

## GEOGRAPHICAL INFLUENCES ON ESPORTS CONSUMPTION WITH SPECIAL FOCUS ON URBAN AND RURAL AUDIENCES

Anikó MOLNÁR\* 

University of Debrecen, Faculty of Economics and Business, Institute of Sports Economics and -Management, Debrecen,  
Hungary, e-mail: molnar.aniko@econ.unideb.hu

Anetta MÜLLER 

University of Debrecen, Faculty of Economics and Business, Institute of Sports Economics and -Management, Debrecen,  
Hungary, e-mail: muller.anetta@econ.unideb.hu

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**Abstract:** As a dynamically evolving new form of media, esports has attracted considerable interest in recent years. This research aims to investigate the emerging patterns in esports consumption, with a specific emphasis on geographic location and its effect on consumption habits. Using a survey methodology, a dataset comprising 285 respondents interested in esports was analyzed to examine their consumption habits, behaviors, motivations, and attitudes. Special attention was given to preferences for esports events and the effect of geographical location. The results reveal that esports players predominantly come from urbanized areas, whereas club members and fans are more often found in rural regions. In rural areas, the consumption of esports content is driven by social aspects, community engagement, and entertainment value. In contrast, urbanized areas place a greater emphasis on the competitive aspects of esports, reflecting a focus on the professional and high-skill elements of the games. This divergence highlights how geographical location influences both the type of esports engagement and the priorities of the audience. Specifically, it underscores that rural areas are more focused on the social and entertainment aspects of esports, while urbanized areas emphasize the competitive and professional elements. This contrast in priorities suggests that the appeal of esports is shaped by regional differences, affecting how content is consumed and valued.

**Keywords:** esports, esports consumption, sports consumption, socio-demographics, geography

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### INTRODUCTION

The examination of factors influencing sports consumption has long been a focal point for researchers in the field of sports sciences. This is unsurprising, as understanding what drives individuals to consume various sports products can, through optimization, enhance and increase consumption in the long term. This increase in consumption is a crucial condition for the sustainability of organizations operating within the sports sector (Kim et al., 2019).

The investigation of this issue is far from straightforward due to the highly complex nature of the phenomenon. This complexity includes the strong emotional aspect of sports (Mullin et al., 2007), the roles of consumers (active, passive) (Funk et al., 2008; 2009; Preuß, 2012), the characteristic co-creation of value in sports consumption (Woratschek et al., 2014), the unique characteristics of various sports leagues and geographically diverse sports models (America, Europe) (Andreff, 2011), the sports subculture of a given country (Ha et al., 2018), the objectives of the examining discipline (marketing, management etc.), and the specific characteristics of the given sport (Kim et al., 2019).

While it can be said that research focusing on consumption within traditional sports presents a highly diverse and extensive picture, the examination of factors influencing esports consumption is still in its infancy. In recent years, driven by web-based games and broadcasting technologies, esports has become one of the fastest-growing types of "new media" (Hamari & Sjöblom, 2017). This growth has been further accelerated by the pandemic and the resulting strong trend towards digitalization. Europe remained a prominent hotspot for esports during the health crisis, with many countries reporting an increase of over 50% in interest in European esports by the end of 2020 (Deloitte, 2020). In recent years, an increasing number of countries have begun to recognize the potential within the industry and have prioritized its development on their agendas (Deloitte, 2020; Witkowski, 2023; Siutila, 2024).

Such substantial growth and interest in the field necessitate academic research. Existing literature tends to focus more on technological advancements, economic impacts, and educational applications, with findings demonstrating that the consumption of both esports and traditional sports is motivated by comparable factors, including social engagement, the desire for skill enhancement, escapism, competitive excitement, and entertainment (Hamari & Sjöblom, 2017; Pizzo et al., 2018; Qian et al., 2019a; 2019b; Tang et al., 2022). And although the examination of socio-cultural aspects and consumer characteristics is receiving increasing attention, it remains a relatively underexplored area within this emerging industry.

Understanding the characteristics of esports consumer behavior proves to be pivotal from several perspectives. Firstly, gaining insight into consumer needs enables the creation of personalized and highly engaging content and events, which

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\* Corresponding author

can lead to increased consumption, engagement, and loyalty. Secondly, tailoring content to these needs significantly contributes to both the expansion and retention of the fan base by attracting potential enthusiasts. Moreover, this level of interest plays a crucial role in market expansion, offering prospective companies valuable opportunities to develop tangible offerings. Additionally, understanding consumer behavior is instrumental in generating higher revenues. It is also worth noting that comprehending needs, interests, and behaviors is a defining factor in content development and innovation, laying the foundation for the long-term sustainability of the industry through the optimization of supply and demand.

The highly digitalized nature of esports introduces premises that can significantly influence the nature of consumption. Firstly, based on the Psychological Continuum Model (PCM)'s Involvement thesis of sports connection (Funk & James, 2001), it can be assumed that individuals interested in consuming esports content possess - through various levels of involvement - varying degrees of digital literacy, with at least a basic level of proficiency (Macey et al., 2022). Additionally, accessibility is critically dependent on the presence of both primary and secondary infrastructural conditions, such as adequate bandwidth, availability of consoles, peripherals, etc.

Another crucial factor is the prevalence of the esports subculture within a given area. The greater the popularity and mainstream adoption of esports, the higher the penetration rate, which in turn leads to increased consumption intensity and growth. The aforementioned factors all have spatial implications, as digitally advanced regions possess the necessary developed digital infrastructure, digital literacy, and an extensive digital subculture forming the base criterion for the widespread adoption of esports (Molnár & Müller, 2023). In present study, beyond a broader understanding of esports consumption, our main focus is the examination of patterns emerging in esports consumption regarding these spatial effects, specifically analyzing the impact of the place of residence and its characteristics on consumption.

## LITERATURE REVIEW

The place of residence plays a significant role in shaping both traditional sports consumption and esports consumption, with notable differences observed between large cities and rural areas (Kiss et al., 2016; Szalai et al., 2023). In large cities, traditional sports consumption is typically higher due to the proximity to major sports arenas, stadiums, and teams, allowing for easier access to live sporting events and services (Lee et al., 2016; Bácsné Bába et al., 2019; Zsímova, 2022; Legeby, 2024). This proximity fosters a culture of in-person spectatorship, where fans can regularly attend games and events, creating a vibrant sports community and a shared sense of identity among city dwellers. The infrastructure in large cities, such as public transportation and well-developed roads, further supports this trend by making it convenient for spectators to travel to and from venues (Bácsné Bába et al., 2019).

Additionally, cities often host a diverse range of sports teams and events, catering to various tastes and preferences, thereby enhancing overall sports engagement. In contrast, rural areas often lack such infrastructure and proximity to major sports venues, resulting in a different mode of consumption for traditional sports. The geographical isolation of rural areas means that live sports events are less frequent and harder to access, leading to a greater reliance on televised broadcasts or online streaming for sports consumption. As a result, rural spectators may have a different engagement experience, more dependent on media than on live, communal experiences that foster local sports culture. This distance from live events can also diminish the communal and social aspects of sports fandom that are prevalent in urban settings, where attending games is often a social activity that strengthens community bonds (Misener & Mason, 2006; Rosso & McGrath, 2017; Jepson et al., 2019; Parra-Camacho et al., 2021).

In the realm of esports, the disparities between urban and rural areas are similarly pronounced but are driven more by technological infrastructure and digital access (Molnár & Müller, 2023). Larger, digitally advanced cities offer superior infrastructure, including high-speed internet and access to gaming cafes or dedicated esports arenas, which facilitates a higher level of engagement with esports through live streaming, online communities, and even local tournaments. Urban residents benefit from these resources, which provide not only the technical capability to participate in esports but also a social environment that fosters interest and engagement. The availability of high-speed internet in cities enables smooth streaming of live events, which is critical for an immersive esports experience (Rourke & Pastore, 2024).

In contrast, rural areas often lack the digital infrastructure necessary for high-quality, real-time esports consumption, which can limit residents' ability to participate in or spectate esports events. Poor internet connectivity in these areas can result in reduced access to streaming services and online gaming platforms, hindering the ability of rural residents to fully engage with esports. Furthermore, urban environments tend to have a younger, more tech-savvy population that is more inclined toward digital entertainment, including esports, while rural populations may be less exposed to this form of media due to a lack of awareness, resources, or community support for gaming culture.

The social dynamics in large cities also support the growth of esports, as the density of the population and cultural diversity promote a variety of gaming communities and fan bases. This diversity not only drives demand for different types of esports content but also fosters innovation and growth within the industry, as companies and organizations are encouraged to cater to a wide range of preferences and demographics. Meanwhile, rural areas may face challenges in fostering such communities due to fewer people with shared interests in esports, as well as a lack of venues where enthusiasts can gather and share their passion. Moreover, the economic advantages of living in a large city, such as higher disposable income and greater access to technology, also contribute to the higher consumption of esports, as residents can afford the necessary equipment and internet services required for participation (Molnár & Müller, 2023). In contrast, economic constraints in rural areas may further restrict the ability of residents to engage with esports, both as participants and as spectators (García Villar & Murillo, 2018; 2020). However, it is important to note that despite these challenges, there is a growing interest in esports in rural areas, driven by the increasing availability of affordable technology and the spread of internet access.

Ultimately, while both traditional sports and esports are popular across different types of regions, the mode and intensity of consumption are heavily influenced by the infrastructural and social differences between large cities and rural areas. As technology continues to evolve and internet access becomes more widespread, these gaps may narrow, allowing for more equitable access to both traditional sports and esports across diverse geographic locations. Nonetheless, the current landscape shows that place of residence remains a critical factor in determining the level and type of engagement individuals have with sports, whether traditional or digital. The future of sports consumption will likely continue to be shaped by the interplay of technological advancements, social dynamics, and geographic factors, highlighting the complex ways in which place and space influence our leisure activities and cultural practices.

## MATERIALS AND METHODS

In alignment with our research objectives (Figure 1), we selected a questionnaire survey as the method for examining the characteristics of consumers, as it is among the most widely accepted approaches for such assessments. The survey was strategically distributed within social media groups specifically focused on esports consumers, ensuring that the dataset was comprised of individuals with a clear interest in the topic. Respondents were required to be over 18 years of age, and the survey was administered online to maintain the anonymity of participants. The questionnaire was designed to collect extensive data on respondents' demographic characteristics, socioeconomic backgrounds, esports habits, and attitudes.

This approach enabled a thorough exploration of correlations between various factors and the identification of emerging patterns within the research. The questionnaire was organized into three primary sections: basic personal information, esports-related activities and preferences, and attitudes towards esports. After data cleansing, 285 valid responses were available for further analysis. The analyses primarily focused on descriptive statistics (such as mean, standard deviation, and frequencies) to provide insights into the general characteristics of the respondents and establish a foundation for subsequent analyses. Various correlation analyses, including contingency table analyses and independent samples t-tests, were conducted to examine demographic differences, particularly the impact of place of residence on esports consumption.

Descriptive statistics were utilized to document information such as the distribution of respondents by place of residence, age group, and their most interested and frequently consumed esports games, events, and content characteristics. These statistics also served a validation purpose, confirming that the respondents were genuinely interested in esports.

In addition to descriptive statistics, correlation analyses were systematically employed to identify differences and similarities between data groups. The primary research objective was to investigate the effect of place of residence on esports consumption. Consequently, the analysis extended to potential variations in esports habits and preferences between small towns and larger cities. Cross-tabulation analysis, including Pearson's chi-square test, was utilized as part of the structural examination and validation methods. Additionally, independent samples t-tests were conducted to compare the two groups.

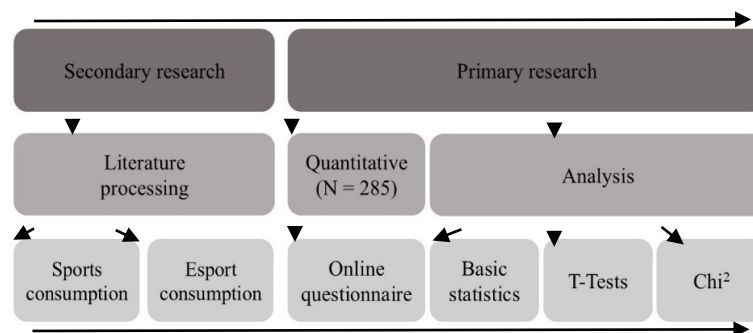


Figure 1. Research methodology

## RESULTS AND DISCUSSION

The key demographic characteristics of the sample (N=285) are summarized in Table 1. Regarding gender distribution, the sample demonstrates a fairly balanced representation, consisting of 46.00% male and 54.00% females. Although esports are considered as a male dominated field, with various researches highlighting that males are more interested than females (García & Murillo, 2020; Yusoff & Yunus, 2021; Tang et al., 2021; Rogstad, 2022), the slight tilt toward the female side can be attributed to women's increased willingness to participate in surveys (Curtin et al., 2000; Singer et al., 2000; Moore & Tarnai, 2002; Smith, 2008). Regarding age distribution, it can be stated that the younger age group (18-24 years) was the most prominently represented (66.50%).

This aligns with international trends, which highlight that esports consumption is most prevalent among younger demographics (Hanz, 2020; Kim et al., 2021; Greer et al., 2021). Given the young age of the sample, it is predictable that the highest level of education is primarily linked to high school or higher education studies. Additionally, more than half of the population is still pursuing their studies based on their labor market status (Studying: 58.20%; Studying and working: 2.50%). While the nature of employment is predominantly associated with intellectual or white-collar work (76.50%).

For our research, the most important aspect was the geographical location of the respondents. Since the objective was to examine the effect of digital development in larger cities on esports consumption, as opposed to smaller cities, two major groups were distinguished: 'Urban Areas,' which include larger cities with more developed digital infrastructure, such as the capital city, bigger cities, and county seats, and 'Rural- and Smaller Urban Areas,' which include smaller places of residence, such as farms, villages, small towns, and smaller cities. From this perspective, we obtained a

relatively balanced distribution (Urban Areas: 57.9%; Rural and Smaller Urban Areas: 42.1%), which is advantageous for conducting subsequent analyses of correlations and differences.

Table 1. The demographic characteristics of the sample (N=285)

Demographics	Category	Distribution
Gender	Male	46.00%
	Female	54.00%
Age	18-24 yrs	66.50%
	25-29 yrs	14.90%
	30-34 yrs	4.50%
	35 yrs or above	14.10%
Place of Residence	Urban Areas	57.90%
	Rural- and Smaller Urban Areas	42.10%
Highest level of Education	University	21.10%
	High School	71.50%
	Primary School	7.40%
Labor market Status	Studying	58.20%
	Studying and working	2.50%
	Working	37.90%
	Other	1.40%
Nature of work	Physical work	22.80%
	Intellectual work	76.50%
	Mixed	0.70%

Table 2. The esports characteristics of the sample (N=285)

Characteristics	Category	Distribution
Content consumer type	Casual watcher	40.40%
	Active watcher	26.70%
	Club member, Fan	2.10%
	Expert, critique	1.80%
	Esport player	29.10%
Frequency of esports content consumption	Occasionally	41.8%
	Monthly	29.5%
	Weekly	12.3%
	Every other day	11.20%
	Daily	5.30%
Type of games (multiple choice)	MOBA	45.30%
	FPS	41.10%
	RTS	11.20%
	Battle Royale	45.30%
	Fight	22.80%
	Sport	7.00%
	Other	3.50%

Due to the highly specialized and complex nature of the subject, it was essential to examine the specific characteristics of esports within our population (Table 2). Given the ongoing ambiguity regarding who is officially considered an esports athlete, a hobbyist, or a home gamer, and because our research aimed merely to map a general overview of esports consumption characteristics, we segmented the population based on the traditional sports thesis that differentiates consumers according to the frequency of consumption. In addition, respondents were asked to classify themselves into the most appropriate consumer type based on their own consumption habits. The resulting distribution of the five major groups is depicted in the second table, where the three main segments are 'Casual Watcher' (40.4%), 'Esports Player' (29.1%), and 'Active Watcher' (26.7%). In addition to frequency and consumer type, we were also interested in the genres of games that participants were interested in. The most popular genres were MOBA (Multiplayer Online Battle Arena), Battle Royale, and FPS (First-Person Shooter) games. In Table 2, we examined the identified consumer types and the co-occurrence of consumption frequency to ensure the validity of self-reported data.

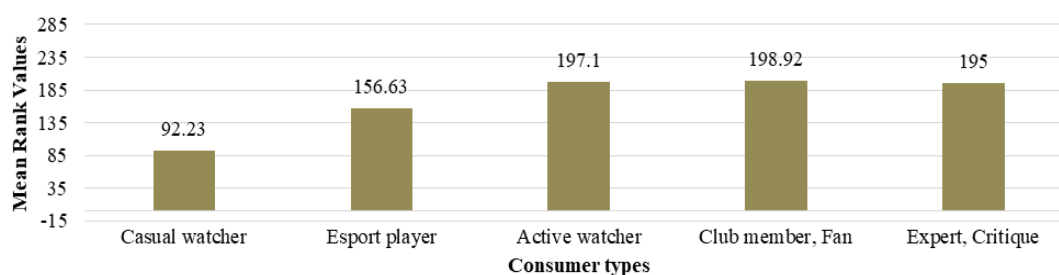


Figure 2. Frequency of consumption and type of consumers (N=285) (Kruskal-Wallis H: 92.86; df: 4; Sig. 0.000)

The results obtained are illustrated in Figure 2. It appears that the "Casual watcher" category demonstrates the lowest consumption frequency. In contrast, the most dedicated fans and club members, active viewers, and experts are positioned at the higher end of the spectrum. The relatively lower content consumption among esports players can be explained by the likelihood that they spend more time actively playing games rather than passively consuming related content. However, the frequency of their content consumption is still closer to that of active viewers, which can be attributed to their interest in following content from a professional perspective and enhancing their performance (considering competitors, strategies, etc).

Following the mapping of general esports player profiles, we proceeded to examine the impact of geographical location. Among other aspects, we assessed whether any patterns could be identified between consumer types and geographical location. As illustrated in Figure 3, the vast majority of "Esports players" are from larger urbanized areas, additionally more than half of the respondents who are either active viewers or experts also residing in major cities. This result indicates that the growth and accessibility of necessary infrastructure in large, digitally advanced cities provide a strong foundation for esports players to emerge, fostering competitive success and the development of new talent in the field. The finding somewhat aligns with patterns observed in traditional sports, where more developed criteria, such as advanced infrastructure, lead to more effective preparation and better performance outcomes (Hoffmann et al., 2002; Bernard & Busse, 2004; Yamamura, 2009; Emrich et al., 2012). A similar trend is seen in esports, as highlighted by Parshakov and Zavertiaeva (2018), who emphasize the role of well-developed technological and digital infrastructure in urban areas (Molnár & Müller, 2023). In contrast, "Casual watchers" and "Club members and Fans" are more likely to come from smaller rural areas. This result indicates two markedly different directions of consumption within the examined groups. In larger, urbanized areas, which are more digitally advanced (in terms of infrastructure, skills, subculture, and penetration), active participation is predominantly focused on competition, performance, and professional aspects. In contrast, in smaller, more rural areas, the emphasis is more on the social aspects, prioritizing community consumption and entertainment.

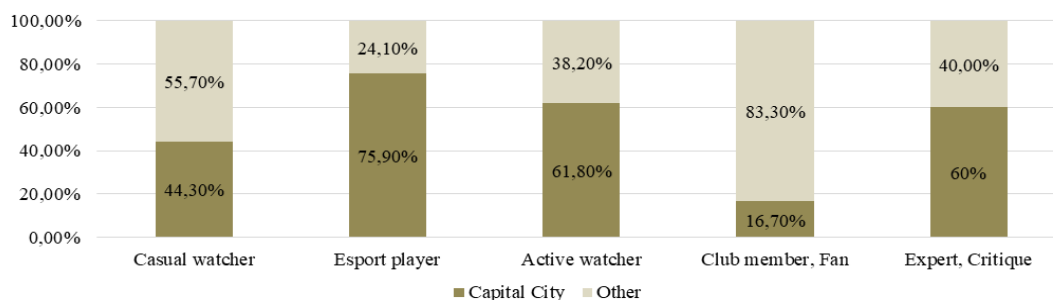


Figure 3. The esports profiles based on place of residence (N=285)

We also examined the types of content consumed and the locations of consumption within the two larger groups. The results (Figure 4) align with the previous pattern. In terms of content type, consumers from smaller areas tend to prefer community and entertainment content (such as interviews, podcasts, news, and highlights), whereas consumers from larger cities show a greater interest in gameplay videos and betting content. Given that most players come from these urban areas, game review videos, as well as strategic and technical content, represent a more significant segment for them.

In terms of consumption locations, streaming platforms and social media platforms are overwhelmingly dominant. This dominance can be attributed to the inherently digital nature of esports and the corresponding participation predominantly occurring in digital spaces. In larger cities, these two forms of consumption remain the most prominent, while in smaller towns, traditional media forms such as television, and the locations of competitions and meetings, are more prevalent. This discrepancy arises because esports events are relatively few even within domestic contexts, and they are primarily hosted in larger cities. Consequently, individuals in smaller rural areas need to travel to these larger locations to attend such events.

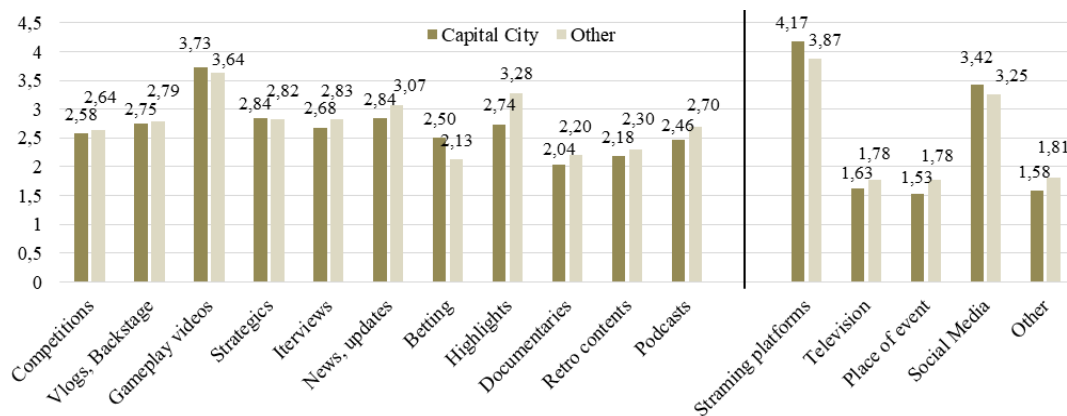


Figure 4. The type of content and the place of consumption based on place of residence (N=285)

To assess potential differences in consumption motivation, we evaluated five statements regarding why individuals watch esports content (Table 3.). Respondents rated each statement on a 5-point Likert scale, where 1 indicated "not at all

characteristic" and 5 indicated "very characteristic" of the respondent. Overall, the most highly rated motivation was the entertaining value of the content. Additionally, learning and skill development, as well as competitive spirit, also received high ratings. Social aspects, such as social relationships and community, and support for favorite teams or players, were rated lower. Significant differences were observed between the two geographically distinct groups for four of the statements, which were analyzed using a t-test. In more urbanized areas, the competitive spirit and skill ( $p=0.004$ ), as well as learning and skill development ( $p=0.027$ ), were rated significantly higher. This result aligns with previous findings, indicating that in more digitally advanced areas where esports consumption emphasizes competition and professionalism, improving player performance through development and learning is a key motivation, and competition is generally viewed as more important. Conversely, the entertaining value ( $p=0.029$ ) of content and social aspects, including relationships and community ( $p=0.004$ ), were found to be more significant in smaller rural areas. This also reflects the community-oriented nature of the local subculture and the entertainment value derived from consumption in these areas.

Table 3. Esports consumption motivations based on geographical location (N=285)

	Statement	t - value	p - value	Mean	Urban Areas	Rural Areas
Q1	Support (favorite team(s) or player(s)).	-0.47	0.963	2.71	2.71	2.72
Q2	Entertainment value.	-2.20	<b>0.029</b>	3.52	3.38	<b>3.72</b>
Q3	Competitive spirit and skill.	2.94	<b>0.004</b>	3.32	<b>3.52</b>	3.06
Q4	Social relationships and community.	-0.285	<b>0.004</b>	2.73	2.53	<b>2.99</b>
Q5	Learning and developing own skills.	2.30	<b>0.027</b>	3.47	<b>3.62</b>	3.27

Table 4. Event characteristics and their importance based on geographical location (N=285)

	Statement	t - value	p - value	Mean	Urban Areas	Rural Areas
E1	Commentating, statistics, analyzation.	0.15	0.876	3.01	3.02	3.00
E2	Prize pool.	1.94	0.053	2.35	2.47	2.18
E3	The competing player(s) and team(s).	-2.01	<b>0.045</b>	3.24	3.10	<b>3.43</b>
E4	The game itself.	1.04	0.298	3.59	3.49	3.66
E5	Prestige and organization of the event.	0.987	0.324	2.92	2.98	2.83
E6	Quality of the content.	2.11	<b>0.036</b>	3.68	<b>3.81</b>	3.49

Beyond general motivations, we specifically addressed the characteristics of esports events and their importance to consumers (Table 4.). To measure this, participants were asked to rate six statements using a 5-point Likert scale, where 1 indicated "strongly disagree," and 5 indicated "strongly agree." For the entire sample, the most important factors were the quality of the content and the game itself. This suggests that esports audiences prioritize a well-produced, high-quality viewing experience. The focus on gameplay quality indicates that the skill level and performance of the players are crucial elements driving viewership. Additionally, the game itself being a top factor implies that viewers are drawn to games they are passionate about and that resonate with them. The availability of supplementary content—such as commentary, statistics, and analyses—was rated as moderately important. This finding suggests that while these additional elements enhance the viewing experience, they are not the primary reason people tune in. The presence of diverse teams and players also received a mid-range importance rating, indicating that variety and representation in competition are valued, but not as critical as core gameplay elements. Interestingly, the event's prestige and prize pool were considered the least important factors by respondents. This result indicates that viewers are less concerned with the reputation of the event or the monetary rewards at stake. Instead, they are more focused on the quality and engagement of the esports content itself.

This is also due to the fact that although esports players were significantly represented in the sample, the vast majority of the overall population still does not participate in such events with the intention of competing. The emphasis on content quality over prize money could reflect a community-driven mentality within the esports audience, where the enjoyment of the game and the skill on display take precedence. Additionally, these findings suggest that organizers might focus on improving content quality and in-game experiences rather than solely increasing prize pools to attract viewership.

We further analyzed the statements by geographic segments, revealing significant differences in two areas within the sample. In rural areas, the participating teams and players proved to be a more important aspect ( $p=0.045$ ). This result may indicate the underlying entertainment value of the events for these respondents. This could indicate that in rural areas, spectators are more interested in the social and community aspects of esports, possibly viewing it as a form of entertainment similar to traditional sports. In contrast, respondents from urbanized areas significantly prioritized the quality of the content ( $p=0.036$ ), indicating a preference for a more polished and professional viewing experience.

This difference suggests that urban viewers may be more focused on the competitive and technical aspects of esports rather than the social or entertainment elements. A connection between traditional sports consumption and the consumption of esports content can be drawn from the shared emphasis on the quality of content. In both fields, consumers prioritize high-quality presentations, as they enhance the viewing experience and provide a deeper engagement with the sport (Foroughi et al., 2014; Balogh & Bácsné Bába, 2023). Esports consumers value content that is well-produced, visually appealing, and informative, reflecting a broader trend where the quality of content is a critical factor in attracting and retaining viewers in both traditional and digital sports. This suggests that regardless of the medium, viewers are drawn to experiences that offer both clarity and depth, thereby enhancing their overall engagement.

## CONCLUSION

The research provides a comprehensive analysis of how geographical location influences esports consumption,

revealing significant differences between urban and rural audiences. Esports players are predominantly from urbanized areas, highlighting the concentrated nature of competitive gaming within these regions. Conversely, club members and fans are more commonly found in rural areas, indicating a different engagement dynamic in less populated regions. This distinction points to a fundamental divergence in how esports content is consumed and valued based on geographical location.

In rural areas, the consumption of esports content is deeply rooted in social aspects, community connections, and the entertainment value it provides. Viewers in these regions prioritize the communal and recreational aspects of esports, shaping their engagement habits around these factors. This preference reflects a broader cultural trend where rural audiences seek to enhance their social interactions and entertainment experiences through esports.

On the other hand, urbanized areas exhibit a pronounced focus on the competitive elements of esports. The emphasis here is on the skill development, learning opportunities, and high-level competition that esports can offer. This focus suggests that urban audiences are drawn to the professional and technical aspects of the games, valuing content that showcases top-tier gameplay and strategic depth. When it comes to event characteristics, urbanized audiences prioritize the quality of the content, reflecting their interest in well-produced and professionally presented esports experiences. In contrast, rural audiences place greater importance on the participating teams and players, which aligns with their focus on social engagement and community. Overall, the research highlights that geographical location significantly affects esports consumption patterns, with urban and rural audiences having distinct preferences and priorities. Urban areas lean towards a competitive and developmental focus, valuing high-quality content and learning opportunities. Rural areas, meanwhile, emphasize social interaction, community involvement, and the entertainment value of esports.

These findings underscore the need for tailored approaches in the esports industry to cater to the diverse preferences of different audiences. Event organizers, content creators, and marketers should consider these regional differences to effectively engage with their target audiences. By aligning content and event characteristics with the specific interests of urban and rural viewers, stakeholders can enhance the overall appeal and reach of esports.

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