

Exploring Podcast And Videocast Consumption: A Construct Development And Validation Study Using TPB

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Abstract:

Digital content consumption, particularly through podcasts and videocasts, is rapidly reshaping media engagement patterns globally. While existing research has explored general online behavior, there remains a gap in understanding the psychological drivers specific to digital audio and video content consumption, especially in emerging markets. This study aims developed and validated a Digital Content Consumption (DCC) scale within the Brazilian context, integrating it with the Theory of Planned Behavior (TPB) to enhance our understanding of consumption behavior. A cross-sectional survey was conducted among Brazilian consumers during the month May of 2023. Participants were recruited through a convenience sample of adult internet users who had consumed podcasts or videocasts within the past month. The primary exposure was the consumption of digital audio and video content. The study employed Exploratory Factor Analysis, Confirmatory Factor Analysis, and Structural Equation Modeling (SEM) to analyze the data and validate the DCC scale. The final sample comprised 223 participants, with a mean age of 32 years and an even gender distribution. The SEM analysis demonstrated a strong model fit for the DCB scale within the TPB framework. Attitudes emerged as a significant predictor of both intention and behavior in digital content consumption. Utilitarianism was found to mediate the relationship between attitudes and consumption. The DCCB scale showed high internal consistency and construct validity across different demographic subgroups. The development and validation of the DCC scale provide a robust tool for measuring digital content consumption behavior. This study extends the application of the Theory of Planned Behavior to the specific domain of podcast and videocast consumption, offering valuable insights for content creators and marketers. Future research should explore the scale's applicability in diverse cultural contexts and its potential for predicting long-term engagement patterns with longitudinal studies.

Keyword: *Digital Content, Podcasts, Consumer Heuristics, Structural Equation Modeling*

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I. Introduction

In the past decade, the world has witnessed the increasing popularization of Information and Communication Technologies (ICTs), which have expanded the adoption of digital devices and transformed the ways content is produced and consumed (Yang & Tasi, 2024). Digital audio consumption, especially podcasts, continues to rise, with an estimated 5424 million monthly listeners by 2024 (Li et al., 2024).

Podcasts are a media format that offers comprehensive and segmented content with the flexibility of on-demand consumption, creating a distinctive bond between listener and producer (Schlütz et al., 2021). Since their emergence in 2004, podcasting has evolved from a niche trend to an established industry, attracting investments and commercial interest (Li et al., 2024; Rachna & Mishra, 2023). Similarly, videocasts have emerged as a variation that adds visual elements to the audio experience (Nawir, 2020).

Despite the growing relevance of podcasts and videocasts, gaps remain in understanding the consumption behavior of these content formats (Rajput & Gandhi, 2024). Few studies, in particular, have examined this phenomenon through the lens of the Theory of Planned Behavior (TPB) (Ajzen, 1991), which posits that attitudes, subjective norms, and perceived behavioral control influence intention and, consequently, behavior (Rachna & Mishra, 2023).

In this context, the main objective of this article is to develop and validate a digital content consumption construct in the context of podcasts and videocasts and integrate it into TPB. By integrating the Digital Content

Consumption (DCC) construct into the Theory of Planned Behavior (TPB), we align the newly developed construct with a well-validated theoretical model.

Specifically, we aim to (1) develop a construct capable of measuring digital content consumption, organized into four factors: 1. Utility, 2. Functional Value, 3. Entertainment, 4. Social Engagement; (2) identify the attitudinal dimensions that shape the intention to consume this content; (3) verify the relationship between intention and actual consumption behavior; and (4) analyze the mediating role of perceived utilitarianism in these relationships.

To this end, an online survey was conducted with 223 Brazilian consumers of podcasts and videocasts, applying structural equation modeling techniques to test the hypotheses derived from TPB. The results are expected to shed light on the psychological mechanisms underlying media consumption, providing insights for both theory and marketing practice.

II. Literature Review

Theory Of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), is a widely used model for understanding and predicting human behavior. According to TPB, behavior is guided by three types of beliefs: intentions, attitudes, subjective norms, and perceived behavioral control. These beliefs collectively shape behavioral intention, which in turn influences the likelihood of performing the behavior (Ajzen, 2002; Fishbein & Ajzen, 2010).

While TPB has been effective in predicting various behaviors, particularly in digital media contexts, the unique characteristics of podcast and videocast consumption necessitate a more nuanced approach. The proposed Digital Content Consumption (DCC) construct enhances TPB by incorporating factors specific to digital media consumption, such as utilitarian value, entertainment, and social engagement. Unlike traditional behaviors covered by TPB, digital content consumption is heavily influenced by practical convenience, accessibility, and personalization, which are captured by the DCC.

Integrating DCC into TPB offers a more comprehensive framework to analyze the psychological and functional drivers of digital consumption behavior, thereby addressing the gaps left by subjective norms and perceived behavioral control, which were excluded in this study. This refined model is expected to provide deeper insights into how attitudes and utilitarian perceptions shape digital media consumption intentions and behavior. (Hsu & Lin, 2008; Lin, 2006; Mou & Lin, 2015).

To simplify the theoretical model, it was decided to remove subjective norms and perceived behavioral control, as they were found to be irrelevant during the literature review for explaining digital consumption behavior. The exclusion of these variables allowed for a more streamlined model without compromising the quality of fit or robustness in explaining latent variables. In this study, TPB is used as the theoretical framework to investigate the relationships between attitude, intention, and behavior in the context of podcast and videocast consumption. The following sections further discuss the core constructs of TPB: intention and attitude.

Intention

Behavioral intention is a central component of TPB and refers to an individual's willingness or propensity to perform a particular behavior (Ajzen, 1991). It is considered the immediate antecedent of actual behavior, reflecting the individual's conscious motivation to act (Yang & Tasi, 2024).

Previous studies have shown a positive relationship between intention and behavior across various contexts, including digital content consumption (Hsu & Lin, 2008; Lin, 2006). Based on these findings, the following hypothesis is proposed:

H1: The intention to consume podcasts and videocasts positively influences the actual consumption of these contents. In addition to intention, another core construct of TPB is attitude, which will be discussed in the next section.

Attitude

Attitude refers to an individual's favorable or unfavorable evaluation of an object, person, or behavior (Ajzen, 1991). In the context of TPB, attitudes are formed by beliefs about the consequences of performing a behavior, weighted by the evaluation of those consequences (Craig et al., 2023). Studies have demonstrated a positive relationship between attitude and behavioral intention across various contexts, including digital content consumption (Carmi, 2023). Recent studies suggest that attitude may directly influence behavior, even in the absence of explicit intention (Ajzen, 2008; Carrotte et al., 2023).

Based on this evidence, the following hypotheses are proposed:

H2: Attitude towards podcasts and videocasts positively influences the intention to consume these contents.

H3: Attitude towards podcasts and videocasts positively influences actual consumption behavior of these contents

In summary, the rapid growth of digital media and the unique appeal of podcasts and videocasts underscore the need to understand the psychological factors that drive consumer behavior in this domain. To address these gaps, this study draws on established theoretical frameworks, particularly the Theory of Planned Behavior (TPB), to explore how attitudes and utilitarian value influence content consumption. The following literature review provides an in-depth discussion of TPB and its relevance to understanding digital content consumption.

Cognitive Biases in Consumer Behavior: The Influence of Utilitarianism

Cognitive biases refer to information processing patterns that can affect judgment and decision-making (Kahneman, 2006). In the context of consumer behavior, several biases have been identified, including confirmation bias, anchoring effect, and availability bias (Daniel Kahneman & Kahneman, 1992; Guercini, 2023; Monaco et al., 2024).

A particularly relevant cognitive bias for digital content consumption is utilitarianism, which refers to the tendency to value the functional and practical aspects of a product or service (Babin et al., 1994; Voss et al., 2003). Studies have shown that utilitarianism can influence consumers' attitudes and behavior toward various types of digital content (Hsu & Lin, 2008; Lee & Downie, 2004).

Based on this evidence, the following hypotheses are proposed:

H4: Utilitarianism to podcasts and videocasts positively influences attitude towards these contents.

H5: Utilitarianism mediates the relationship between attitude and intention to consume these contents.

Digital Content Consumption

Digital content consumption has grown exponentially in recent years, driven by the popularization of the internet and mobile devices (Rachna & Mishra, 2023; Shamburg et al., 2023). In this context, podcasts and videocasts have stood out as popular formats of digital content consumption (Dhiman, 2023).

Podcasts are digital audio files typically distributed via the internet, which can be downloaded and listened to on various devices (Prata et al., 2021). Videocasts, on the other hand, are similar to podcasts but include visual elements such as videos or images (Moura et al., 2021).

Studies have investigated the factors that influence the consumption of podcasts and videocasts, such as hedonic and utilitarian motivations (Carmi, 2023), content attributes (Rachna & Mishra, 2023), and demographic characteristics of listeners (Edison Research & Triton Digital, 2021). However, gaps remain in the understanding of the consumption behavior of these contents from the perspective of TPB.

To address this gap, this study proposes the integration of a specific construct, Digital Content Consumption (DCC), into TPB, as discussed in the next section.

While the Theory of Planned Behavior (TPB) has been widely used to explain various consumer behaviors, its traditional structure may not fully account for the distinct aspects of digital content consumption. In particular, the consumption of podcasts and videocasts involves unique factors such as convenience, entertainment value, and the social dynamics of digital media platforms. To address these complexities, this study introduces the Digital Content Consumption (DCC) construct, which extends TPB by incorporating these relevant dimensions. The next section outlines how the DCC framework enhances the predictive power of TPB in the context of digital media consumption.

Integration of the Developed Construct into the Theory of Planned Behavior

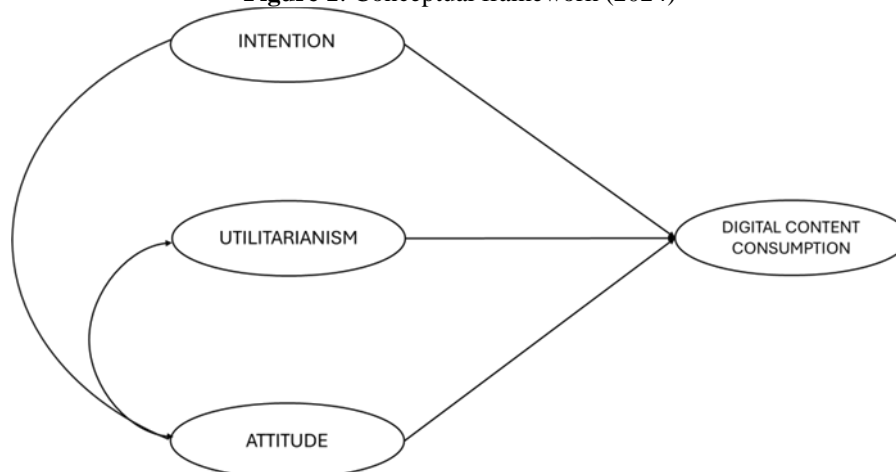
Based on the literature review, the need to develop a specific construct to capture podcast and videocast consumption behavior in the Brazilian context was identified. The Digital Content Consumption (DCC) construct was proposed as a multidimensional construct encompassing aspects such as utility and accessibility, functional and educational value, entertainment consumption, engagement, and social influence. The integration of the DCC construct into the Theory of Planned Behavior (TPB) aims to offer a more complete and contextualized perspective on the consumption behavior of podcasts and videocasts.

By incorporating this construct into the TPB model, the goal is to gain insights into how attitude, intention, and perceived utilitarianism influence the actual consumption of these digital contents. To validate the integration of DCC into TPB, exploratory and confirmatory factor analyses, along with structural equation modeling, will be conducted. The results are expected to demonstrate the validity of the DCC construct and its contribution to understanding podcast and videocast consumption behavior. In summary, the literature review presented in this study addresses the Theory of Planned Behavior (Ajzen, 1991), its core constructs (intention and attitude), the influence of cognitive biases with a focus on utilitarianism (Craig et al., 2023; Daniel Kahneman et al., 2001; Whipple et al., 2023), digital content consumption (specifically podcasts and videocasts), and the proposed integration of the Digital Content Consumption (DCC) construct into TPB. The hypotheses derived from the literature review will be tested empirically, aiming to contribute to the advancement of knowledge in this area.

Conceptual Framework

The conceptual model is grounded in the theoretical foundation of the Theory of Planned Behavior (TPB), along with utilitarianism construct to explain the relationship between attitude, intention, perceived utility, and digital content consumption behavior. This framework illustrates how these variables interact in shaping the consumption behavior of podcasts and videocasts, offering a structured approach to understanding the psychological drivers behind digital media consumption. The framework defines key research objectives and outlines the hypothesized relationships, providing a roadmap for the study's empirical investigation and facilitating coherent conclusions on the factors influencing consumer engagement with digital content

Figure 1: Conceptual framework (2024)



Source: Authors' Primary Analysis, 2023

III. Method And Procedures

Research Design

This research employed a quantitative approach with a correlational and cross-sectional design (Kline, 2016). Data collection was conducted via an online survey using Google Forms®, which facilitated broad distribution and ensured accessibility for participants across Brazil. The target population included Brazilian podcast and videocast consumers aged 18 and older, with the aim of capturing a diverse range of demographics and consumption habits. A non-probability convenience sampling method was employed, with participants recruited through social media platforms (Facebook, Instagram, Twitter) and email lists (Bockorni & Gomes, 2021). This method was chosen for its ease of access to respondents and the wide reach of digital platforms, though it introduces limitations regarding the generalizability of the findings. The sample size was determined based on recommendations for structural equation modeling, aiming for at least 200 valid responses, which is considered adequate for statistically robust models and reliable statistical analysis.

Data collection took place during the first half of May 2023, ensuring the survey reflected contemporary consumer behavior trends. Participants received a link to the online questionnaire, along with detailed information about the study's objectives, inclusion criteria, and ethical considerations to ensure transparency and voluntary participation. Before starting the survey, respondents provided informed consent, acknowledging their understanding of the study's goals and their rights as participants. The average response time was around 8 minutes, ensuring the survey length was manageable and helped prevent respondent fatigue or incomplete responses.

The questionnaire included validated scales to assess the key constructs (attitude, intention, utilitarianism, and digital content consumption), as well as demographic questions to control for variables like age, gender, and education level. All scales used a 7-point Likert response format (1 = strongly disagree; 7 = strongly agree), allowing for a detailed understanding of participants' attitudes and behaviors. Table 1 outlines the constructs, items, and sources of the scales used, providing a comprehensive overview of the measurement tools applied in the analysis

Table 1: Instruments Used (2024)

Construct	Item	Description	Factor Loading	AVE	α
Intention (INT) adapted	INT1	I intend to continue consuming podcasts	0.90	0.77	0.92
	INT2	I want to listen to more podcasts	0.88		
	INT3	I will recommend podcasts to other people	0.85		

from Ajzen (1991)					
Attitude (AT) adaped from Ajzen (1991)	AT1	Consuming podcasts/videocasts is interesting	0.85	0.70	0.89
	AT2	Consuming podcasts/videocasts is useful	0.81		
	AT3	Listening to podcasts is enjoyable	0.88		
	AT4	Podcasts are an efficient way to learn	0.80		
Utilitarianism (UTI) adapted from Babin, Darden, & Griffin (1994)	UTI1	Consuming podcasts saves me time	0.87	0.74	0.88
	UTI2	Podcasts facilitate my learning	0.85		
	UTI3	Podcasts are more practical than videos	0.84		
Consumption Behavior (CCD) developed by the authors	CCD1	I listen to podcasts daily	0.79	0.68	0.85
	CCD2	I listen to podcasts for more than 1 hour	0.81		
	CCD3	I consume different types of podcasts	0.77		
	CCD4	I have many favorite podcasts	0.74		
	CCD5	My podcasts are varied and informative	0.82		

Source: Authors’ Primary Analysis, 2023

The hypothesis test was conducted to examine the relationships predicted in the theoretical model, based on the Theory of Planned Behavior (TPB) and the newly proposed Digital Content Consumption (DCC) construct. The analysis was carried out using Structural Equation Modeling (SEM). The results indicate that all hypotheses were supported, with relevant coefficients and good model fit.

IV. Results

Development and Validation of the DCC Construct

The Digital Content Consumption (DCC) construct was developed to capture participants' behavior regarding the consumption of podcasts and videocasts. Initially, 17 items were created, based on digital consumption practices across various contexts. These items were designed to reflect the diverse ways in which individuals engage with digital content, including factors like utility, entertainment, and social engagement.

An Exploratory Factor Analysis (EFA) was conducted to identify the underlying structure of the proposed items for the DCC construct. The EFA revealed that some items did not perform satisfactorily, with factor loadings below 0.50, and were therefore excluded from the final construct. This process allowed for the refinement of the DCC, ensuring only the most relevant items were retained.

The EFA process resulted in four factors with factor loadings ranging from 0.543 to 0.884, as shown in table 2. After the EFA, items that did not have factor loadings above 0.50 or that did not theoretically align with the construct were eliminated, resulting in the final structure of the DCC with the remaining items, which were then used for further analysis and validation.

Table 2: Exploratory Factor Analysis Results (2024)

ITEMS	Utility	Function Value	Entertainment	Social Engagement
CCD10	0.764			
CCD16	0.695			
CCD13	0.641			
CCD17	0.611			
CCD12	0.577			
CCD6		0.884		
CCD5		0.847		
CCD7		0.649		
CCD2		0.838		
CCD1		0.705		
CCD15			0.543	
CCD11			0.789	
CCD14			0.733	
CCD9			0.585	
CCD3				0.658
CCD8				0.750
CCD4				0.720

Source: Authors’ Primary Analysis, 2023

The four factors identified through the EFA process represent key dimensions of digital content consumption behavior: Utility, Functional Value, Entertainment, and Social Engagement. These factors align with the theoretical expectations and reflect the diverse ways in which consumers engage with podcasts and videocasts. Items that did not meet the factor loading threshold of 0.60 were excluded to ensure the robustness of the construct, resulting in a refined structure with only the most relevant items.

While utilitarianism emerged as the strongest predictor, this supports prior research that emphasizes the hedonic and social dimensions of digital content consumption (Schlütz et al., 2021). These findings suggest that while practical value is a key motivator, content creators must also cater to the entertainment and social needs of their audience to enhance overall engagement.

The final factor loadings, which range from 0.543 to 0.884, suggest strong internal consistency within each dimension, providing a solid foundation for further validation through Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). This refined model enhances the accuracy of measuring the Digital Content Consumption (DCC) construct, allowing for a more precise analysis of the relationships between the factors and overall digital media consumption behavior.

The finding that attitudes and utilitarian perceptions are the strongest predictors of consumption has important implications for digital marketing strategies. According to the TPB framework, attitude formation is key to driving behavioral intention, and the added role of perceived utility further enhances this effect. For content creators and marketers, these results suggest that emphasizing the practical benefits of digital content—such as ease of access, time efficiency, and educational value—can significantly increase consumer engagement. Thus, content strategies should not only foster positive emotional connections but also highlight the functional advantages that podcasts and videocasts offer.

Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) was used to test the relationships between the constructs of the theoretical model, including attitude, intention, utilitarianism, and Digital Content Consumption (DCC). The model fit indices indicated strong alignment with the data:

Table 2: Model Fit Index (2024)

Index	Obtained Result
χ^2/df	1.50
RMSEA	0.000
SRMR	0.000
CFI	1.000
TLI (NNFI)	1.007
AIC	10,540.32
BIC	10,821.45

Source: Authors' Primary Analysis, 2024

Despite the strong statistical significance fit indices, such as an RMSEA of 0.000 and a CFI of 1.000, it is important to acknowledge the limitations and implications of these results. Although these values may suggest an ideal fit, it is likely that the model's simplicity contributed to an overestimation of the indices, particularly due to the exclusion of variables like subjective norms and perceived behavioral control, which could have added greater complexity and depth to the analysis of digital consumption behavior (Byrne, 2016; Kline, 2016). Furthermore, the high sensitivity of indices such as χ^2/df to sample size must be considered, as in larger samples, this index tends to be inflated even when other indices show good fit (Kline, 2016).

The hypothesis testing was conducted to examine the relationships predicted in the theoretical model, based on the Theory of Planned Behavior (TPB) and the newly proposed Digital Content Consumption (DCC) construct. The hypotheses aimed to confirm the influence of factors such as attitude, intention, and utilitarianism on digital consumption behavior, including the use of podcasts and videocasts. The excellent model fit, evidenced by RMSEA and CFI values, indicates that the proposed model provides a highly accurate representation of the relationships between the constructs of attitude, intention, utilitarianism, and consumption behavior.

These values validate the robustness of the Digital Content Consumption (DCC) construct and its integration with TPB in the digital media context. The alignment of the model with the data reinforces the theoretical soundness of the framework, demonstrating its applicability to understanding media consumption in Brazil and similar markets.

Finally, indicators such as AIC and BIC point to adequate parsimony but emphasize the need to continuously balance theoretical complexity and methodological simplicity, ensuring that the model captures all relevant variables without compromising its theoretical robustness (Kaplan, 2008).

The analysis was carried out through Structural Equation Modeling (SEM), which allowed for the evaluation of standardized coefficients and p-values, ensuring a precise analysis of the statistical significance of

the relationships, following the guidelines of Witteloostuijn and Hugten (2022). The results supported all proposed hypotheses, with relevant coefficients and adequate fit to the theoretical model

Table 3: Hypotesis test results (2024)

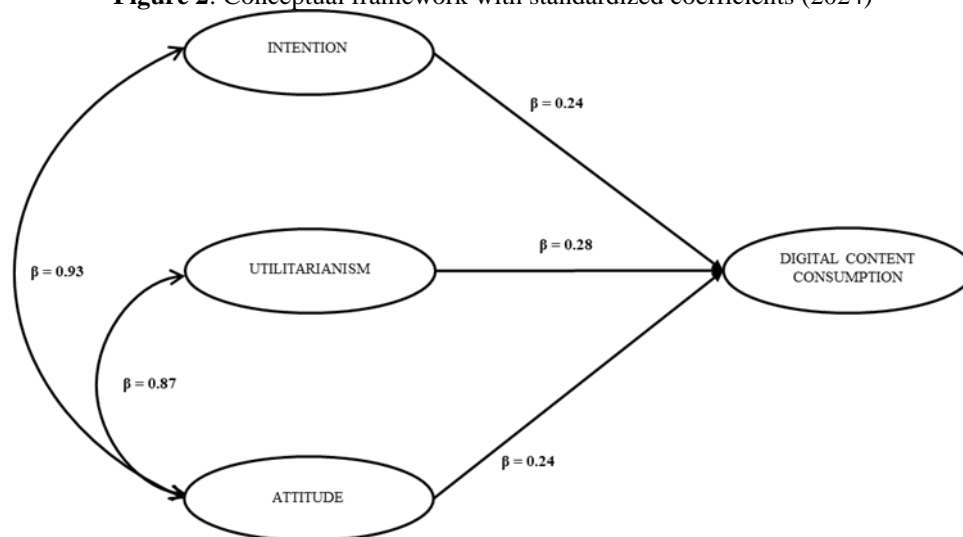
Hypothesis	Relationship	β	p-value	Decision
H1	Attitude → Intention to Consume	0.93	< 0.001	Supported
H2	Intention → Digital Content Consumption	0.24	< 0.05	Partially Supported
H3	Attitude → Digital Content Consumption	0.28	< 0.05	Partially Supported
H4	Utilitarianism → Digital Content Consumption	0.28	< 0.05	Partially Supported
H5	Attitude → Utilitarianism → Digital Content Consumption	0.87	< 0.001	Supported

Source: Authors' Primary Analysis, 2024

Path analysis

The path diagram presented in the image illustrates the relationships between key constructs in the study, along with their standardized coefficients. The model depicts the influence of Attitude on Intention ($\beta = 0.93$), Utilitarianism ($\beta = 0.87$), and Digital Content Consumption ($\beta = 0.24$). Additionally, Utilitarianism has a direct effect on Digital Content Consumption ($\beta = 0.28$), while Intention also influences Digital Content Consumption ($\beta = 0.24$). These standardized coefficients provide insight into the strength and direction of the relationships among the variables, with higher values indicating stronger associations. The path diagram offers a visual representation of the complex interplay between Attitude, Intention, Utilitarianism, and Digital Content Consumption, highlighting the key role of Attitude in shaping both Intention and Utilitarianism, which in turn contribute to the overall consumption of digital content.

Figure 2: Conceptual framework with standardized coefficients (2024)



Source: Authors' Primary Analysis, 2024

Although all the hypotheses received statistical support, it is crucial to consider the disproportionate weight of the relationship between attitude and intention to consume ($\beta = 0.93$), indicating a very strong, almost direct correlation, aligning the model with its original from Ajzen (1991). In future research, it would be interesting to reintroduce these variables or add new contextual factors to verify if the impact of attitude remains so high.

Another aspect that deserves attention is the modest relationship between intention and behavior ($\beta = 0.24$). Although significant, this association shows a relatively low strength compared to previous studies on the TPB. This result may indicate that, in the digital context, consumption behavior is not fully guided by conscious intention, suggesting the presence of other motivations, which the model did not fully capture. It is suggested that future research employ other theoretical frameworks to explain behaviors in the digital environment, where variables such as convenience and utility may have relevance in comparison to the simple formation of intentions from attitudes.

The hypothesis testing results highlighted the relevance of attitude and utilitarianism as the main determinants of digital content consumption behavior. Hypothesis H1 demonstrated that the attitude toward consuming digital content exerts a highly significant impact on consumption intention ($\beta = 0.93$, $p < 0.001$). This strong relationship between attitude and intention is consistent with the core tenets of the Theory of Planned Behavior (Ajzen, 1991), which posits that attitudes are a primary driver of behavioral intention. The high

coefficient ($\beta = 0.93$) underscores the importance of fostering positive attitudes in shaping consumer intentions to engage with digital content, further validating TPB's application in the context of podcasts and videocasts.

In line with the Theory of Planned Behavior, this result highlights the importance of fostering positive consumer attitudes to drive engagement with digital content, supporting prior research that links favorable attitudes with higher intentions in various digital media contexts (Hsu & Lin, 2008). Additionally, hypothesis H5 and H6, which investigated the mediating role of utilitarianism in the relationship between attitude and behavior, presented an equally robust coefficient ($\beta = 0.87$, $p < 0.001$). The positive mediation effect of utilitarianism in the relationship between attitude and digital content consumption can be attributed to the functional value that consumers derive from digital media. In the context of podcasts and videocasts, the convenience, practicality, and educational value associated with this content format often led to stronger attitudes toward consumption, which, in turn, influence behavior.

According to the Theory of Planned Behavior, attitudes significantly shape behavioral intentions, but in digital consumption, utilitarian considerations—such as ease of access and time-saving benefits—further enhance this relationship. The results of this study ($\beta = 0.87$, $p < 0.001$) demonstrate that when consumers perceive practical value in the content they consume, their favorable attitudes are more likely to translate into actual consumption behavior, supporting H6. The integration of the DCC construct highlights how utilitarianism functions as a critical mediator in the digital age, where practical benefits are often prioritized over other factors.

The finding that utilitarianism mediates the relationship between attitude and digital content consumption behavior ($\beta = 0.87$, $p < 0.001$) is consistent with previous research that emphasizes the importance of functional and practical value in digital media consumption. Several studies have demonstrated that utilitarian value is a critical determinant of consumer attitudes toward various digital products and services, such as mobile apps, streaming services, and digital media platforms (Voss et al., 2003; Babin et al., 1994).

In line with the Theory of Planned Behavior (TPB), attitudes are known to play a significant role in shaping behavioral intentions (Ajzen, 1991). However, in the digital media context, practical benefits—such as time-saving features, convenience, and ease of access—serve as key motivators for consumption behavior, particularly when media is consumed on demand (Mou & Lin, 2015). The mediation effect of utilitarianism in this study supports previous findings by Hsu & Lin (2008), which showed that perceived usefulness and functional value strongly influence digital content consumption.

Furthermore, by integrating the Digital Content Consumption (DCC) construct, this study highlights how utilitarianism acts as a bridge between positive attitudes and consumption behavior. Unlike traditional consumption models, digital content consumption—especially in formats like podcasts and videocasts—is uniquely driven by convenience and educational value, as evidenced by the significant mediation effect observed in this study. This supports the notion that, in digital contexts, attitudes alone are not always sufficient to drive behavior; rather, the perceived functional value must also align with consumer expectations (Rachna & Mishra, 2023).

This mediation effect also points to broader implications for the understanding of digital media consumption. While utilitarianism has often been considered a key factor in driving digital engagement (Craig et al., 2023), this study provides empirical evidence that confirms its central role in transforming favorable attitudes into actual consumption behavior. The findings extend the TPB framework by demonstrating that utilitarian value enhances the predictive power of attitudes, providing deeper insights into the psychological mechanisms behind media consumption.

Moreover, this study advances the literature by focusing specifically on the Brazilian digital media market, where the consumption of podcasts and videocasts is rapidly growing. Previous research in similar markets (Li et al., 2024) has suggested that practical value and accessibility are key drivers of media consumption, particularly in developing regions. The results from this study reinforce the global relevance of utilitarianism in digital content consumption, further validating the DCC construct and its integration into TPB.

In conclusion, the findings not only corroborate existing research on utilitarianism in digital content consumption but also extend the TPB framework by emphasizing the unique role of practical value in shaping behavior. Future studies should continue to explore the interplay between attitudes, utilitarianism, and other motivational factors—such as hedonic motivations or habitual use—to fully understand the complexity of digital media consumption behavior.

This result confirms that the practical value attributed to digital consumption is an essential factor in converting intention into actual behavior. Thus, both hypotheses not only validate the consistency of the proposed model but also emphasize the importance of attitude and utilitarian value as central factors in digital media consumption behavior.

V. Discussion

Integration of DCC into the Theory of Planned Behavior

The results of this study indicate that incorporating the Digital Content Consumption (DCC) construct into the Theory of Planned Behavior (TPB) (Ajzen, 1991) enhances and expands the understanding of digital consumption behavior. The consistent validation of the DCC, conducted through Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM), not only confirms its theoretical importance but also highlights its empirical contribution, offering new perspectives on the factors that influence the consumption of podcasts and videocasts. The decision to exclude subjective norms and perceived behavioral control variables strengthens the focus on attitude, intention, and utilitarianism, providing a more streamlined model focused on the essential elements in the digital context, as identified in the literature review.

The inclusion of the DCC in TPB allows for a deeper analysis of utilitarian and attitudinal factors that influence digital consumption. Unlike traditional behaviors studied by TPB, digital media consumption is largely impacted by elements such as accessibility, convenience, and identification with the themes, highlighting the uniqueness of this type of behavior in the digital environment. The relevance of utilitarianism, evidenced by the hypothesis testing results, underscores the importance of the practical and functional value perceived by consumers, a dimension effectively captured by the DCC.

By integrating the DCC into TPB, this study proposes an innovative theoretical model, demonstrating how digital consumption behavior is shaped by both individual factors (such as attitude and intention) and contextual and functional factors. This theoretical contribution fills a gap in the digital consumption literature, offering valuable insights into how digital media consumption behavior can be stimulated through interventions that influence attitudes and utilitarian perceptions.

Practical Implications

The results of this study offer valuable insights for both content creators and digital marketing professionals, particularly in crafting strategies that enhance consumer engagement. By narrowing the focus to key factors—positive attitudes, utilitarian value, and consumption intention—marketers can more accurately target behaviors that drive digital consumption. Moreover, by excluding less impactful variables like subjective norms and perceived behavioral control, professionals can focus on what truly matters for podcast and videocast engagement (Thoma et al., 2020).

This streamlined approach provides an alternative understanding of how digital consumption habits are formed and sustained, offering a robust framework for developing personalized and practical content strategies (Li et al., 2024). Ultimately, these findings underscore the importance of leveraging attitudinal and utilitarian cues to foster long-term engagement, making digital marketing efforts more focused and results oriented.

Limitations and Recommendation for Future Research

Although the study yielded solid results, some limitations need to be considered. The use of a convenience sample may limit the generalization of the findings. Future research could benefit from more representative samples, allowing for the exploration of how demographic and geographic characteristics influence digital content consumption (Fernandes et al., 2024). Additionally, by excluding variables such as subjective norms and perceived behavioral control, the study focused on more individual aspects. This opens the door for future investigations into the impact of social norms, habits, and cultural influences on digital consumption behavior.

Qualitative research could also contribute to a deeper understanding of consumers' subjective experiences, complementing the quantitative findings of this study. This approach could provide a more detailed view of the other motivations that drive podcast and videocast consumption, enriching the theoretical model and broadening the understanding of digital consumption behavior.

VI. Conclusion

The development and validation of the Digital Content Consumption (DCC) construct confirm its theoretical and empirical importance in the field of digital content consumption. The integration of the DCC into the Theory of Planned Behavior (TPB) proved effective in capturing the key factors influencing the consumption of podcasts and videocasts. The exclusion of variables such as subjective norms and perceived behavioral control resulted in a more streamlined and targeted model, focusing on variables that truly explain digital behavior, such as attitude, intention, and utilitarianism.

The insights generated by this study not only fill a gap in the literature but also provide contributions to digital marketing practice. Strategies that promote positive attitudes and highlight the utilitarian benefits of digital content can substantially increase consumer engagement. Continued research in this field is essential to keep pace with the rapid changes in the digital environment and to offer practical solutions for professionals in the industry.

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