duration as key antecedents towards listener intention. In addition, listener intention also antecedents of perceived usefulness moderated by content density. This research has implication that the content density must be studied further to evaluate this effect toward the perceived usefulness among the listeners for podcast broadcasting program quality.

Keywords: *Podcast, Listener Experience, Multitasking, Listening Intention, Content Density, Perceived Usefulness*

1. INTRODUCTION

Information Communication Technologies (ICT) such as podcasting have opened new possibilities for academe. For an instructor it means more tools to use in their organization of instruction; for students, a greater motivation to learn free of the time and space restraints posed by the typical classroom's walls and strict schedule; and for an educational institution it means a potential marketing opportunity. Designing and delivering a podcasting initiative within such a highly independent environment as academe presents its challenges.

A podcast is an episodic series of spoken-word digital audio files that a user can download to a personal device for easy listening. Podcasts works based of original audio or video recordings, but can also be recorded broadcasts of a television or radio program, a lecture, a performance or other event[1]. From file format, such as audio or video, podcast broadcasting the channel program to the audience[2]. The listeners can enjoy the program while they are working or reading books especially in multitasking activities. Example of podcasts for multitasking people are iTunes from Apple (https://www.apple.com › itunes › podcasts › fanfaq). From its content, a podcast is another method to entertain, humor and educate. They are all sound, with no distraction coming from how people listen especially for experienced listeners[3].

Most podcasts come in the form of series, just like a television show, and then are broken down into episodes. Other example are the Google Podcast app icon features with a multi-colored

diamond against a white background. But there are plenty of podcast apps the listeners can use. Popular options include Spotify, SoundCloud, Pocket Casts, and Stitcher. Many of these apps work on both Apple and Android devices, and most of them are free which bring benefit and perceived usefulness for listeners[4].

The definition of a podcast is a multi-media digital file distributed over the Internet to be watched and listened to on a computer, iPod or other device[5]. A radio program distributed exclusively over the Internet and listened to on people's iPods is an example of a podcast.

Research into the impact of podcast usage especially in podcast listeners has attracted many scholars and podcast researchers. The usage of the podcast devices has become essential to assessing their effects for the podcast broadcasting success[6] podcast listeners are the users of podcast devices those listening the music, talk and audio debates through the hearable equipment. The listeners have unique listening intention among the listeners, decision and activity to select their favorite podcast channel[7].

According to Fernandez et al.,[8]definition, music and audio podcast broadcasting is the "delivery of sound file through podcast technologies as well as special web-based streaming. The podcast technologies have defined the nature of music and audio broadcasting through podcast channel over the years[9]. The emergence of podcast channel which comes from radio broadcasting station has altered the delivery of music and audio broadcasting into digital streaming.

Podcast broadcasting station which is also called podcast channel or podcast broadcaster, such as sportify has many types of content and density levels that are intended for many groups. The podcast channel is starting to replace radio broadcasting stations because it has digital advantages and can be spread through the internet and podcast technology[10]. From its hardware and device, podcast is an electronic device for reading audio data, music, talk and digital audio broadcasting. There are many example of podcast devices, such as, Apple AirPods, Samsung's IconX and Plantronics's BackBeat FIT. Each devices has its own podcast applications are usually called audio on demand apps. The devices can be weared in hand, neck, or clothing. For example, smartwatch can be used as handheld podcast to transmit and receive audio broadcasting.

From its content density, podcast listeners can choose the type of content (content type) and the level of seriousness of the talk material (content density). The podcast broadcasting is often called audio on demand program[11]. For simplification, in this paper, the term of podcast broadcasting and podcast channel will be used together representing the channel where the listeners can access the music and talks sufficiently[12].

This paper analyzes the listener listening intention among the listeners in choosing content types and content density of podcast channel program, such as music, talks, sport, debates and audio conferences. The listeners come from various educational and occupational backgrounds. They are called as multitasking generation who are often busy using smartphones, podcasts and various digital devices. Many audio and music innovations have been invented that support listeners to use podcast devices and listen the podcast channel program, for example, Heles equipment's will improve the frequency of listening podcast program[13]. This means that listeners can easily access to the podcast program through their own wearable equipment which led to use the podcast devices.

There are positive gains achieved by the listeners, since they can get information anywhere anytime while doing multitasking activities. Such situation lead to perceived usefulness of the podcast. A survey by Edison research shows that fans of podcast program (such as sportily) have various listening intention among the listeners in choosing the devices and the channel program. They mostly choose the dominant format of audio on demand, which means that the listeners can request their favorite program and music to the broadcaster. The survey of Edison Research showed that the fans of podcast broadcasting have reached 28% from total radio and podcast audience listeners [14]. This means that the channel of Audio on Demand has captured listening time spending by the audience.

Many studies have focused on podcast broadcaster or channel program provider, but not the podcast listeners[15,16]. Therefore, it is difficult to get generalized results about the factors influencing the listeners in using podcast devices and selecting channel program. Adoption of local culture talks into podcast channel program in Indonesia can be seen as new context of study where listeners and podcast program content are analyzed together to determine the factors shaping perceived usefulness of the program content among the listeners.

Research regarding podcast listener behavior is varied with different result. To this end, the current

paper is an empirical study of how the podcast users have developed their listening experience and perceived usefulness. The study investigates the issues associated with listeners factors shaping their listening intention and perceived usefulness moderated by content density. Specifically, this study seeks to answer the following research questions: (1) What are the main factors which encourage or discourage the listening intention and perceived usefulness among the listeners? and (2) To what extent the podcast channel program operators can assist in providing the content density suitable for their audience?

In doing so, this paper addresses four main objectives: (1) to understand the increasing growth of podcast broadcasting content type and density that has been significantly impacting the listening intention among the listeners. (2) to explore how listener characteristics can be different shaping the listening intention, (3) to investigate the effect of program duration, and (4) to determine how content density can moderate the perceived usefulness of certain podcast channel events.

In order to achieve these objectives, this study develops a research model that links podcast broadcasting content density on enabling the listener factors (eg, listener experience, multitasking activities), program duration on the listening intention and perceived usefulness moderated by content density.

Based on the background presented above, the research has been empirically analyzed to address this gap, by exploring the nature and extent of the relationship between listeners factors and podcast channel program quality (eg, content density and program duration) among the surveyed listeners. The research model is proposed based on the literature review and it proposes that listener experience, multitasking activities, and program duration affects the listening intention and perceived usefulness moderated by content density. To verify the research model, a quantitative approach was adopted, and the reliability and validity of the scales implemented were tested to examine the relationship between contructs in the study context.

A questionnaire survey was developed based on previous studies using web-based response collection tool. The study also uses SEM-PLS to investigate the proposed research model. The research contributes in several ways to the podcast listeners research field. To the best of the researchers' knowledge, this study is the first to investigate multi constructs affecting the podcast listener behavior in Indonesian local culture contexts and channel program quality of content density.

2. LITERATURE REVIEW

Listening intention and perceived usefulness have become main attention among scholars. A podcast program that are attractive to podcast listeners represents its quality and program usefulness from listeners perspective [17,18]. In other words, podcast content type and density allows listeners to listen more at any time and at any location and increase their listening intention. However, the listeners are encouraged or discourage by the usefulness of the program content due to its program content density and program duration or program schedule [19]. A good podcast channel program can combine their program content density to match with youth generation to integrate infotainment and enjoyment through a set of content density which will be explained in detail below.

2.1. Listener experience and multitasking activities

According to Vickery [20]listener with an long experience are more likely to use their podcast and listen their favorite channel as a part of their lives. Thus, the activity is seen as a personal value and goals by using the podcast frequently. Listeners who stay tune to their podcast can implement many multitasking activities especially those using podcast for entertainment[21]. They also have combined the listening activities with their other activities. Such situation is so—called multitasking. Consequently, the people with multitasking listening will develop different experience compared to simple tasking listening awareness. It can be said that multitasking is an important factor for listener experience. Thus, the following hypothesis is proposed:

H1. Listener experience will positively influence listening intention among podcast listeners.

2.2. Multitasking activities

Multitasking activities among podcast listeners has been defined as the activities conducted by the podcast user while they still listening the podcast channel program in combination of other activities such as leisure or food consumption, giving gift or food eating togetherness[22]. They listen the podcast channel program for the goal of relax and doing certain activities such as food consumption or leisure time[23]. Such multitasking are established

based on an self-individual preferences among the listeners. Thus, the following hypothesis is proposed:

H2. Multitasking activities will positively influence listening intention among podcast listeners.

2.3. Program duration

Broadcast duration is defined as scheduling of programs or events to be broadcast which can be an attraction for listeners who have free time to listen[24]. Program duration can be manifested in many ways such as program schedule, program information, or ads of podcast program which all related to the timing of the podcast channel program. Experienced listeners prefer heavy content than inexperienced listeners who prefer music or entertainment[25]. These results are consistent with other studies that program duration is very important for experienced listeners because they prefer long durations over less experienced listeners. Therefore, the following hypothesis is proposed:

H3. Program duration establish listening intention among the audience to listen the event till ended

2.4. Listening intention and perceived usefulness

Listening intention is defined as awareness of the podcast users on particular interest and attention towards the information provided by the podcast channel broadcaster. The intention can be triggered by information about the event or the information from other listeners, and ads leading to positive perceptions among the podcast listeners[26]. Recent study Zhang et al., [27]indicated that such intention caused by the listener awareness has a significant influence on perceived userfulness. It is characterized by positive perception among the listeners to accept the content and type of the podcast program. Thus, the listerners understand the message of the podcast broadcasting exposed in the acceptance to hear the podcast channel program[28].

Scholars have take big attention about how podcast listeners will stay tune to the channel program either individually or with their friends[29,30]. There are various reasons causing listening intention can shape the perceived userfulness and can be shaped by content density of the channel program. Those having wider experience also will have higher intention and select their favorite content density than other listeners.

2.5. High and low content density

In podcast broadcasting, the podcast operators or so called channel operator provides many program oriented to various listeners and youth generation. Despite limited financial resources, the channel operators have to provide attractive program to their listeners[32]. The content density has been defined as the type and seriousness level of the podcast channel program[33]. The content density also represent the effective talks in the podcast promoting dramatic changes in listening the podcast and allowing youth generation activities. The podcast device can transform the nature of working in terms of enhancing content density, improving youth generation and channel operator roles in assisting and facilitating the content density toward perceived userfulness.
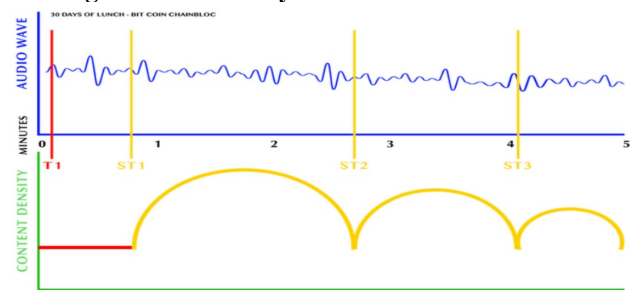
2.5.1. High content density

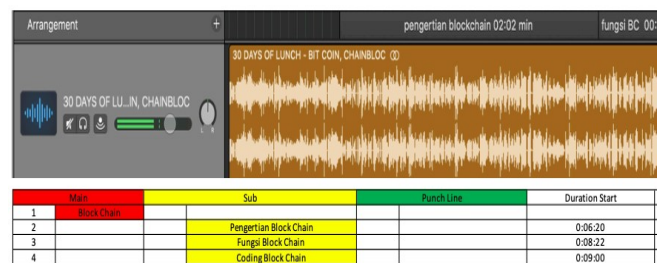*Figure 1. High Content Density*

Figure 2. Characteristics Of High Content Density

The characteristic of high content density is to talk about serious things like finance, bitcoin, blockchain which requires a high level of expertise and expertise to be understood by experienced or highly educated listeners. High content density or very serious talks (eg, finance talk, informative, work, boredom killer) can attract new listeners and keep old listeners listening until the show is over.
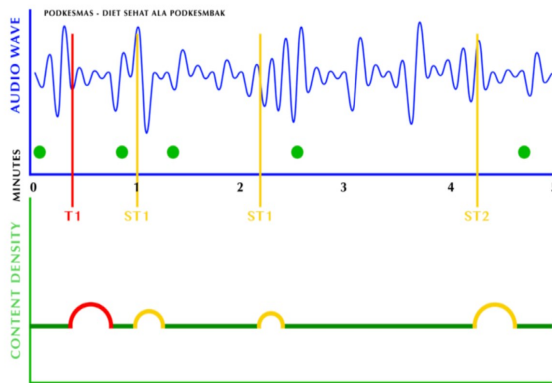
2.5.2. Low content density
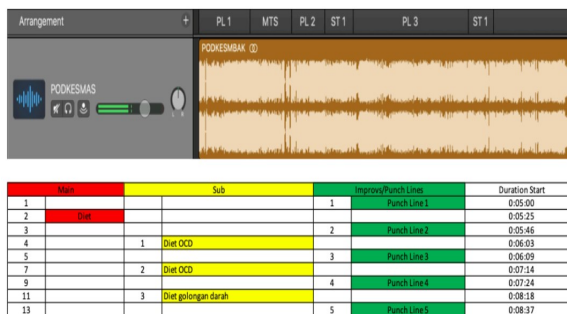
Figure 3. example of low content density

Figure 4. Characteristics of low content density

The characteristic of low content density is to talk about things that are light and easy to understand such as food, diet, and habits at home. Low content density characterized by empty of knowledge or relax talk (eg, music, entertainment) can attract new listeners and keep old listeners listening until the show is over.

Either high or low content density has information that can shape the listener's expectations about the channel program outcomes and benefits[34]. Thus, content density can have a moderating effect on the relationship between listening intention and perceived usefulness. According to social cognitive theory (SCT), a listener behavior in listening to the podcast sound is shaped by the influences of channel content and the density information provided by a podcast channel[35]. The listeners act according to their own self-interest after they get adequate information, particularly when the outcomes exceed the time and expectations, which leads to intention and perceived usefulness moderated by content density. Therefore, the following hypothesis is proposed:

H4. Listener intention will positively influence the perceived usefulness moderated by the content density of podcast channel program.

3. METHODS

This study adopts a positivist research paradigm that endeavors to test theories and verify hypotheses according to an assumption that there exists an external reality, in which the researcher and the researched function as independent entities [36]. Hence, the philosophical stance taken in this research is based on a positivist approach to examining the factors that podcast devices buying intention and podcast channel selection through content type and density.

This was made possible by using a structural equation modeling. The quantitative variables are essential to calculate the associated quantification matrix; this matrix is then linked with the matrix for the quantitative variables to perform the statistical analysis[37]. Thus, the research utilized a statistic testing to identify the major factors impacting listening intention awareness and listeners buying intention. On the other hand, a pre-testing approach was implemented to improve reliability and validity of the instrument and analysis results using the selected factors as dependent and explicative variables in the research model. This was carried out using a questionnaire as a form for the data collection.

Data were collected through SurveyHero.com which developed according to a focused literature review. For the comfortability, we agree with the podcast channel broadcaster not to mention their brand or location. Respondents were also assured that their responses would remain confidential. In order to collect the data, an initial contact with some channel broadcaster was established. A cover letter explaining the purpose of the study and indicating that participation was voluntary was sent by the researcher to the channel broadcaster (operators) in order to obtain permission to conduct the study. The operators announce to their audience to visit the SurveyHero.com to fulfill the survey.

Among the 339 responders via a web and mobile based survey using SurveyHero.com, the completed answered is by 236 responders which of those are audio on demand users, 95.8% are using some kind of apps or tools to access the content for example: Spotify are 88.6%, Joox 23.7%, and Apple Music is only 16.1%, and 90.3% of the completed surveys are also consuming video streaming service. The final number of responders that are used for statistic calculation are 128

responders for both the switch-ability testing of content density and SEM. With median age of 25.2, Male and Female consist of 41.7% and 58.3%. Students are consisting of 40.3% and employees are 46.6%. And the responders also stating that they aware of the audio exposures that they encounter, with average of 4.8 hours.

The instruments for testing the research model were developed by modifying existing validated scales to fit the podcast research context. When the proposed questionnaire design was completed, it was first reviewed and fine-tuned by two academics to ensure content validity [38].

Later, in the pre-testing phase, the questionnaire was distributed to some listeners of Sportify to ensure that the items were well- formed and satisfied the objectives of the study. During the pre-testing, some comments and feedback were received, and questions identified as having vague descriptions were modified. A revised and recompiled questionnaire was then put in SurveyHero.com for review. This procedure was repeated twice until a consensus was obtained from respondents at this phase. Therefore, the data collected can be considered reliable. After the pre-testing phase had been completed, the formal electronic survey was prepared for distribution. In order to reduce social desirability bias, the survey was conducted using the "anonymous self-administration" approach, whereby any personal employment and job position information were not asked. This ensured that respondents did not feel directly or personally involved in the answers given and helped to establish neutrality, objectivity, and encouragement.

4. ANALYSIS AND DISCUSSION

4.1. Listener experience

The listener experience can be drawn from their demographic profiles and background information of the respondents are collected randomly and anonymously. Consequently, they were not considered in any further analyses. The demographic profiles and background information of the respondents are presented in Table 1.

Table 1 Respondents Demographics Listening And Talking Research Site

Respondents' profile	Classification	Frequency	%
Gender	Male	80	62.5
	Female	48	37.5
Age	25-35 year old	123	96.1
	36-46 year old	3	2.3
	47-57 year old	1	.8
	> 57 year old	1	.8
Job	Unemployed	9	7.0
	Student	40	31.3
	Government Employee	5	3.9
	Private Employee	50	39.1
	Entrepreneur	22	17.2
	Other	2	1.6
Frequency of listening in a week	1 time	51	39.8
	2-3 times	59	46.1
	4-5 times	12	9.4
	> 5 times	6	4.7
total time of listening channel program at one time (minutes)	< 60 minutes	22	18.8
	5 or less minutes	94	73.4
	10 – 20 minutes	15	34.1
	21 – 30 minutes	10	7.8
	31 – 59 minutes	16	8.3

Source: interview

We have identified 9 (nine) brands of podcast channel operating in Indonesia. The researchers used a sample size of 128 people with the criteria of each respondent has been actively listening with age range from 25 to 55 years old. From this perspective the data gathered from respondent may imply insight of unique characteristic from middle to upper social and economic status. The respondents had experienced buying podcast and have adequate knowledge about podcast channel broadcasting program especially its content type and content density.

From Table 1, male respondents has higher frequency than female to listen podcast channel program. Most of respondents are still young with age between 25 to 35 years old. About 40 people are students (31.3%) and 50 people are private employees (39.1) (Table 2). Some of respondents have high frequency of listening the channel program and having listening pattern about two or three times a week with total time for each listening about 5-15 minutes or less. For verification, an interview with a podcast channel operator has been conducted (no table provided here). The researchers agree not to mention the channel brand and keep the anonymity of the respondents name and job position. The operators implied that young male listeners dominating the listening frequency with total talk time about 5-15 minutes or less for talking and listening the program channel.

Table 2: Validity And Reliability Statistics.

Construct	Number of items	Cronbach's alpha	Composite reliability	AVE
Listener experience	5	0.87	0.88	0.74
Multitasking activities	5	0.82	0.85	0.72
Program duration	5	0.84	0.86	0.81
Listening intention	4	0.83	0.84	0.82
Perceived usefulness	4	0.83	0.86	0.81
Content density	4	0.86	0.94	0.83

Based on Table 2 on the previous page, it can be explained that these variables are Listener experience (LE), Multitasking activities (MA), Program duration (PD), Listening intention (LI), Perceived usefulness (PU), Listening intention Content density (LICD).)* Perceived usefulness (PU) each has a composite reliability value above the confirmation value of 0.7. It can be interpreted that all latent variables in this study are very reliable and reliable and can be used for hypothesis testing at the next stage of analysis.

4.2. Composite Reliability Test

This is a test to ensure that the instrument has consistency as a good measuring instrument, so that the level of reliability can show consistent results. Reliability testing was carried out using Cronbach's alpha and composite reliability methods. The rule of thumb that is usually used to assess construct reliability is the composite reliability value of 0.70 for confirmatory assessment and 0.60 to 0.70 still acceptable for exploratory assessment [31]. This test is used to test the reliability of research data. Hair et al., [31], said that the unidimensionality of the variable block can be assessed using composite reliability (should be 0.7). The following are the results of the composite reliability test as presented below.

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results of the composite reliability test as presented below.

Table 2: Statistics of validity and reliability

| Construct	1	2	3	4	5	6
Listener experience	0.746					
Multitasking activities	0.325	0.724				
Program duration	0.126	0.109	0.816			
Listening intention	0.139	0.323	0.080	0.822		
Perceived usefulness	0.311	0.167	0.172	0.601	0.815	
Content density	0.127	0.210	0.078	0.842	0.031	0.837

4.3. Hypothesis Testing and Discussion

This test is used to analyze the effect of causality between one latent variable and other latent variables. The following are the results of hypothesis testing in table 4 (Path Coefficient).

Direct Effects		Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Conclusion
H1	Listener experience → Listening intention	0.350	4.654	0.000	Accepted
H2	Multitasking activities → Listening intention	0.534	7.564	0.000	Accepted
H3	Program duration → Listening intention	0.364	4.162	0.000	Accepted
H4	Listening intention → Content density → Perceived usefulness	0.324	2.198	0.031	Partial Mediation

From table 4.8 it can be described the results of hypothesis testing (figure 4.3)
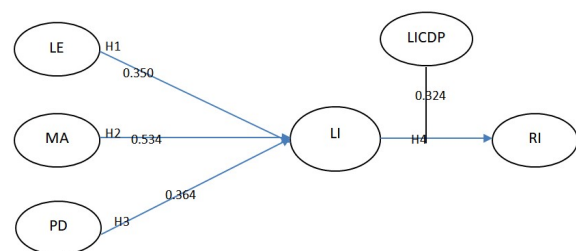
Source: SmartPLS 3.0 statistical output, processed, 2021.

4.4 Discussion

It was found that the T-statistics value (4,654) > 1.96 and the original sample value was 0.350 (positive sign). From these results, the hypothesis which states that Listener experience has a positive effect on Listening intention podcasts. The difference between radio content and podcasting, according to Tzlil Sharon, who later emerged as the "newest aural culture" [40], podcasting will develop different listening modes for various formats. However, in tackling the process of teaching us how you can listen to those formats in a distinctive and different way, podcasts face a new challenge. The logic of podcast demand cannot produce a similar sense of collectivism that develops between listeners listening to the exact same radio program at roughly the same time, such as a community listening party without a time shift [41, 42]. This is supported by research [21] which states that listeners who listen to their podcasts can implement a lot of multitasking activities, especially those who use podcasts for entertainment. They have also combined listening activities with their other activities.

It was found that the T-statistical value (7.564) > 1.96 and the original sample value was 0.534 (positive sign). From these results, the hypothesis states that multitasking activities have a positive effect on listening intention podcasts. The results of the study concluded that people who multi-task on devices have lower attention levels than non-media multi-taskers [45], this may also be related to Audio adaptability for multitaskers. Furthermore, using a method called the Media Multitasking Index (MMI), researchers found the fact that TV filled the room as a backdrop to accompany people who were highly involved in multi-tasking with other devices [43]. This is supported by research [23] which states that they listen to podcast channel programs with the aim of relaxing and doing certain activities such as food consumption or leisure time. Those with multitasking listening will develop a different awareness of listening experiences compared to simple tasks.

It was found that the T-statistical value (4.162) > 1.96 and the original sample value of 0.364 (positive sign). From these results, the hypothesis which states that program duration has a positive effect on listening intention podcasts. Phung and colleagues proposed the performance of content density and then examined how subject modification is related to the behavior of excessive video duration. The logic of podcast demand cannot produce a similar sense of collectivism that develops between listeners listening to the exact

same radio program at roughly the same time, such as a community listening party without a time shift [42, 41]. These results are consistent with the study [25] that program duration is very important for experienced listeners because they prefer long durations over less experienced listeners. Experienced listeners prefer heavy content than inexperienced listeners who prefer music or entertainment

It was found that the T-statistical value (2.198) > 1.96 and the original sample value was 0.324 (positive sign). From these results, the hypothesis which states that content density is proven to mediate listening intention and perceived usefulness in podcast listeners. From table 1 above, this study found that listening intent when moderated by content density had a significant indirect effect on perceived usefulness. However, both constructs when content density was omitted turned out to have an insignificant indirect effect on perceived usability. With this research, it is expected to find the role of active and passive content types that will be investigated using the introduction of Content Density using Quantitative Content Analysis which combines the ability of the MMI switch to see its effect on the multitasking environment which can lead to an increase in the number of users and spend listening time [43, 45], will practically help the industry to create better Audio on Demand content to increase the time spent listening thereby increasing Ear Share as a whole. This is supported by the results of research [34] which states that both high and low content density have information that can form listeners' expectations about the results and benefits of channel programs. Thus, content density can have a moderating effect on the relationship between listening intent and perceived usefulness.

5. CONCLUSION

The results of this study showed that listener experience is considered crucial to influence the listening intention among podcast listeners to the questionnaire result revealed a favorable perception of listener experience represent their activities. The order of significance of the listener factors in terms of impact on listening intention and perceived usefulness are moderated by the high content density. This indicates that listeners of the podcast channel program enjoyed listening the program by choosing their favorite program and its program duration.

The results of the empirical research also showed that listeners with better experience will

have higher intention and perceived usefulness since they can select the content. The findings represents that the content density in this research has high cause on the perceived usefulness after they are exposed to the high and low content density. The listeners who participated in the study were all considered has experience on listening the podcast channel program and active in their listening activities. This indicated that the listeners saw themselves as experts and experienced people, which gave them confidence in their choice to listen the channel program.

5.1 Contributions and implications

There are several difficulties for my topic to find sources that connecting between Passive/Active content or Primary/Secondary content and the Audio on Demand (AOD). This research which hopefully finding the role of an active and passive types of content which will be researched using the introduction of Content Density using Quantitative Content Analysis incorporating MMI switchability to see the effect on multitasking environment that can lead to the increasing number of users and time spend of listening , will practically help the industry to create a better Audio on Demand content to increase the time spend of listening thus increase the Share of Ear as a whole.

This research provides a theoretical bridge to see the role of content density as an antecedent to other variables in the research models, using the theory of Planned Behavior construct incorporating the methods of Media Multitasking Index and Quantitative Content Analysis to introduce Content Density as the quantitative measurement of content types.

This study makes both theoretical and practical contributions. Firstly, in terms of theoretical contributions, existing research regarding listener experience and listening intention among podcast listeners is still limited. Thus, this empirical study could enhance the theoretical understanding of podcast channel broadcaster operating in Indonesia. The research result also become input and provide feedback to the broadcaster owners since it evaluated the listener factors. Secondly, this study is one of the few studies that have examined views towards the impact of listeners multitasking activities on listening intention. Empirically, the results of this study provided some evidence that multitasking activities influences the extent of listeners will perceived the usefulness of the

channel program. Thus, this area needs further attention.

With regard to practical implementations, the results provided in this research indicated that the program duration especially their scheduling has biggest impact on the audience responded in this study. This suggests that enhancing better timing and scheduling in the program duration must be started by advertising to the listeners rather than segmenting them. The linkage of the program duration significantly influenced listening intention, therefore, the channel program manager are expected to boost the variables. Thus, the program manager can focus on creating a positive channel program and events for listeners regarding the duration and scheduling in order to stimulate the listener' intention.

5.2 Limitations and future research directions

This research has some limitations. First, the research model was confined to the listeners who located in local culture of Indonesia as a context of study, which has a unique local perceptions regarding usefulness of the program. This study can be generalized to other local culture providing high and low content density and collecting feedback to the channel program operators about their listeners. Further investigation of content density using samples from other countries would give a more robust examination of the studied hypotheses. Second, the narrow scope of the sample size is a limitation of this study. The sample is unlikely to represent the full characteristics of the listeners. The study only examined in short term time using the listeners factors. Further study could consider the impact of other factors, such as the effect of podcast technology and its specification, on listening intention and perceived usefulness.

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