

A CONCEPTUAL STUDY OF FACTORS INFLUENCING THE TRUST OF RADIO LISTENERS IN BANGKOK AND ITS METROPOLITAN AREA

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ABSTRACT

This study aims to explore the concepts and factors influencing the trust of radio listeners in the Bangkok Metropolitan Region, with a focus on the Digital Audio Broadcasting Plus (DAB+) system. This system was developed to address the limitations of traditional FM broadcasting, particularly in terms of sound quality, signal interference reduction, and increased content diversity. The study focuses on analyzing key variables, including Digital Audio Broadcasting, Innovation DAB+, Expectation, Perception, and Trust. The findings reveal that DAB+ positively influences listeners' expectations and perceptions. Expectations stem from the unique features of the system, such as superior sound quality and ease of use, while positive perceptions are driven by DAB+ innovations that enhance its value and usability. Furthermore, expectations and perceptions directly impact trust in the DAB+ system. Innovation factors, such as trialability and compatibility, play a crucial role in promoting acceptance of the new system. The results of this study can be utilized as a framework for developing strategies and policies to support the sustainable adoption of DAB+ in Thailand.

Keywords: Digital Audio Broadcasting Plus (DAB+), Innovation DAB+, Expectation, Perceptions, Trust

INTRODUCTION

In an era where digital technology is rapidly transforming the world of communication, traditional media consumption faces new challenges. Radio, once a significant medium for delivering information and entertainment, has been impacted by the growth of digital platforms and streaming services that provide on-demand content and better cater to the needs of today's consumers. However, in the context of communication in rural areas or among listeners still accustomed to traditional radio formats, radio continues to play a vital role (Hovenga & Grain, 2022).

To maintain relevance and the ability to meet consumer needs, the Digital Audio Broadcasting Plus (DAB+) system was developed. This system was designed to address the limitations of traditional FM broadcasting, such as improving audio quality, reducing signal interference, and increasing the diversity of content that can be broadcast simultaneously. These features not only enhance the listening experience but also contribute to making radio a more sustainable medium in terms of resource efficiency and cost reduction (Dalferro, 2022; Bradley, 2023).

Germany and the United Kingdom serve as notable examples of successful transitions from FM to DAB+ systems. In these countries, close collaboration between the government and private sectors has led to the creation of infrastructure to support the new system. Policy support and technological

investments have ensured a smooth transition that has been widely accepted by consumers. Listeners in these countries not only benefit from improved sound quality but also gain access to a wider variety of content, reflecting the global success of this system (Hovenga & Grain, 2022; Bradley, 2023).

In Thailand, the transition to the DAB+ system remains a significant challenge. Although this technology has the potential to enhance broadcasting quality and improve the efficiency of the radio industry, consumer adaptation still requires time and appropriate support. The primary reason is that most consumers are still familiar with the traditional FM system. Additionally, a lack of clear communication and dissemination of information about the advantages of DAB+ has resulted in mistrust of the new technology. Simultaneously, developing infrastructure and raising public awareness necessitate cooperation between the government and private sectors to ensure a sustainable transition (Sombatpoonsiri, 2022).

DAB+ offers significant innovations that enable the system to meet the demands of digital-age consumers. Key advantages include superior audio quality, which reduces signal interference and increases clarity, thereby satisfying listeners seeking experiences comparable to streaming platforms like Spotify or Apple Music (Dalferro, 2022). The system also enhances content diversity, enabling more radio stations to broadcast simultaneously without frequency interference, thus allowing listeners to access more specialized content, such as music, news, or educational programs, which cater to niche media consumption (Lytras et al., 2023). Furthermore, DAB+ integrates with digital devices such as smartphones, smart TVs, and applications, enabling greater control and convenience for modern consumers (Bradley, 2023). The system's sustainability and cost-effectiveness also set it apart, as DAB+ consumes less energy than FM broadcasting, reduces costs for radio stations, and promotes an environmentally friendly image in an era where sustainability is vital for businesses and society (Hovenga & Grain, 2022).

The transition to DAB+ is not solely about technology but also involves trust and acceptance from listeners. Building positive expectations, such as improved audio quality and convenience through innovation, is key to encouraging consumers to embrace the new technology. Additionally, government policy support and accurate dissemination of information play critical roles in fostering trust in the DAB+ system (Oyewole, 2022).

The study of DAB+ in Thailand's context is crucial at this time as it provides insights into the factors influencing the acceptance of new technology, such as expectations, perceptions, and trust. These insights can guide the development of appropriate policies and strategies, ensuring a smooth and sustainable transition to the digital radio era in Thailand.

Thus, the researcher aims to explore various factors that are anticipated to influence the trust of radio listeners in Bangkok and its metropolitan area.

OBJECTIVE

11. To explore the general context of trust among radio listeners in Bangkok and its metropolitan area.
12. To study concepts, theories, or empirical findings from academic references that can identify variables expected to influence the trust of radio listeners in Bangkok and its metropolitan area.

METHODOLOGY

The population for this study comprises research articles, theses, documents, and literature related to the variables Digital Audio Broadcasting, Innovation DAB+, Expectation, Perception, and Trust. These sources include complete documents, literature, or articles published between 2020 and 2024 (B.E. 2563-2567), all of which are secondary data. The researcher applied evaluation criteria focusing on

authenticity, credibility, representativeness, and meaning, as recommended by Scott (1990). These sources must be verifiable through recognized academic journal databases.

RESULTS

The literature review has enabled the researcher to identify antecedent variables, supported by evidence, that are likely to act as independent variables influencing the level of trust among radio listeners in Bangkok and its metropolitan area. These variables include Digital Audio Broadcasting, Innovation DAB+, Expectation, Perception, and Trust.

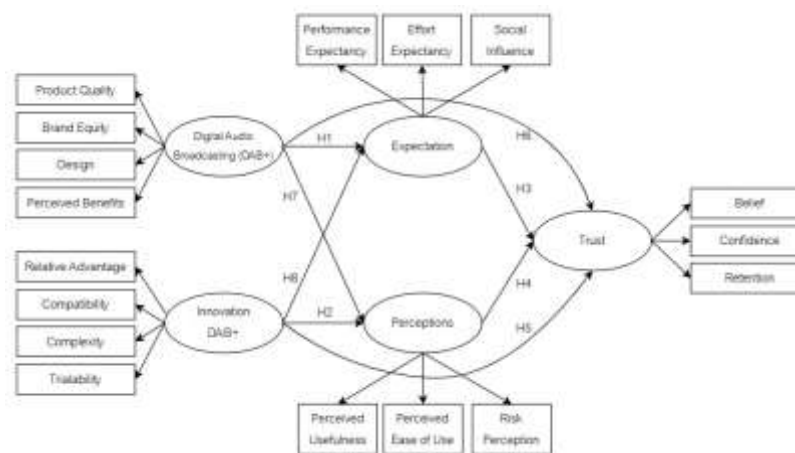
In the digital age, where technology evolves rapidly, the development and adoption of Digital Audio Broadcasting Plus (DAB+) have become a cornerstone in enhancing the radio listening experience, especially for audiences in the Bangkok Metropolitan Region. Studying the factors influencing trust in the DAB+ system is crucial for understanding how to promote the acceptance of this innovation among listeners. The relationships between the key variables—Digital Audio Broadcasting (DAB+), Innovation DAB+, Expectation, Perceptions, and Trust—can be analyzed as follows:

DAB+ stands out with its superior features, such as higher sound quality, reduced signal interference, and a wider variety of content (Dalferro, 2022; Bradley, 2023). These capabilities foster positive expectations among listeners regarding the new system, which can be categorized into performance expectancy, effort expectancy, and social influence. Listeners anticipate that DAB+ will deliver clear sound, minimize interference, and support diverse content that meets the specific interests of different audience groups, such as news, music, or educational programs (Bradley, 2023; Lytras et al., 2023). Designed for user convenience, DAB+ offers functions that allow listeners to quickly search for and set channels. Users expect to operate the new technology with minimal technical knowledge (Hovenga & Grain, 2022). The transition to DAB+ in countries such as Germany and the United Kingdom has been bolstered by government policies and clear communication, driving social influence among listeners to adopt the system (Bradley, 2023). The innovative aspects of DAB+, such as relative advantage and compatibility, play a crucial role in shaping listeners' perceptions. The system offers technological benefits like enhanced sound quality, connectivity with digital devices, and modern design (Bradley, 2023; Deloitte, 2023). DAB+ outperforms FM systems, particularly in sound quality and content variety, enhancing user satisfaction (Keller, 2023; Deloitte, 2023). Additionally, its energy efficiency and lower operational costs contribute to its acceptance among listeners (Hovenga & Grain, 2022). DAB+ aligns with digital consumers' behaviors, such as connecting to smartphones and portable devices, enabling users to enjoy their favorite programs anytime, anywhere (Lytras et al., 2023). This compatibility eases the transition for listeners adapting to new technology. Listeners recognize the clear advantages of DAB+, such as reduced complexity and increased value for money, which build trust in the system (Oyewole, 2022). Expectations directly impact listeners' trust in the DAB+ system. When the system meets or exceeds expectations—such as delivering high-quality sound and offering convenient functionalities—trust is strengthened (Hovenga & Grain, 2022). Research also suggests that positive expectations foster emotional connections between listeners and the DAB+ brand, which is vital for user loyalty (Bradley, 2023). Positive perceptions, such as recognizing the benefits and ease of use, are pivotal in building trust in DAB+. Simple designs and user-friendly interfaces reduce complexity and boost listener confidence (Kumar & Shah, 2022; Tang & Zhang, 2023). Additionally, perceptions of safety and reliability further enhance long-term trust in the system (Bradley, 2023). Innovative factors of DAB+, such as trialability, reduce uncertainties about the new technology and increase listener trust (DAB Norway, 2020). Trialability allows users to evaluate the system's quality and benefits firsthand, which is a key step in

fostering trust (Bradley, 2023). DAB+ is designed to meet listeners' needs comprehensively, including reducing interference, delivering superior sound quality, and expanding channel options. Providing these excellent experiences helps build trust in the system (Bradley, 2023). Furthermore, support from government policies and public awareness campaigns also boosts confidence in DAB+ (Hovenga & Grain, 2022).

When the conceptual framework was drafted based on the literature review findings, the research conceptual framework was depicted as shown in Figure 1.

Figure 1
The research conceptual framework derived from the literature review



CONCLUSION AND FUTURE WORK

The findings of this study highlight the significance of various factors influencing trust in the Digital Audio Broadcasting Plus (DAB+) system, which include Digital Audio Broadcasting (DAB+), Innovation DAB+, Expectation, Perceptions, and Trust. The relationships between these factors were analyzed and confirmed through hypotheses established in the research. From the literature review, it was found that DAB+ positively impacts listeners' Expectation and Perceptions. Listeners' expectations are influenced by the system's distinctive features, such as superior sound quality, ease of use, and the ability to meet the specific needs of various audience segments. Meanwhile, positive Perceptions of the system are shaped by the innovations of DAB+, which enhance its usability and value. Additionally, the study confirms that Expectation and Perceptions have a direct positive effect on Trust. Trust in the DAB+ system stems from the perception that it can comprehensively meet the needs of listeners and is highly reliable. In terms of DAB+ innovation, the research indicates that innovative factors, such as trialability, compatibility, and relative advantage, are variables that effectively promote the acceptance of the new system among listeners. Trialability reduces uncertainties and concerns about the new technology, while compatibility allows listeners to adapt more easily to the system. Relative advantage fosters confidence in the quality and benefits of the DAB+ system compared to the previous one. These findings reaffirm that the relationship between innovation and trust is significant and aligns with previous research. The findings of this study can contribute to the development of strategies to promote the adoption and sustainable use of DAB+ in Thailand. Relevant stakeholders, such as the government, radio service providers, and equipment manufacturers, can utilize the information from this research to design appropriate policies and marketing plans. Examples include providing accurate information about the

advantages of the DAB+ system, supporting the development of infrastructure that facilitates its use, and creating activities to raise public awareness and trust in the system. Future research should further explore the impact of DAB+ in diverse contexts, such as studies on listeners with varying behaviors and needs or analyzing the relationship between social, cultural, and economic factors and trust in the DAB+ system. Further research in these dimensions will enhance understanding and support the long-term development of this technology. Additionally, experimental studies should be conducted to measure the effectiveness of the proposed strategies in real-world contexts, such as evaluating the impact of free trial programs, developing suitable promotional materials, or creating networks of collaboration between public and private entities to promote the widespread adoption of the DAB+ system. The application of the findings from this study not only enhances understanding of the factors affecting trust in the DAB+ system but also provides a foundation for the development of other innovations in the context of communication and digital technology in the future. The success of adopting new technologies depends heavily on understanding users' needs and behaviors. This research demonstrates the importance of in-depth analysis and the integration of diverse perspectives to develop strategies that are both responsive and effective.

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