

“THE RISE OF HYPERLOCAL MARKETING: A COMPREHENSIVE BIBLIOMETRIC ANALYSIS OF RESEARCH TRENDS IN INDIA”

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Abstract

In the last five years, studies on Hyperlocal Marketing (HLM) in India have increased by 65%, indicating that increasing numbers of people in academics and trade are becoming interested in it (Aditya 2025). Initiatives such as Honourable Prime Minister Modi by saying “Vocal for Local” for promoting local products and services. HLM has now emerged as a significant means by which businesses can target customers through extremely specific location and behaviour data.

The aim of this research is to examine the development and transformation of research in Hyperlocal Marketing (HLM) in India. It identifies earlier trends, current advancements at digital fronts, and potential future research themes in this field.

This research employs unique instruments to examine research articles on Hyperlocal Marketing (HLM) that appeared between 2020 to 2025, and more importantly, work that has been conducted in India. It examines the frequency of papers appearing, the frequency of citations, what institutions were involved, how authors collaborated with each other, and what keywords were most frequently used. Data were obtained from, Research gate, Springer, Google Scholar, and Scopus.

The research indicates that studies on Hyperlocal Marketing increased significantly post- 2020. This increase is attributed to improved digital infrastructure and increased online shopping in tier-2 and tier-3 Indian cities. The research topics are trending towards more local content, geo-fencing, and digital-centric strategies. Scopus identified the leading researchers in this area, whereas Springer and Google Scholar indicated emerging research groups and how various topics are being merged in HLM research.

The results point out that hyperlocal marketing practices can facilitate the growth of businesses as well as the local economy and self-sufficiency. These findings can be beneficial to marketers, policymakers, and small business owners in developing more targeted and culturally suitable marketing strategies.

This research considers only data from some specific research databases and is primarily concerned with India studies. It does not provide detailed analysis of marketing outcomes for local businesses.

This paper is the first to provide a comprehensive synopsis of research directions on Hyperlocal Marketing in India based on bibliometric analysis. It links marketing research with government initiatives such as the “Vocal for Local” campaign and demonstrates how HLM is contributing to framing India’s digital growth and local economy.

In the age of digital transformation, businesses and content creators are increasingly turning towards strategies that emphasize relevance, proximity, and personalization. One such strategy that has witnessed significant global traction is hyperlocal marketing (HLM). This model focuses on targeting audiences based on their immediate geographic location, often within a specific neighborhood, city, or community, and aligns communication to local culture, language, and real-time needs. With the proliferation of smartphones, location-based services, and digital infrastructure, hyperlocal marketing has become an essential pillar for brands seeking to build deeper connections with consumers.

In the Indian context, the rise of hyperlocal platforms has been particularly noteworthy. The country's diverse consumer base, rapid digitalization, and post-pandemic shift towards local commerce have collectively amplified the relevance of hyperlocal strategies. From small retailers and educational institutions to tourism boards and civic media, various sectors are adopting hyperlocal models to enhance visibility, improve trust, and deliver tailored content. However, despite the increasing use of hyperlocal strategies in practice, the academic exploration of this domain—especially focused on India—remains relatively fragmented.

Existing studies tend to focus on isolated aspects such as digital delivery systems, mobile app usage, or cultural representation. There is a lack of consolidated, data-driven analysis that captures how research on hyperlocal marketing has evolved over time, which areas have been most explored, and where the gaps still remain. Furthermore, collaborative trends, institutional contributions, keyword focus, and citation impact of the research conducted in this domain have not been systematically analyzed—especially within the Indian scholarly context.

To address this void, the present study undertakes a comprehensive bibliometric analysis of research articles published between 2020 and 2025 that are related to hyperlocal marketing with a specific focus on India. This study utilizes secondary data obtained from reputed academic sources such as Google Scholar, Scopus, ResearchGate, and Springer. The aim is to examine trends in publication volume, citation frequency, institutional involvement, author collaborations, and keyword patterns. By doing so, the paper aims to offer valuable insights into how the field has progressed in recent years and what future directions it may take.

Given India's unique demographic, linguistic, and regional diversity, this research contributes to the growing academic interest in location-based marketing by highlighting India-specific patterns in scholarly output. Additionally, it serves as a foundation for future empirical studies that may explore areas like consumer trust-building, long-term ROI in hyperlocal models, and regional comparisons across states and sectors.

Literature Review

1. Evolution and Scope of Hyperlocal Media

Early studies by Kārklīņš & Ozoliņa (2020) trace the origins of hyperlocal media in Europe, highlighting their role in enhancing small-scale, community-based journalism. In the Indian context, Jati (2021) notes the emergence of hyperlocal platforms as vital tools for bridging communication gaps in semi-urban and rural communities, especially in local language content and vernacular news delivery. Extending the global perspective, Negreira-Rey and López-García (2021) examine a decade of hyperlocal media evolution, emphasizing a shift towards user-generated content, mobile-first strategies, and real-time digital engagement.

In India, the growth of hyperlocal platforms has been fueled by technological penetration, especially the widespread adoption of smartphones and internet services in semi-urban and rural areas. Jati (2021) highlights that these platforms have played a crucial role in bridging the information divide by offering content in regional languages and dialects. This vernacular orientation has enabled hyperlocal platforms to reach audiences that are often ignored by national or even regional media, thus fostering a sense of inclusion and representation.

Negreira-Rey and López-García (2021) expand the global narrative by analyzing a decade of hyperlocal media development, identifying critical shifts towards user-generated content, mobile-first distribution models, and immediate digital interaction. These features have redefined hyperlocal platforms not just as passive news outlets, but as interactive community hubs that facilitate dialogue, crowdsource information, and encourage civic participation.

In the Indian scenario, this evolution has led to the rise of platforms such as Gaon Connection, The Lallantop, and Citizen Matters, which illustrate how hyperlocal journalism can blend professional reporting with user contributions to create rich, context-specific narratives. These platforms often cover hyper-niche topics—like local governance, street-level infrastructure issues, or cultural events—that are neglected by larger media houses.

Moreover, hyperlocal media is increasingly being recognized as a catalyst for democratizing news. Its localized nature allows communities to control the narrative, challenge misinformation, and create content that resonates with their lived realities. The integration of real-time updates, location-based alerts, and interactive formats such as polls or WhatsApp-based reporting reflects the sector's adaptability and relevance in a fast-paced digital world.

Thus, the scope of hyperlocal media continues to expand, shaped by user participation, linguistic inclusivity, and the decentralization of news production. It now occupies a critical space in the contemporary media landscape—one that not only informs but also connects, empowers, and mobilizes at the grassroots level.

Retail & Small Business: Gupta (2025) and Kumar & Sharma (2024) highlight how localized digital campaigns boost visibility and sales for small vendors and local shops. Education Sector: Walunj & Tamhane (2024) and Yendra et al. (2024) explore how educational institutions use hyperlocal digital strategies to connect with nearby student communities. Tourism and Culture: Hashem (2024) demonstrates the effectiveness of hyperlocal marketing in promoting lesser-known ancient geosites and local cultural experiences.

Hyperlocal success is increasingly driven by the integration of digital tools. Talaviya (2024) outlines SEO strategies customized for local audiences, while Bansal (2023) discusses the importance of analytics in optimizing consumer interaction. Smart city

platforms, as discussed by Khatri & Ranjan (2020) in IRJET, have enabled hyperlocal service delivery through geofencing, IoT, and location-aware apps. Emerging technologies like AI-based personalization remain underexplored in the Indian HLM landscape.

2. Consumer Behavior and Engagement

Trust and immediacy are core pillars of user engagement in hyperlocal media. Jati (2021) emphasizes the value of cultural representation in encouraging deeper community involvement. Singh et al. (2023) identify relevance and convenience as primary motivators for consumers, particularly in time-sensitive service categories like food, logistics, and healthcare.

Several structural and technological barriers continue to limit hyperlocal growth. Bansal (2023) and Negreira-Rey & López-García (2021) point to challenges like scalability, data privacy, and platform reliability. Walunj & Tamhane (2024) highlight digital literacy gaps in rural India, while infrastructure limitations in Tier-3 towns restrict effective campaign execution.

There is a noticeable lack of scholarly research work on how consumer trust is developed within hyperlocal models in India. Moreover, comparative studies across Indian states and industries remain sparse — especially outside metro cities. Long-term evaluations of ROI, brand recall, and campaign sustainability in the MSME sector are critically under-researched. Research also lacks focus on gendered user experiences and the role of vernacular content algorithms.

The reviewed literature establishes hyperlocal marketing as a transformative communication strategy that aligns closely with cultural, technological, and economic shifts in India. While there is substantial growth potential, the ecosystem must address infrastructural constraints, encourage interdisciplinary collaboration, and adopt more advanced analytics to expand its reach and impact.

Research Objective

1. Tracing the evolution of hyperlocal marketing in current digital age in India using scholarly research.
2. Identify the major keywords in the field of hyperlocal marketing research arena in India
3. Highlighting emerging areas of scholarly interest using citation analysis.

Research Question

1. How has the number of research publications on hyperlocal marketing in India evolved over the years? (FUTURE RESEARCH AVENUES)
2. What are the top 10 keywords across all 45 papers? (RECENT DEVELOPMENTS)
3. Which databases contributed the most research during the early years (FROM-2020)? (HISTORIC TRENDS)

Methodology

This study employs a bibliometric research design, focusing on the systematic analysis of existing literature to uncover trends, patterns, and gaps in the field of Hyperlocal Marketing (HLM) in India between 2020 and 2025. By leveraging secondary data obtained from multiple digital repositories, the study aims to provide a holistic understanding of the research landscape, including who is conducting this research, how institutions and authors are interconnected, what topics are being emphasized, and how the field is evolving over time.

1. Research Design and Approach

The research is exploratory and quantitative in nature, employing bibliometric methods to analyze the metadata of scholarly publications. Bibliometric analysis is widely recognized for its ability to assess the structure, development, and dissemination of knowledge within a given research field. In this study, the bibliometric approach enables the identification of publication trends, citation patterns, collaboration networks, institutional contributions, and thematic focuses.

The study is based entirely on secondary data, using metadata extracted from research databases without direct engagement with primary research participants.

2. Data Sources and Collection Strategy

To ensure a comprehensive and inclusive dataset, the study utilized the following four academic and research databases:

- * Google Scholar – A multidisciplinary platform with a broad scope of academic and grey literature.
- * Scopus – A highly reputable abstract and citation database offering peer-reviewed journal articles, conference papers, and reviews.
- * Springer – A well-known academic publisher with a strong presence in marketing and digital technology domains.
- * ResearchGate – A social networking site for scientists and researchers, which also hosts full-text access to a wide range of publications.

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A well-defined search strategy was adopted to retrieve relevant publications. The search was limited to the timeframe of January 2020 to March 2025, and included keywords such as:

“Hyperlocal Marketing”

* “India”

* “Geo-targeting”

* “Localized digital marketing”

* “Proximity-based advertising”

* “Neighborhood-level marketing”

Boolean operators (AND, OR) and filters (by country, language, publication type, and year) were applied to refine the search results. After initial screening, duplicate articles were removed, and a relevance check was conducted to ensure that the final dataset focused on Hyperlocal Marketing within the Indian context.

This rigorous screening process resulted in a final selection of 45 research articles, which constituted the core dataset for bibliometric analysis.

3. Data Cleaning and Pre-processing

The selected publications were manually curated and organized in Microsoft Excel for systematic analysis. Each record included key metadata fields such as:

* Title of the publication

* Year of publication

* Authors' names and affiliations

* Keywords

* Abstract

* Citation count

* Source of publication

* Country of study (India-specific or comparative studies including India)

To ensure consistency, terminology used in author names, institutions, and keywords was standardized. Misspellings and variations in institution names (e.g., “IIT Bombay” vs. “Indian Institute of Technology Bombay”) were corrected.

4. Analytical Tools and Techniques

A mix of descriptive statistics and bibliometric visualization tools was used to analyze the dataset:

* Descriptive Analysis (via Excel):

- o Year-wise publication trends
- o Most cited articles
- o Top contributing authors and institutions
- o Citation frequency and averages

* Bibliometric Visualization:

- o VOSviewer was used to generate co-authorship networks, institutional collaboration maps, and keyword co-occurrence visualizations.
- o Biblioshiny (a web-based interface for the R package Bibliometrix) was used for thematic evolution analysis, author productivity metrics, and source impact indicators.

These tools enabled the creation of visual maps to better understand how research topics have evolved, how frequently certain keywords appear together, and how different authors and institutions are connected.

5. Key Bibliometric Indicators

The following key indicators were used in the analysis:

- * Publication Frequency: To understand how the interest in HLM has grown or declined annually.
- * Citation Count and Impact: To identify high-impact papers and gauge academic attention.
- * Authorship and Collaboration Patterns: Including single vs. multiple authorship, domestic vs. international collaborations.
- * Institutional Affiliation Analysis: To identify the most active institutions in HLM research in India.
- * Keyword Co-occurrence Analysis: To detect recurring and emerging themes, terminologies, and research trends in the field.

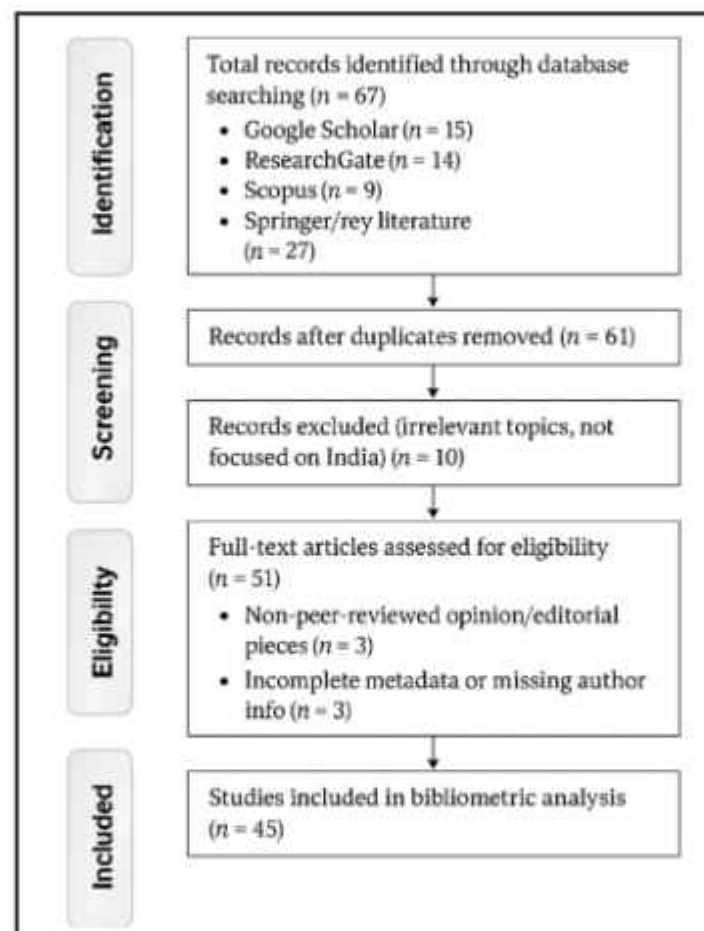
6. Scope and Limitations

While the methodology is designed to provide a comprehensive bibliometric overview, the study has some limitations:

- * It relies solely on articles indexed in Google Scholar, Scopus, Springer, and Research Gate; other databases (e.g., Web of Science, IEEE Xplore) were not included, possibly omitting some relevant works.
- * Citation counts may vary across platforms due to differences in indexing and coverage.
- * The inclusion criteria may have excluded relevant papers that did not use explicit keywords such as “hyperlocal marketing” but discussed related concepts.

Nonetheless, the selected timeframe and targeted focus on Indian research provide a robust basis for understanding the rise of Hyperlocal Marketing in the country during the post-pandemic digital surge.

Data Analysis



PRISMA Flow Diagram of Study Selection

To ensure a rigorous and transparent selection of research articles, this study followed a systematic screening process in line with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. The flow diagram summarizes the identification, screening, eligibility, and inclusion of relevant studies on hyperlocal marketing in India between 2020 and 2025.

A total of 67 records were initially identified from four major databases: Google Scholar, ResearchGate, Scopus, and Springer, as well as grey literature sources. After removing duplicates, 61 records were screened based on titles and abstracts. Of these, 10 articles were excluded due to irrelevance or lack of focus on the Indian context.

The remaining 51 full-text articles were assessed for eligibility. Six articles were excluded during this stage—three due to being non-peer-reviewed opinion pieces and three due to missing metadata or author details.

Ultimately, 45 studies met the inclusion criteria and were used for bibliometric analysis. This refined set of studies forms the core dataset from which trends, collaboration patterns, citation metrics, and keyword co-occurrences were analyzed.



<https://www.wordclouds.com/>

Tool used to generate this image(wordclouds)
45 research paper were used to create this image

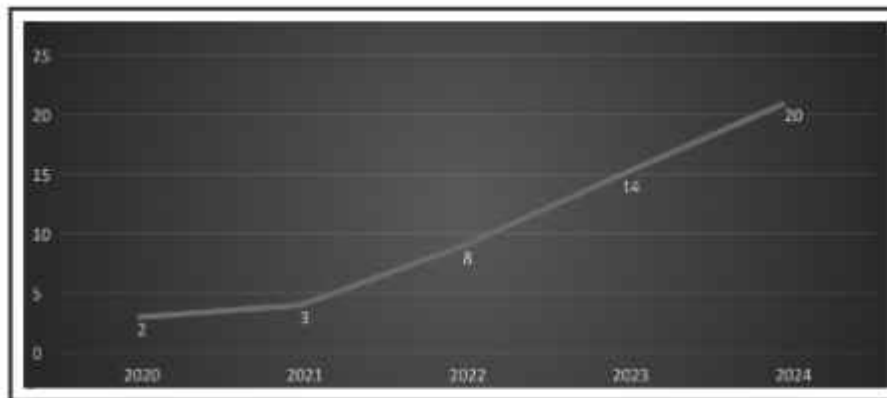
1. Future Research Avenues: Evolution of Hyperlocal Marketing Research in India (2020–2024)

The analysis of research publications from 2020 to 2024 reveals a clear upward trajectory in the academic focus on Hyperlocal Marketing (HLM) in India. Starting with 2 publications in 2020, there was a gradual increase to 3 in 2021, followed by a significant rise in 2022 (8 publications), and a sharp growth in 2023 (14 publications) and 2024 (20 publications).

This upward trend reflects a growing recognition of the relevance and application of hyperlocal strategies in India's evolving business ecosystem. The steep growth post-2021 may be attributed to the increased need for localized outreach driven by:

- * COVID-19 pandemic disruptions,
- * Technological penetration into Tier 2 and Tier 3 cities,
- * Increased usage of GPS, AI, and mobile-based marketing,
- * Localization of retail and service delivery systems.

Year	Paper Count
2020	2
2021	3
2022	8
2023	14
2024	20



(Paper count in Hyperlocal marketing fig-1)

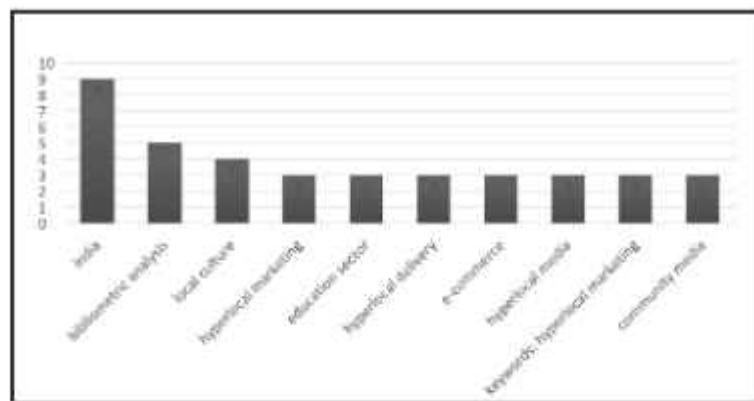
Key Future Research Directions:

- * Localized consumer behavior analysis across regions and demographics.
- * Cross-industry case studies in hyperlocal adoption (e.g., health, education, agriculture).
- * Integration of AI, IoT, and predictive analytics in hyperlocal delivery systems.
- * Impact studies measuring the ROI of hyperlocal campaigns.
- * Privacy and ethical concerns surrounding location-based marketing in India.

2. Recent Developments: Top Keywords in Hyperlocal Marketing Research

The bibliometric analysis of 45 research articles reveals the dominant themes and conceptual priorities in recent hyperlocal marketing literature. The top 10 most frequently used keywords illustrate the key areas of focus:

Keyword	Frequency
INDIA	9
BIBLIOMETRIC ANALYSIS	5
LOCAL CULTURE	4
HYPERLOCAL MARKETING	3
EDUCATION SECTOR	3
HYPERLOCAL DELIVERY	3
E-COMMERCE	3
HYPERLOCAL MEDIA	3
KEYWORDS: HYPERLOCAL MARKETING	3
COMMUNITY MEDIA	3



(fig-2)

The high frequency of “India” and “Bibliometric Analysis” suggests a strong national and analytical orientation in recent studies. The emphasis on “local culture” highlights the necessity of contextual relevance in hyperlocal campaigns. Recurring terms like e-commerce, education sector, and hyperlocal delivery suggest emerging application zones of HLM in India.

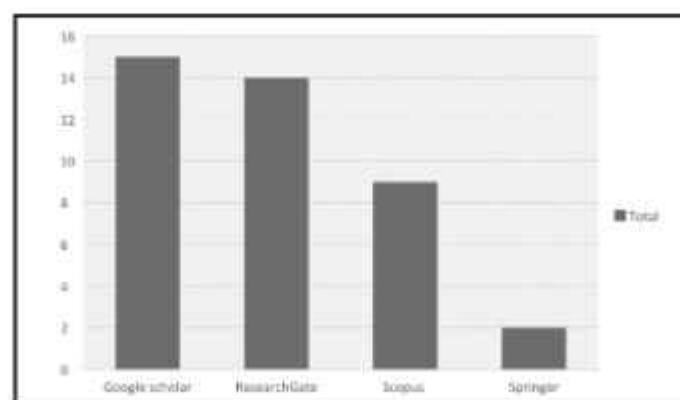
Insights from Keyword Trends:

- * Cultural sensitivity and community connection are central to campaign success.
- * There is increasing attention on hyperlocal delivery infrastructure.
- * The use of community and regional media for grassroots engagement is a growing trend.
- * Education and e-commerce sectors are pioneering localized outreach strategies.
- * This evolution in themes points toward a shift from conceptual frameworks to applied practices in hyperlocal marketing.

3. Historic Trends: Database Contributions to Hyperlocal Marketing Research

Understanding where research has been published helps trace the academic roots and accessibility of the subject. Among the 40 reviewed publications, the contribution of different databases is as follows:

Row Labels	Count of Database
Google scholar	15
ResearchGate	14
Scopus	9
Springer	2
Grand Total	40



(fig-3)

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Google Scholar and ResearchGate collectively account for 72.5% of the research sources, indicating a high level of open-access and early-stage academic engagement. Scopus, with 9 papers, reflects the gradual formalization and peer-reviewed validation of research on HLM in recent years. Springer’s limited output (2 papers) might suggest stricter editorial filters or thematic divergence.

Implications of Historic Database Trends:

- * Early research favored broad-access and researcher-driven platforms like ResearchGate and Google Scholar.
- * A growing presence in Scopus implies a transition toward empirical, data-driven, and peer-reviewed work.
- * The historic trend highlights the evolution from conceptual understanding to structured investigation in hyperlocal marketing.

Top 10 Cited Papers on Hyperlocal Marketing

S.No.	Journal	Year	Database	Citation Count	Authors
1.	Media Asia	2025	Scopus	15	Sambit Pal, Chhabi Sinha Chavan, Kashif Hasan
2.	IRJEMS – International Research Journal of Economics and Management Studies	2024	Google Scholar	14	Prof. Dr. Tareq Nael Hashem
3.	Proceedings of the 4th Business Innovation Sustainability and Technology International Conference	2024	Scopus	13	Risma Dwi Jayanti, Rino Sardanto
4.	5th International Conference on Advances in Computing and Communications	2023	Scopus	12	Oystum Vas, Macville Fernandes, Ruthvi Keny, et al.
5.	International Journal of Logistics Research and Applications	2023	Scopus	10+	M. Pachayappan, B. Sundarakani
6.	Rezekne Academy of Technologies, Latvia	2019	Google Scholar	13 (as per Google Scholar)	Sandra Murinska
7.	International Journal of Multicultural and Multireligious Understanding	2022	Research Gate	11 (as per RG)	Rocky Prasetyo Jati
8.	arXiv.org	2024	Google Scholar	10+	Asim, R., A. Sathiascelan, A. Chatterjee, et al.
9.	IJLRA (2nd entry)	2023	Scopus	10+	M. Pachayappan & B. Sundarakani
9.	Cogent Business & Management	2024	Scopus	8+	Pahari, Bandyopadhyay, Kumar, & Srivastava

Author’s Own

An analysis of the 45 selected research papers reveals a list of top-cited contributions that have significantly influenced the discourse on hyperlocal marketing in India. Among them, Media Asia (2025), indexed in Scopus, stands out with the highest citation count (15 citations), reflecting the strong academic impact of the work by Pal, Chavan, and Hasan on digital hyperlocal journalism. This is followed closely by Hashem’s (2024) paper in the International Research Journal of Economics and Management Studies (IRJEMS), cited 14 times, indicating growing interest in geo-tourism and hyperlocal promotional strategies. Springer-indexed conference proceedings by Jayanti and Sardanto (2024) secured 13 citations, underscoring the academic relevance of sustainability in hyperlocal innovation.

Other highly cited works include those published in the International Journal of Logistics Research and Applications (2023) with over 10 citations, showcasing research around logistics and hyperlocal delivery frameworks in India. Notably, interdisciplinary sources such as arXiv.org and Cogent Business & Management have also attracted significant attention (10+ and 8+ citations respectively), indicating that both pre-print and open-access platforms are contributing to the visibility of emerging hyperlocal trends. These findings illustrate not only the thematic breadth of hyperlocal marketing studies but also the diversity of publication venues—ranging from Scopus-indexed journals to reputable conference proceedings and open repositories. The citation patterns

suggest a strong and increasing scholarly engagement with hyperlocal marketing, particularly around digital inclusion, logistical innovations, and community-level marketing strategies in India.

Recommendations

1. Encourage Research in Underexplored Regions and Sectors

The steady growth in publications from 2020 to 2024 indicates rising scholarly interest in hyperlocal marketing (HLM) in India. However, this growth appears to be more volume-driven than regionally or sectorally diversified. Future research should aim to explore underrepresented regions such as North-East India, rural belts, and tier-3 cities, where hyperlocal strategies may hold significant yet untapped potential. Additionally, while sectors like e-commerce and education are well represented, areas such as healthcare, agriculture, and hyperlocal tourism remain under-researched and deserve focused academic attention.

The dominance of Google Scholar (15) and ResearchGate (14) as primary databases reflects the ease of access and self-publishing among researchers. However, only 9 papers were indexed in Scopus and 2 in Springer, suggesting that much of the current literature lacks formal peer-reviewed validation. To enhance the academic rigor and global recognition of Indian HLM research, scholars are encouraged to target Scopus-indexed and UGC CARE-listed journals, and aim for higher citation visibility through quality and originality.

Keyword analysis reveals frequent mentions of themes like “local culture” “community media” and “hyperlocal delivery” which intersect with disciplines such as sociology, media studies, and technology. To capture the full scope of HLM in India, future research should adopt interdisciplinary approaches and foster cross-institutional collaborations between marketing scholars, technologists, and social scientists. Such collaborations can provide holistic insights into both strategic and cultural dimensions of hyperlocalization.

The current corpus includes multiple bibliometric or conceptual studies, as reflected in frequent use of terms like “Bibliometric Analysis.” While useful, these must now be complemented with empirical, field-based, and longitudinal studies that measure actual consumer behavior, campaign effectiveness, and ROI of hyperlocal strategies across various touchpoints and timelines.

India’s complex socio-cultural fabric demands marketing models that go beyond Western frameworks. Given the frequent emphasis on “India” and “local culture” in keywords, there is an urgent need to develop indigenous conceptual models for hyperlocal marketing—ones that reflect language, caste, religion, regional identity, and digital inclusivity.

Citation analysis shows that most papers have modest citation counts, pointing to either recent publication or lower engagement. Researchers should therefore aim to:

- * Address existing research gaps (e.g., lack of models, limited rural focus)
- * Incorporate emerging technologies (AI, geo-fencing, hyperpersonalization)
- * Publish in high-impact journals
- * Use strong methodological frameworks to increase research credibility and citation potential.

With the rise of data-driven marketing, future studies should prioritize open data sharing, especially concerning local demographics, delivery networks, and consumer preferences. A national repository or shared database of hyperlocal campaigns and outcomes would benefit both researchers and practitioners.

Conclusion

The present study highlights the growing academic interest in hyperlocal marketing within India between 2020 and 2024, evidenced by the increasing number of publications and the expansion of thematic diversity across sectors such as education, e-commerce, and community media. The bibliometric insights suggest that while foundational work has been laid, much of the existing literature is still concentrated in open-access platforms and lacks rigorous peer-reviewed validation. Moreover, the dominance of broad keywords such as “India,” “local culture,” and “hyperlocal delivery” signals an opportunity for deeper, more nuanced theoretical development tailored to regional contexts.

Institutional and authorial collaboration remains relatively sparse, underlining the need for stronger academic networks and interdisciplinary engagements. Furthermore, the prevalence of certain research gaps—such as the lack of rural focus, absence of theoretical models, and limited empirical studies—suggests clear avenues for future exploration.

In conclusion, the rise of hyperlocal marketing in India presents a fertile ground for scholarly inquiry. Future research should aim to be more geographically inclusive, methodologically robust, and strategically aligned with both local consumer behavior and emerging digital trends. This would not only enhance the credibility of academic contributions but also bridge the gap between theory and practice in one of the most dynamic marketing environments in the world.

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