

Digital Audio-Visual Content Consumption and Consumer Behaviour in Hyperlocal Markets: A Review of Emerging Trends and Influencing Factors

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Abstract: The fast growth of over-the-top (OTT) platforms, user-generated video, short-form video or content, live streaming and mobile media is changing digital audio-visual (AV) consumption and consumer behaviour (CB). This review summarises the existing literature from the world and India to understand the emerging consumption trends and factors influencing CB including technological, content, motivational, Social and hyperlocal. A focused narrative review with thematic synthesis reveals that influences on consumption and outcomes like engagement, sharing, recommendation and continuance are entertainment, information seeking, perceived usefulness, content relevance, accessibility, personalisation, social interaction, trust and satisfaction. The review also sets local relevance, geographic proximity, regional language, cultural proximity and community engagement as important contextual aspects of hyperlocal markets. However, existing research remains fragmented across platforms and provides limited integration of these factors within hyperlocal AV contexts. Based on the synthesis, an integrated conceptual framework is proposed linking these factors with digital AV consumption and consumer behavioural outcomes. The review contributes to CB research by positioning hyperlocality as a contextual dimension of digital consumption and identifies future research directions concerning regional-language content, multi-platform consumption, algorithmic personalisation, local creators and consumer loyalty.

Keywords: Digital audio-visual (AV) consumption; Consumer behaviour (CB); Over-the-top (OTT) platforms; Hyperlocal markets; Regional-language content; Uses and Gratifications.

1. Introduction

Digital media consumption has shifted from scheduled, one-to-many broadcasting towards on-demand, mobile, interactive and platform-mediated use. The expansion of OTT streaming, YouTube and user-generated video (UGV), short-form content and live streaming has increased consumers' ability to select and engage with content across devices and platforms. Cross-cultural YouTube evidence shows that consumption is shaped by cultural values as well as technological access (Park et al., 2017). In India, 886 million active Internet users in 2024 indicate the scale and diversity of the expanding digital consumer market (Kantar & IAMAI, 2024). Among 2,426 adolescents, 96.2% owned a mobile phone and 62.4% regularly watched tutorial videos, demonstrating the integration of audiovisual content into everyday leisure and information activities (Fernández-de-Arroyabe-Olaortua et al., 2018). OTT adoption is further associated with perceived usefulness, value, convenience and platform characteristics (Camilleri & Falzon, 2021; Nagaraj et al., 2021; Tsai et al., 2024).

Alongside global platforms, digital markets are increasingly differentiated by location, language and community context. Hyperlocal media connects geographically specific audiences with locally relevant information and content. In India, where linguistic and cultural diversity exists, this is especially crucial, as there is a demand for content that resonates with local experiences and identities. Local relevance is shown to have audience value, but sustaining local media efforts is difficult, as evidenced by Indian-language hyperlocal research (Pal et al., 2025), and UK research on the value of community-oriented local media (Williams et al., 2015). Hence, digital AV consumption is not only about platform access, but also local relevance, geographic proximity, regional language and cultural proximity and community engagement may influence consumers' responses, but these are not yet fully reflected in the mainstream research on digital consumption.

CB perspective of digital AV consumption includes content selection, viewing, engagement, sharing, recommendation and continuance. Uses and Gratifications (U&G) research indicates that entertainment, seeking information, escapism and social interaction are important motives (Khan, 2013; Nguyen & Veer, 2024). Nguyen and Veer (2024) conducted a meta-analysis of 68 studies with 22,165 UGV consumers, revealing that there were significant relationships among these motivations and viewing intensity. Research based on technology also reveals that perceived usefulness and ease of use, as well as the performance expectancy and related platform attributes, impact the use of digital video (Camilleri & Falzon, 2021; Nagaraj et al., 2021; Tsai et al., 2024).

Although there has been extensive research on OTT, UGV, social media and digital news, the literature is dispersed both in terms of platform and explanatory perspective. There exists the enough evidence for motivations, technology acceptance, engagement and digital access separately but the integrated influence of all these factors on hyperlocal AV contexts still understudied. Especially in India's fast-growing and diverse digital landscape (Kantar & IAMAI, 2024), the significance of local relevance, regional language, cultural proximity, and community engagement is not receiving adequate attention. Therefore, this review combined technological, content, motivational, social and hyperlocal perspectives to better understand digital AV CB. Accordingly, the review pursues three objectives:

- To synthesise emerging global and Indian trends in digital AV content consumption using empirical evidence and relevant statistics.
- To identify the major technological, content, motivational and social factors influencing digital AV CB.
- To examine the role of hyperlocality, particularly local relevance, regional language, cultural proximity and community engagement, in shaping digital AV consumption and CB.

2. Review Methodology

This study is a focused narrative review with thematic synthesis of empirical studies of digital AV consumption and CB both globally and in India. Literature was chosen based on its relevance to OTT/streaming, YouTube and UGV, live streaming, digital media, CB, digital access and hyperlocal media, with preference being given to evidence that had empirical findings, theoretical contributions or relevant statistics. Studies that were not relevant to the review objectives or did not have enough empirical or theoretical contribution were excluded. The selected evidence was synthesised across four themes: consumption trends; consumer motivations and content factors; technological, platform and social influences; and hyperlocal and regional contexts. Key findings, characteristics, statistics, theoretical perspectives and research gaps were comparatively examined to develop an integrated understanding of digital AV CB.

3. Theoretical and Conceptual Basis

U&G theory explains digital AV consumption through users' needs and motivations, particularly entertainment, information seeking, escapism, education and social interaction, which influence viewing, engagement and continued use (Khan, 2013; Nguyen & Veer, 2024). Technology-acceptance perspectives highlight perceived usefulness, ease of use, performance expectancy, accessibility and facilitating conditions in digital-platform adoption, while evidence on digital inequality shows that device availability, diversity and material resources shape opportunities for digital participation (Camilleri & Falzon, 2021; Nagaraj et al., 2021; Tsai et al., 2024; van Deursen & van Dijk, 2019). Building on these perspectives, the review conceptualises digital AV consumption as the outcome of interacting technological, content, motivational, social and hyperlocal factors, influencing viewing, engagement, sharing, recommendation and continuance. These relationships are considered as hyperlocal markets, with local relevance, regional language, cultural proximity and community engagement as contextual dimensions that can shape these relationships.

4. Literature Review: Emerging Trends and Influencing Factors

4.1 Emerging Digital AV Consumption Trends

Digital AV consumption is no longer tied to a scheduled broadcast, but rather to on-demand, mobile, personalised and participatory consumption, with OTT, YouTube/UGV, short-form video and live streaming providing access and interaction across devices (Fernández-de-Arroyabe-Olaortua et al., 2018; Park et al., 2017; Yoon et al., 2021). Broader digital-media evidence similarly documents the growing importance of online and platform-based media consumption (Newman et al., 2021). India reflects this transition at scale, with 886 million active Internet users in 2024, including 488 million rural and 397 million urban users. Rural usage increased by 10%, urban usage by 5%, and OTT audio-video activities were 395 million users in rural areas. The 286 million cord cutters also suggest a move towards connected and mobile viewing (Kantar & IMAI, 2024). These trends illustrate the growing geographical, multi-platform and mobile nature of AV consumption.

4.2 Consumer Motivations and Content Factors

The focus on digital audiovisual consumption is on consumer motivations and content characteristics. Uses and Gratifications research reveals that entertainment, information seeking, escapism and social interaction are important motives (Hilvert-Bruce et al., 2018; Khan, 2013). 68 studies were included in Nguyen and Veer's (2024) meta-analysis of 22,165 consumers, which resulted in positive relationships between watching intensity and entertainment ($r_z = .319$), escapism ($r_z = .295$), social interaction ($r_z = .204$) and information seeking ($r_z = .155$). Content quality, variety, novelty, relevance and perceived value further influence platform choice and continued use (Chakraborty et al., 2023; Wu et al., 2025). Thus, consumption reflects both the gratifications sought by consumers and the value delivered by content.

4.3 Technology, Platform and Access Factors

The adoption and use of digital platforms is influenced by technology and access conditions. Usefulness, ease of use, performance expectancy, facilitating conditions and habit are important influences identified in OTT studies, and personalisation and recommendation systems have been found to support content discovery (Camilleri & Falzon, 2021; Nagaraj et al., 2021; Tsai et al., 2024). But participation is not equal: device availability, diversity and material resources continue to influence digital participation (van Deursen & van Dijk, 2019). In India, 17% of non-users said they did not own a device, 22% reported that they had no Internet at home and 16% said they could not afford the Internet; there was also a higher proportion of users saying they used a shared device in rural areas (24%) compared to urban areas (15%) (Kantar & IMAI, 2024). This means that the access to materials and the capabilities of the platform have an impact on digital audiovisual consumption.

4.4 Social, Engagement and Behavioural Factors

Digital platforms have changed the audience to active participants who can comment, share, recommend and interact with creators and communities. Social interaction has a particular relevance to live-streaming engagement (Hilvert-Bruce et al., 2018; Wang & Li, 2020), as can social-media information environments and source credibility to trust and subsequent information behaviour (Fletcher & Park, 2017; Go et al., 2016; Kümpel, 2022; Turcotte et al., 2015). Importantly, the stages of consumption and continuance are different aspects of behavior. Nguyen and Veer (2024) found stronger associations of satisfaction ($r_z = .554$) and attitude ($r_z = .783$) with continuance intention than of individual motivations with watching intensity. Studies on OTT also show a relationship between satisfaction, perceived value and platform experience and stickiness, recommendation, and continued use (Chakraborty et al., 2023; Periaiya & Nandukrishna, 2024; Yousaf et al., 2021).

4.5 Hyperlocality, Regional Language and Community Context

Hyperlocality adds a unique contextual layer with local relevance, geographic proximity, regional language, cultural proximity and community information. The Indian research indicates that hyperlocal digital publishers provide value to their audience by offering content that is relevant to their local community, though this is not

easy to sustain (Pal et al., 2025); UK evidence also suggests community-focused hyperlocal media adds value to audiences (Williams et al., 2015). This is especially relevant in India, where 870 million Internet users engaged with content in Indic languages in 2024, with 57% of urban users preferring content in Indic languages, and 81% of all Internet users in Indic languages watching videos (Kantar & IMAI, 2024). Regional language is thus not just a content characteristic, but also an accessibility, relevance and cultural proximity characteristic. However, there are few direct links found between these hyperlocal features and digital audiovisual consumer behaviour, which is a significant research gap.

5. Comparative Synthesis and Research Gaps

The literature provides substantial global evidence on consumer motivations, platform use, engagement, trust and continuance, while Indian research increasingly addresses OTT adoption, digital access, Internet expansion and regional-language use (Nagaraj et al., 2021; Tsai et al., 2024; Kantar & IMAI, 2024). Across contexts, entertainment, information seeking, perceived usefulness, content value, accessibility, social interaction and satisfaction consistently influence digital consumption, although their relative importance varies by platform and context (Khan, 2013; Nguyen & Veer, 2024; Chakraborty et al., 2023). In regional and hyperlocal settings, language, cultural proximity, geographic relevance and community orientation become particularly important (Pal et al., 2025; Williams et al., 2015). However, significant gaps remain. Existing hyperlocal research focuses largely on digital news and publisher sustainability, leaving limited evidence on regional-language preferences and hyperlocal audiovisual consumer behaviour (Kantar & IMAI, 2024; Pal et al., 2025). Research also tends to examine OTT, YouTube, social media and live streaming separately, despite increasingly multi-platform consumer journeys (Park et al., 2017; Hilvert-Bruce et al., 2018; Yoon et al., 2021). Theoretical perspectives likewise remain fragmented, with U&G explaining motivations, technology-acceptance perspectives explaining platform use, and social and trust-based research addressing engagement and information behaviour (Khan, 2013; Tsai et al., 2024; Turcotte et al., 2015).

6. Integrated Conceptual Framework and Implications

6.1 Integrated Conceptual Framework

The literature reviewed suggests that there is an integrated approach where technical, content, motivational, social and hyperlocal aspects impact digital AV consumption and behaviour.

Conceptual Framework of Digital Audio-Visual Content Consumption

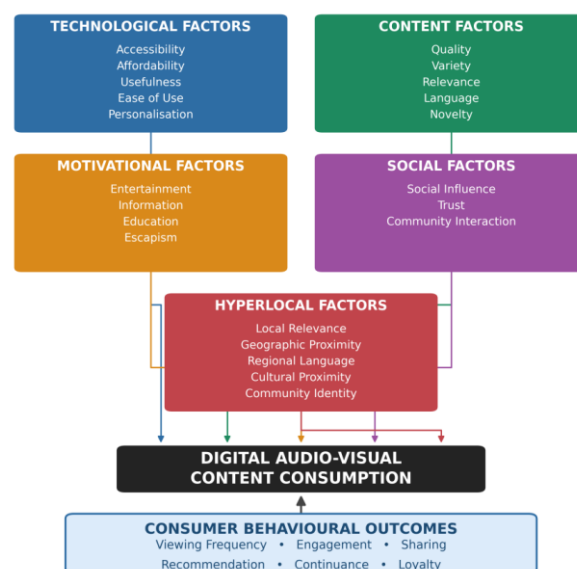


Figure 1. Integrated Conceptual Framework of Digital AV Consumption and CB in Hyperlocal Markets

Source : Author

Technological factors include accessibility, affordability, usefulness, ease of use and personalisation (Camilleri & Falzon, 2021; Nagaraj et al., 2021; Tsai et al., 2024; van Deursen & van Dijk, 2019). Content factors comprise quality, variety, relevance, language and novelty, influencing perceived value and consumption decisions (Chakraborty et al., 2023; Wu et al., 2025). Motivational factors include entertainment, information, education and escapism, reflecting key media gratifications (Khan, 2013; Nguyen & Veer, 2024). Social factors encompass social influence, trust and community interaction, supporting engagement and information behaviour (Fletcher & Park, 2017; Go et al., 2016; Hilvert-Bruce et al., 2018; Turcotte et al., 2015; Wang & Li, 2020). Hyperlocal factors—local relevance, geographic proximity, regional language, cultural proximity and community identity - provide a contextual layer in geographically and linguistically diverse markets (Pal et al., 2025; Williams et al., 2015). Collectively, these factors shape digital audio-visual consumption, reflected in viewing frequency and engagement, and subsequent outcomes including sharing, recommendation, continuance and loyalty (Chakraborty et al., 2023; Periaiya & Nandukrishna, 2024; Yousaf et al., 2021).

6.2 Theoretical Implications

The framework combines the Uses and Gratifications theory with the technology-acceptance and digital-access theories to account for digital AV consumption as a dynamic process of the consumer's needs, platform features and access conditions. Its unique value lies in its conceptualisation of hyperlocality as a contextual dimension, acknowledging the possibility for hyperlocality to manifest differently depending on local relevance, regional language, cultural proximity, and access conditions (Camilleri & Falzon, 2021; Nguyen & Veer, 2024; van Deursen & van Dijk, 2019). The framework thus adds platform-specific explanations to a linking of consumer motivations, technological conditions, social influences and local context to consumption and behavioural outcomes.

6.3 Marketing and Managerial Implications

The results indicate that digital platforms and content providers need to balance technology convenience with locally relevant and meaningful content. Consumable formats like personalisation, intuitive interfaces, and effective recommendations can help with consumption, while localized content in regional languages, local creators, and community-driven approaches can boost relevance and engagement. Marketers should thus focus on localised content, communication in regional languages, involving the community, and culturally appropriate recommendations, as well as retention and loyalty strategies, for hyperlocal markets (Pal et al., 2025; Kantar & IAMA, 2024).

7. Conclusion

The use of digital AV is now on-demand, mobile, multi-platform and personalised and is influenced by technological, content, motivational and social factors. The review reveals entertainment, information search, usefulness, satisfaction, social interaction and content relevance as the most frequent factors affecting consumption and engagement, sharing, recommendation and continuance. The expansion of Internet access and high preference for Indic languages in India are opportunities for regionally relevant digital media, although evidence remains stronger for mainstream platforms than their intersection with hyperlocal markets. The review highlights hyper locality as a relevant contextual aspect of digital AV CB. The key elements that can help build audience connection are local relevance, geographic proximity, regional language, cultural proximity and community engagement; sustained engagement needs relevant, trustworthy and culturally meaningful content, and technology accessibility. Future studies should include testing the proposed framework in particular region languages and rural–urban contexts, particularly multi-platform journeys, algorithmic recommendations, local creators and hyperlocal relevance, engagement, continuance and loyalty.

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