

# AI-Powered Digital Recommendations and Fan Engagement: An S-O-R Framework in the Indian Premier League

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## ABSTRACT

AI-powered platforms such as Dream11 and JioHotstar are transforming how cricket fans engage with the Indian Premier League (IPL) through personalized player predictions, fantasy tips, and highlight recommendations. This study applies the Stimulus–Organism–Response (S-O-R) framework to examine how the perceived quality of AI recommendations influences fan engagement. Perceived usefulness and emotional excitement are proposed as mediating factors between AI-driven recommendations and fan engagement intentions. Using survey data from 400 IPL fans aged 18–35 and analysed through PLS-SEM, the study tests how cognitive and emotional responses shape continued participation, content consumption, and interaction on digital platforms. The findings aim to provide insights for designing effective AI recommendation systems that enhance fan engagement and platform retention in the rapidly growing sports digital economy.

**Keywords:** Artificial Intelligence, AI Recommendations, Fan Engagement, Indian Premier League (IPL), Stimulus–Organism–Response (S-O-R) Model, Sports Analytics, Digital Fan Experience

