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Revolutionizing the IPL Viewing Experience by Exploring the Digital Technology in Enhancing Fan Engagement and Viewer Satisfaction

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KEYWORDS

UTAUT, Fan Engagement, Viewer Satisfaction, Streaming Platform and IPL

ABSTRACT

Indian Premier League (IPL) has emerged as a worldwide cricket sensation that goes beyond traditional sports boundaries by blending entertainment, business, and technology. With technological developments transforming fan engagement, IPL has adopted groundbreaking strategies to enhance viewer satisfaction and foster emotional associates with its audience. Sketching on the model of UTAUT, this study examines the impact of technology adoption among IPL viewers and its influence on fan engagement and satisfaction.

Data collected from 416 respondents through online questionnaires across platforms like Facebook, Instagram, streaming services, and WhatsApp, the study highlights that performance expectancy significantly influences viewer satisfaction, highlighting the prominence of streaming quality and real-time updates. While effort expectancy, facilitating conditions, and social influence similarly impacting viewer satisfaction, their relative effects vary. Satisfied viewers show higher levels of engagement, actively engaging in interactive features and sharing content.

The findings highlight the necessity for IPL organizers to focus on performance-driven, accessible, and socially engaging technological solutions to meet fan expectations and boost the overall viewing experience. By extending the UTAUT model, this study provides practical insights for enhancing fan engagement strategies and addressing obstacles to technology adoption in sports events.

1. INTRODUCTION

Cricket seasons in India are bustling periods for athletes, enthusiasts, and corporate (WebEngage, 2023). Companies can capitalize on the excitement and emotional journey that sports, especially major events like the Indian Premier League, bring to fans. The Indian Premier League (IPL), often dubbed the "Cricket Carnival," is more than just a tournament. This spectacular event attracts millions of followers globally, extending its influence beyond the confines of the stadium (Apex Infotech India, 2024).

Previously, cricket enthusiasts relied on radio broadcasts, television coverage, and, if fortunate, live stadium experiences. However, with the swift advancement of technology, fans can now view matches on various devices including tablets, smartphones, televisions, laptops, and desktop computers. This technological progress enables businesses to target supporters precisely across multiple platforms (WebEngage, 2023).

In today's world, conventional marketing strategies fail to meet customer expectations. Consumers crave personalized, data-driven, interactive, innovative, and creative marketing approaches due to their constant need for stimulation. To develop impactful strategies that provide fans with memorable, transformative experiences, businesses increasingly rely on marketing automation tools (WebEngage, 2023). This is achieved through various methods, including push notifications, email

campaigns, fan-centric events, in-app promotions, social media engagement, fantasy sports, interactive websites, and other creative initiatives (WebEngage, 2023).

The digital age has expanded cricket fan engagement. Strategies are implemented to create a personal connect between fans and the sport (WebEngage, 2023). The Indian Premier League (IPL) has revolutionized cricket by combining entertainment, commerce, and athletics. As the league grows, so does the demand for innovative ways to enhance viewer satisfaction and fan involvement. Technology plays a crucial role in meeting these expectations, fundamentally altering how spectators experience the game both at home and in stadiums.

This involves active fan interaction across various channels and platforms, such as live events, social media, and tailored experiences. Through proactive engagement before, during, and after events, organizers aim to cultivate a sense of community and emotional investment, fostering a passionate and lasting relationship between fans and the organization (Cricket Goral 2024).

Typically, communication between sports organizations and their fans is bidirectional. IPL teams began exploring ways to engage fans more frequently, tailor the fan experience, and gather valuable data from supporters in the process (FanPark, 2024). The IPL often employs cutting-edge technologies and competes in the realm of data analytics, a unique type of playing field. With its passionate and tech-savvy fan base, the Indian Premier League and its teams are at the forefront of data-driven marketing initiatives. It's about building long-term relationships, personalizing experiences, and gaining deeper insights into fans (Adgully, 2023). Every marketing strategy they employ is meticulously measured, and viewer responses are analyzed.

The IPL 2024 has witnessed significant transformations in cricket fan engagement, marking a new era in viewer interaction. The opening day alone saw an impressive 1,276 crore minutes of viewership, with 350 million viewers watching the first 10 matches, representing a 20% increase in watch time compared to 2023 (Markelytics, 2024).

Venkatesh et al (2003) introduced the model of UTAUT, which is the base for knowing the factors behind technology adoption and usage. Applying the UTAUT framework to the Indian Premier League (IPL) context is crucial for boosting viewer satisfaction through enhanced fan engagement driven by technological advancements. By considering these factors such as social influence, performance expectancy, facilitating conditions and effort expectancy, IPL organizers can create and implement technology solutions that enrich the fan experience. This approach not only attracts new followers but also maintains existing ones through increased satisfaction. Consequently, examining the UTAUT model and its effects on fan engagement and viewer satisfaction in the IPL is essential.

This research aims to address the following questions:

RQ-1: What challenges do viewers face when using IPL streaming platforms?

RQ-2: Which technological innovations influence IPL viewers' streaming platform preferences?

RQ-3: What framework is most appropriate for analyzing technology acceptance among IPL viewers?

The objective of this research is to expand and adapt the existing UTAUT model specifically for sports events. While the predictor variables remain unchanged from the original UTAUT model, the mediating and dependent variables have been modified. In this extended version, viewer satisfaction is considered as mediating variable, with fan engagement.

Furthermore, this research seeks to probe the factors that affect technology adoption among IPL viewers. It offers valuable insights for IPL organizers to comprehend viewers' perceptions of technological innovations in improving their viewing experience. Moreover, the study identifies potential obstacles to technology adoption, assisting IPL organizers in addressing these issues.

2. THEORY AND HYPOTHESES DEVELOPED

2.1 Technology advancement in IPL Streaming Platform

The Indian Premier League (IPL) has transformed India's sporting landscape, becoming one of the world's most-watched sports leagues. Technological advancements in broadcasting have shifted viewer preferences from traditional television to digital streaming platforms, offering unlimited access, convenience, and interactivity. This shift has significantly enhanced the viewing experience and fan engagement.

The most significant technological changes include high-definition and ultra-high-definition broadcasts, along with multiple camera angles. Innovations like Spidercam and drone cameras provide unique perspectives that were previously unimaginable, offering bird's-eye views and dynamic shots that capture cricket's fast-paced nature. These innovative angles not only increase excitement but also offer deeper insights into team strategies and tactics.

Real-time data and analytics have become crucial to IPL streaming. Viewers can access live statistics, player performance metrics, and predictive analytics during matches. This data-driven approach enhances the viewing experience and educates fans about the game's complexities. Viewers can see information such as a bowler's average speed, a batsman's strike rate, and win probabilities based on historical data, making the game more interactive and intellectually stimulating.

The introduction of interactive features in IPL streaming has revolutionized viewer experience and fan engagement. Modern digital platforms have implemented various interactive elements that actively involve viewers and create a deeper connection to the game. One of the most engaging features is the integration of real-time polls, allowing fans to express opinions and vote. During live sports events, viewers can participate in predicting winners, selecting players, and voting on player substitutions. These polls not only make viewing more engaging but also allow fans to feel more involved in the game's outcome.

X, Facebook, and Instagram have become integral to the IPL streaming experience. Many streaming services now incorporate live social media feeds into their broadcasts, enabling fans to view tweets, posts, and comments related to the game. This integration fosters a sense of community among fans, allowing them to share thoughts, celebrate victories, and discuss key moments in real-time. It also provides a platform for players and teams to engage directly with their supporters.

Some IPL streaming platforms offer live Q&A sessions where fans can submit questions to players, coaches, or commentators during the game. These sessions provide a unique opportunity for viewers to gain insights from those directly involved in the sport. Additionally, interactive features such as live chat rooms or forums allow fans to discuss the game and interact with one another, creating a dynamic and communal viewing experience.

Sports streaming is increasingly incorporating sophisticated interactive graphics and data overlays. These features allow viewers to access instantaneous statistics, metrics on player performance, and game analytics directly on their viewing screens. The viewing experience is enhanced by features such as live match trackers, player comparisons, and in-depth statistical analyses, providing fans with valuable insights and a more comprehensive understanding of the game.

2.2 UTAUT in Context of IPL

UTAUT serves as widely recognized model for understanding the user acceptance of technology (Venkatesh et al., 2003; Williams et al., 2011). The factors in the study propose a more nuanced understanding, making it suitable for examining complex scenarios of technology adoption. The UTAUT constructs: Performance Expectancy (PEEX), Effort Expectancy (EEX), Social Influence (SOI), and Facilitating Conditions (FAC). This research provides a valuable framework for comprehending how fans interact with technological innovations in sports.

2.3 Replacing Behavioral Intention with Viewer Satisfaction

In the UTAUT model, Behavioral Intention refers to an person's intent to use technology. In the background of media and entertainment, such as IPL viewership, this concept can be redefined as the outcome of viewer satisfaction, reflecting a viewer's contentment and loyalty to the program or event. Research indicates that satisfaction is one of the strongest predictors of continued media consumption. Oliver (1980) proposed that satisfaction leads to intention, which then translates into repeated behavior. Satisfaction with a viewing experience could result in a commitment to further engage with the content. In media consumption contexts, satisfaction is connected to viewer loyalty and engagement. Studies by Hennig-Thurau et al. (2004) emphasize that viewer satisfaction significantly impacts both the intention to return and engage with media, making it a valid substitute for behavioral intention. Research on entertainment technology and including streaming platforms supports replacing behavioral intention with viewer satisfaction. Chiou and Droge (2006) suggest that in entertainment contexts, satisfaction not only predicts continued usage but also engagement with related activities, such as content sharing and social interactions around the content. DeLone and McLean (2003) found satisfaction drives user engagement in technology. For IPL viewers, satisfaction is connecting intention to use and behavior. The replacement of behavioral intention with viewer satisfaction is supported by research highlighting the importance of satisfaction in user experience and the likelihood of continued usage in entertainment and sports contexts (Madrigal, 1995; Kim et al., 2009).

2.4 Replacing Usage Behavior with Fan Engagement

In the UTAUT model, Usage Behavior refers to actual system usage. However, in the realm of sports and entertainment, fan engagement can be considered a more relevant construct. Fan engagement encompasses a wider range of interactive and participative behaviors beyond simply watching or using a service. This concept is extensively studied in the fields of sports and media. It means actively following a team or content across several platforms rather than passively viewing it. This goes way beyond simple "usage" and speaks to deep attachment and behavioral patterns. The latest research about sport viewership suggests that engagement consists of social media interaction, content sharing and emotional involvement (Kunkel et al., 2017). Many such studies have explored fan engagement as a metric in assessing loyalty, satisfaction and increased interaction with the sports content. For example, Seo and Green (2008) emphasized the importance of fan involvement as a determinant of consumption in the sports field. Fan engagement allows for a more complete view of user engagement with sports content beyond the user or nonuser.

In the IPL context, audience engagement extends beyond mere viewing to include participation in fantasy leagues, online discussions, and interactions with players and brands, indicating a more comprehensive involvement than the traditional "usage behavior" in the UTAUT model. The shift from usage behavior to fan engagement reflects the changing nature of sports consumption, where audiences actively participate in content creation and community interactions surrounding sporting events (Funk et al. 2004; Boronczyk et al., 2020).

2.5 Theoretical Grounding for the Replacement

2.5.1 Theory of Consumption Value

The theory proposes that media consumption, particularly in entertainment settings, provides both utilitarian value (e.g., performance expectancy) and experiential and emotional value. Satisfaction and fan engagement more accurately capture these non-utilitarian aspects compared to conventional technology usage metrics.

2.5.2 Engagement Theory

Media engagement theory describes the transition from passive consumption to active participation. It suggests that fan encompassing emotional, behavioral and cognitive behavioral dimensions, which aligns more closely with how audiences interact with sports content than generic technology usage behavior.

This article explores the intersection of the UTAUT model, Viewer satisfaction and fan engagement in the digital age.

Performance expectancy (PEEX) states viewer's trust that technology will enhance their viewing experience. For IPL, technologies such as AR, VR, and ultra-HD broadcasting improve immersion and viewing quality. Venkatesh et al. (2003) identified PEEX as the most crucial predictor of technology adoption, which in this case may translate to viewers choosing specific broadcasting platforms for sports viewing. High-quality, clear, and stable video is essential for sports viewers' performance expectancy (Kim et al., 2016). Moreover, additional features like multi-angle views, expert commentary, or interactive content can enhance satisfaction (Panja et al., 2016). In sports, real-time or near-real-time streaming with minimal delay is crucial, as latency can negatively impact viewer satisfaction (Panja et al., 2016). Technical issues such as buffering, lags, or poor video quality can significantly reduce viewer satisfaction (Kim et al., 2016). Oliver (1980) states that satisfaction results from comparing expectations with actual experiences. When performance expectancy is met or exceeded, satisfaction increases. The quality of technology delivering sports content directly influences viewer satisfaction (DeLone & McLean, 2003). Panja et al. (2016) found that in live sports streaming, performance expectancy significantly contributes to satisfaction. Wang and Li (2017) discovered that performance expectancy impacts viewer satisfaction in the context of online streaming services, including sports. Therefore, it is hypothesized that:

H1: Performance Expectancy has a significant impact on Viewer Satisfaction.

Effort expectancy denotes perceived ease of using a technology. In digital platforms like Indian Premier League (IPL), effort expectancy significantly influences viewer satisfaction. Venkatesh et al. (2003) introduced effort expectancy (EEX) as a core constructs UTAUT, emphasizing that users adopt technology when they perceive as easy to use.

For IPL viewers, factors such as intuitive navigation, user-friendly interfaces, smooth streaming, and easy access to match statistics, scores, and player information significantly enhance viewer satisfaction. Studies have demonstrated that the perceived simplicity of using digital sports platforms is directly linked to increased satisfaction (Wu & Holsapple, 2014). Additional research on consumer contentment in digital services (Davis, 1989) underscores that when viewers anticipate minimal effort, they experience a greater sense of control, leading to higher overall satisfaction. In the context of IPL viewership, where fans engage through digital platforms like Hotstar or JioCinema, the ability to easily access multiple camera angles, player statistics, and commentary further boosts satisfaction levels.

Research conducted by Kim et al. (2009) on sports entertainment has identified several factors influencing viewer satisfaction, including ease of use (effort expectancy), content quality, and interactive features. Moreover, Lin and Bhattacherjee (2008) have shown that higher levels of viewer satisfaction resulting from a user-friendly platform lead to sustained engagement and loyalty. Therefore, it is hypothesized:

H2: Effort Expectancy has a significant impact on Viewer Satisfaction

Theories of social influence suggest that persons' attitudes, beliefs, and behaviors are molded by social interactions and others' opinions. This framework is particularly relevant when examining how fans' satisfaction with a sporting event like the IPL is affected by their social environment. Kelman's Processes of Social Influence (1958) outlines three processes: compliance, identification, and internalization. In the IPL context, viewer satisfaction can be swayed by peer opinions, fan groups, and social media trends. Fans may align their satisfaction with the general sentiment shared by their social circle or media influencers, particularly during crucial events or matches. Cialdini's Principles of Social Influence (2007) found that fans tend to enjoy the IPL more when surrounded by enthusiastic peers or when they observe their favorite celebrities praising the event. Kim, Trail, Woo, & Zhang (2011) study on social influence in sports revealed that fans who perceive a high level of social involvement in sports events experience greater satisfaction. For the IPL, this concept extends to how viewer satisfaction is amplified by the presence of fan groups, online communities, and social media interactions, where opinions are shared and magnified.

Pegoraro (2010) work emphasizes that IPL hashtags, live tweets, and fan polls play a role in enhancing satisfaction by fostering a sense of community. Nielsen Sports (2018) demonstrated that social engagement surrounding sporting events, including the IPL, results in higher viewer satisfaction. Fans derive pleasure from participating in broader conversations, contributing to the game's narrative, and experiencing the event beyond the screen. Therefore, it is hypothesized:

H3: Social Influence has a significant impact on Viewer Satisfaction.

Facilitating conditions denote resources and infrastructural support available for effective technology use. Venkatesh et al. (2003) says facilitating conditions significantly influence an individual's intention to use. Kim et al. (2009) discuss how facilitating conditions impact user satisfaction in technology usage. Multiple elements shape viewer satisfaction, including match quality, broadcast service quality, and emotional ties to teams. Funk et al. (2004) note that team affiliation, entertainment value, and social viewing aspects significantly contribute to fan engagement. The viewing experience, encompassing broadcast quality, commentary, graphics, and real-time social media interactions, enhances viewer satisfaction. Madrigal (1995) emphasizes how team identification and broadcast engagement foster satisfaction. Boronczyk et al. (2020) highlight the role of seamless media platforms and social media integration in boosting fan satisfaction during sports consumption. Therefore, it is hypothesized:

H4: Facilitating Conditions has a significant impact on Viewer Satisfaction.

2.6 Viewer satisfaction and Fan engagement in IPL:

Amitava Pal and Mahajan (2023) explored the Indian sports industry, recognizing fan engagement as a vital component of the sports ecosystem, with origins in ancient sporting events and evolving alongside modern technology and demographics. Einsle et al. (2023) conferred the influence of social media platforms on interactions between user and business, observing a shift from classical marketing to a more interactive communication model. Malvika Sagar and Jayati Sharma (2022) analyzed online fan communities of IPL teams CSK and RCB, examining fans interaction with players, participate in community discussions, and engage in online activities.

Das and Bose (2021) investigated the psychological aspects of viewer satisfaction in the IPL, focusing on "basking in reflected glory" (BIRG), where team performance and identification with successful teams significantly impact viewer satisfaction. Their study found that fans of winning teams reported higher satisfaction and pride levels. Patel and Mehta (2022) examined the impact of in-game advertisements on viewer satisfaction during IPL matches, revealing that while excessive ads could detract from the viewing experience, well-placed and relevant advertisements could enhance satisfaction. Rao and Chatterjee (2023) evaluated how venue experience affects viewer satisfaction during IPL games, finding that quality stadium facilities, lively crowd atmosphere, and engaging in-stadium entertainment significantly boost satisfaction levels. These studies collectively emphasize the importance of team success, advertisement management, and venue experience in maximizing viewer satisfaction within the IPL context.

In sports, content-satisfied viewers (e.g., those pleased with live broadcast quality or an exciting match) are more likely to engage by posting on social media, joining fan clubs, or watching additional games. Satisfied viewers develop positive attitudes and emotional connections, driving deeper engagement. Hennig-Thurau et al. (2004) suggest that satisfaction with a media product can lead to more interactive behaviors, such as engaging with related content or sharing opinions on social media. Therefore, it is hypothesized:

H5: Viewer Satisfaction has a significant impact on Fan Engagement

3. CONCEPTUAL MODEL

The conceptual research model is showing the relationships of variables are given in Fig. no 1. It is modified UTAUT Model for Sports.

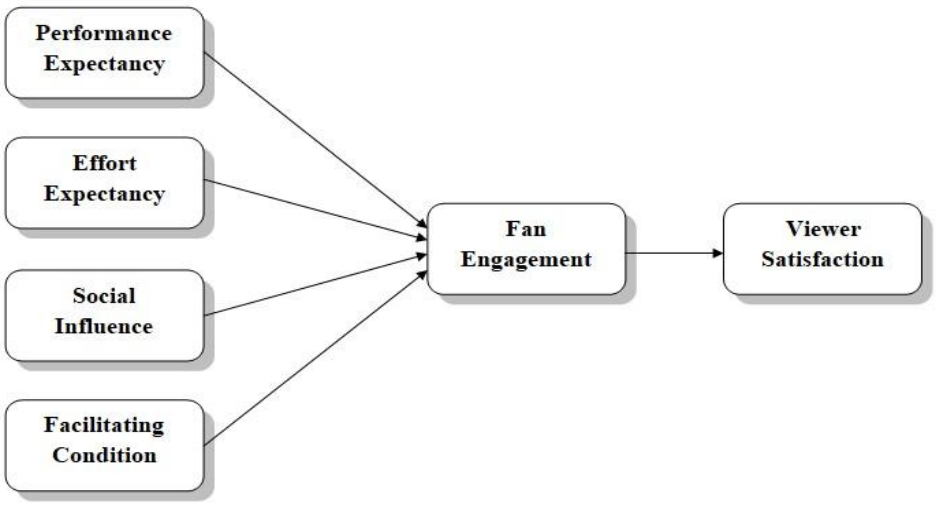

Fig. 1: Conceptual Model for Modified UTAUT Sports

4. METHODS

4.1 Participants and Procedure

Only the IPL 2024 cricket match viewers in streaming platform were considered for the study. In initial phase, 45 participants have been taken for pilot study. Based on the participant suggestion, revisions were made to the final questionnaire. Further, to confirm content validity, seven cricket coachers analyzed and proposed minor revisions.

Data was collected from online cricket fan community in facebook, instagram, streaming platform and whatsapp with the questionnaire designed in the Google forms. According to Tan and Teo (2000) the online questionnaires have following advantages such as sample is not restricted to particular geographical location, cost efficiency and quick responses. 420 questionnaires were completed by the respondents out of which 416 proper responses considered for the final analysis.

Demographic profile represents, there were more males (76.7%) than females (23.3%). About the age group, 82.2% were 18-30 years old, 4.1% were 31-40 years old, 3.1% were 41-50 years old and 4.6% were above 50 years. Concerning occupation, 49% were student, 32.5% were employed, 7.7% were self-employed and 10.8 were unemployed. Regarding frequency of watching IPL matches, 24.5% watch regularly, 28.6% watch frequently, 24.5% watch sometimes, 11.3% watch rarely and 11.1% watch occasionally. Regarding paying for subscription for more benefit, 35.3% say yes and 64.7% say no. Regarding user of streaming platform, 35.6% were regular user, 36.1% were occasional user, 18.3% were first time user and 10.1% frequent user. Regarding personalized content in streaming platform, 65.9% feels that they receive personalized content of their interest and 34.1% says that personalized content not matches with their interest. Regarding notification in streaming platform, 48.8% feels notification is not a disturbance and 51.2% feels notification is disturbance.

4.2 Measures

This study adopted quantitative technique to analyze the influence of one variable on another. Questionnaire was employed to gather primary data. The questionnaire was separated into two parts, the first part is about demographic profile which is measured in nominal scale. The variables measured in the first part are Age, Gender, Occupation, Frequency of IPL viewership, Devices used for IPL, Preference: Live vs. Highlights, Sports streaming platforms used, Paid subscription benefits, IPL streaming platform user, Favorite IPL team, Interest in personalized content, Notification disturbance, Preferred notification method for IPL. The second part of the questionnaire queried about Technology Acceptance, Viewer Satisfaction and Fan Engagement items ranked on Likert Scale (1-5pt)

To measure the acceptance of IPL streaming platforms among viewers, this study adopts the **Technology Acceptance Scale** from the **UTAUT**, originally developed by Venkatesh et al. (2003). The core constructs of the model, namely **Performance Expectancy, Facilitating Conditions, Social Influence,** and **Effort Expectancy**, are retained in their original form to assess the technological and social factors that influence IPL viewers' satisfaction and engagement with streaming platforms. In the original UTAUT model, Behavioral Intention represents an intention to use a technology. In this study**, Behavioral Intention** has been replaced with **Viewer Satisfaction** to capture the extent to which IPL viewers derive satisfaction from using the streaming platform. In the original model, Usage Behavior reflects actual system use. Given the nature of this study, **Usage Behavior** has been replaced with **Fan Engagement**, which includes not only the frequency of viewing IPL matches via streaming platforms but also the interactive activities that enhance the fan experience, such as participating in live chats, sharing content on social media, and accessing supplementary match information. These modifications were made to tailor the scale to the specific domain of sports streaming, where viewer satisfaction and engagement are key indicators of successful technology adoption. The revised constructs better reflect the behavioral and attitudinal dimensions of IPL viewers in the digital context.

Scales validity and reliability were measured to ensure consistency in data. Confirmatory Factor Analysis was executed for model fit. To examine the developed hypothesis Structural Equation Modeling is tested using AMOS program. SEM examines efficiency and precise in linkage of variables in hypothesis developed through theoretical constructs.

4.3 Model Measurement

The study model is based on 33 items with six constructs. Cronbach's alpha is used to measure the reliability (Hair et al., 2016). In Technology acceptance variable, Performance Expectancy was measured using 08-item scale, Effort Expectancy was measured using 06-item, Social Influence was measured using 05-item scale and Facilitating Condition was measured using 07-item scale developed by Venkatesh et al. (2003). Fan Engagement was measured using 3-item scale. Viewer Satisfaction was measured using 4-item scale. All items reliability is accepted as Cronbach's alpha is greater than 0.7 (Hair et al., 2014).

First, to assess the measurement model, the study conducted a Confirmatory Factor Analysis (CFA) (Tabachnick & Fidell, 2001). Hu and Bentler (1999) the fit index of the proposed model is acceptable ($\chi 2 = 572.16$, df = 332, $\chi 2/df=$ GFI = 0.91, AGFI = 0.89, NFI = 0.920,RFI=0.909,IFI=0.965, CFI = 0.965., TLI = 0.960, RMR-=0.047 and RMSEA=0.042).

Secondly, Convergent and Discriminant validity was calculated for the developed model. The CFA result for the measurement model considering factor loadings, AVE and CR are shown in Table 1. Convergent validity is measured by AVE , CR and scale reliability for each item (Hair et al., 2016). Fornell and Larcker, 1981 says that CR and AVE should be

greater than 0.7 and 0.5, respectively. In Table no.1, Composite reliability varies from 0.8 to 0.9, which exceeded the prescribed limit of 0.7, confirming satisfactory indicator. The average variance extracted of all the indicators are greater than 0.5, value fluctuating from 0.55 to 0.7. The AVE and CR of all the indicators are greater than 0.5 and 0.7 demonstrating an acceptable threshold of convergent validity and internal consistency (Sarstedt et al., 2014).

Table 1 Factor Loading

Variables	Item	Item Loading	AVE	CR
Performance Expectancy (PEEX)	I agree that multi-angle view features enhance overall viewing experience	.846	0.656	0.919
	I feel the availability of live commentary during sports events is important	.846		
	I feel the option to pause and rewind in live sports is benefit	.808		
	I feel live interactive polls and quizzes makes more likely to use a streaming platform	.805		
	I am satisfied with the quality of live streaming (e.g., resolution, buffering, lag) on my preferred platform	.790		
	I choose a streaming platform based on pre-game and post-game analysis	.780		
	I find features like instant replays and statistics helpful to understand the game	.775		
	I agree virtual reality features in IPL enhance my viewing experience	.754		
Effort Expectancy (EEX)	I agree that quick onboarding(login/sign up process) is easy to start using the streaming platform	.817	0.594	0.897
	I feel effortless in setting multiviews(batsman view, bird's eye view, wicket keeper view and Hero Cam)	.810		
	I find the option to set reminders for upcoming sports events	.786		
	I am satisfied with the accessibility features (e.g., subtitles, audio descriptions) in live matches	.769		
	I think that the overall layout of the streaming platform is well designed	.754		
	I find it easy to navigate sports content on streaming platforms	.749		
Social Influence (SOI)	I agree that society influenced me to watch IPL matches on the streaming platform	.886	0.665	0.908
	I trust recommendations from friends or families in choosing a streaming platform	.864		
	I participate in live chat discussions or forums on streaming platforms	.841		
	I enjoy the facility to react and interact with friends in real-time during watch parties	.832		
	I get influenced by celebrities or influencers to watch Streaming platform	.829		

Facilitating Condition (FAC)	I am satisfied with the customer support services delivered by my preferred streaming platform	.793	0.550	0.858
	I prefer a streaming platform that allows me to switch between devices (e.g., start watching on mobile, continue on TV) with the same login ID	.792		
	I face technical issues while streaming live matches	.792		
	I find the option to customize my viewing experience while streaming (e.g. Adjusting video quality, enabling/disable captions)	.753		
	I am satisfied with offline viewing options on my preferred streaming platform(Highlights)	.747		
	I find it easy to read the caption in all types of screen view	.734		
	I am satisfied with the mobile data consumption of the streaming platform	.734		
Fan Engagement (FE)	I participate in fan activities whenever possible	.851	0.599	0.817
	I Interact with IPL social media posts	.806		
	I regularly share IPL content on social media	.725		
Viewer Satisfaction (VS)	I like to Watch IPL matches Only in Streaming Platform	.868	0.712	0.881
	I Strongly recommend to watch IPL in Streaming platform	.856		
	I gained new experience in Streaming platform	.825		
	I gained new experience in Streaming platform	.778		

Source: Computed Primary Data

This study concludes the discriminant validity through Fronell-Larcker criterion technique (Hair et al., 2016). In this technique, the upper diagonal values should be greater than the correlation with other variables indicating the discriminant validity of the model. In table no.2 states that discriminant validity top value of variable correlation with itself is highest.

Table 2 Discriminant Validity

	PEEX	**FAC**	**EEX**	**SOI**	**VS**	**FEX**
PEEX	**0.810**					
FAC	0.103	**0.741**				
EEX	0.469	0.102	**0.771**			
SOI	0.012	0.221	0.117	**0.815**		
VS	0.118	0.118	0.162	0.133	**0.844**	
FEX	0.192	0.159	0.243	0.083	0.611	**0.774**

Source: Computed Primary Data

Our proposed hypotheses (H1 to H5) demonstrate relationship among dependent and independent variables. Table 3 presents the regression results for the formulated hypotheses. Hypothesis 1 predicted that performance expectancy has a n influence on viewers satisfaction ($B = 0.92$, $t = 14.36$, $p < .000$). Also effort expectancy had a effect on viewers satisfaction ($B = 0.155$, $t = 2.796$, $p < .000$). Similarly, facilitating condition has a effect on viewers satisfaction ($B = 0.102$, $t = 2.144$, $p < .000$). Likewise, social influence has a effect on viewers satisfaction ($B = 0.435$, $t = 6.894$, $p < .000$). Finally, viewer satisfaction has a effect on fan engagement ($B = 0.674$, $t = 10.042$, $p < .000$).

Table 3 Hypotheses Testing

Model	β	S.E.	t	P
Performance Expectancy→Viewer Satisfaction	.92	0.06	14.36	.000
Effort Expectancy →Viewer Satisfaction	.155	.055	2.796	.005
Facilitating Condition→Viewer Satisfaction	.102	.047	2.144	.032
Social Influence→Viewer Satisfaction	.435	10.41	6.894	0.000
Viewer Satisfaction →Fan Engagement	.674	.067	10.042	***

Source: Computed Primary Data

5. DISCUSSION AND KEY FINDINGS

This study's findings indicate that the adapted UTAUT model for IPL streaming platforms shows robust fit indices, convergent validity, and discriminant validity, validating its reliability in assessing viewer satisfaction and fan engagement. The positive correlations between key constructs and viewer satisfaction support the hypotheses, indicating that performance expectancy, effort expectancy, facilitating conditions, and social influence significantly enhance the IPL streaming experience.

The research reveals that performance expectancy ($B = 0.92$, $t = 14.36$, $p < .000$) has the most substantial impact on viewer satisfaction. This suggests IPL viewers greatly value the platform's ability to meet their performance expectations, including streaming quality, real-time updates, and overall user experience. This aligns with previous technology acceptance research, which identifies performance expectancy as a crucial factor in user satisfaction (Venkatesh et al., 2003).

Effort expectancy ($B = 0.155$, $t = 2.796$, $p < .000$) also positively influences viewer satisfaction, albeit to a lesser extent than performance expectancy. This implies that while ease of use is important, it may not be the primary driver of satisfaction for IPL viewers, who might prioritize content and service quality over usability.

Facilitating conditions ($B = 0.102$, $t = 2.144$, $p < .000$) significantly and positively affect viewer satisfaction, suggesting that access to technology, internet connectivity, and supportive platform features contribute to a positive viewing experience. Social influence ($B = 0.435$, $t = 6.894$, $p < .000$) also substantially impacts satisfaction, indicating that opinions and behaviors of friends, family, and online communities significantly shape viewers' perceptions of the streaming platform.

The study confirms that viewer satisfaction strongly and positively influences fan engagement ($B = 0.674$, $t = 10.042$, $p < .000$). This shows that satisfied viewers are more likely to deeply engage with the platform, not only by watching matches but also by participating in interactive features like live chats, sharing content on social media, and customizing their viewing experience.

The demographic analysis shows that most IPL viewers are male (76.7%) and aged 18-30 years (82.2%), indicating young males dominate IPL streaming consumption. This aligns with existing literature emphasizing sports viewership's popularity among younger, tech-savvy audiences. The high proportion of student viewers (49%) suggests streaming platforms should consider affordability and content relevance for this demographic. The viewing frequency data shows a balanced mix of regular, frequent, and occasional viewers, implying platforms need to cater to various engagement levels.

Notably, only 35.3% of respondents expressed willingness to pay for premium subscriptions, highlighting price sensitivity among IPL viewers. Additionally, while 65.9% felt personalized content matched their interests, a significant 34.1% did not, indicating room for improvement in content personalization strategies. Moreover, 51.2% of survey participants considered notifications disruptive, highlighting the necessity for a more sophisticated notification management system on streaming platforms.

6. PRACTICAL IMPLICATIONS

The study's results offer several actionable insights for IPL streaming services and content creators. Primarily, the strong impact of performance expectancy suggests that platforms should prioritize enhancing performance-related aspects such as

stream quality, reduced buffering, and intuitive navigation. Investing in technical infrastructure is likely to enhance viewer contentment and involvement.

The importance of effort expectancy and facilitating conditions indicates that streaming platforms should strive to improve accessibility and provide adequate user support (such as guides, frequently asked questions, or customer assistance) to enhance the user experience, particularly for newcomers. Offering a smooth and user-friendly interface can minimize the learning process and boost overall satisfaction.

The role of social influence suggests that platforms should improve social features, like incorporating social media sharing options or discussion forums, to leverage peer recommendations and cultivate viewer loyalty. Motivating viewers to interact with content through social channels can further increase both viewer satisfaction and fan engagement.

Considering that viewer satisfaction directly affects fan engagement, platforms should aim to increase satisfaction to promote deeper engagement behaviors, such as using interactive features, sharing experiences on social platforms, and returning for subsequent matches. Providing more customized and personalized content could improve satisfaction levels for the 34.1% of users who felt their preferences were not adequately met.

7. CONCLUSION

The research demonstrates that the adapted UTAUT model effectively explains the connections between various factors in the IPL streaming context, including performance expectations, ease of use, supporting conditions, social impact, viewer contentment, and fan involvement. The findings emphasize the significant influence of performance and social factors on viewer satisfaction, which in turn drives fan engagement.

These discoveries offer valuable insights for IPL streaming services seeking to enhance user experience and engagement. By concentrating on improving performance, support systems, and social elements, platforms can boost viewer satisfaction, resulting in increased fan loyalty and interaction. Furthermore, the research on content customization and alerts indicates areas for potential improvement in platform design to better align with user needs.

As the IPL continues to expand as a worldwide entertainment phenomenon, streaming platforms must utilize these findings to stay competitive, enhance viewer satisfaction, and promote ongoing engagement in an increasingly digital and interactive landscape.

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