



## **The Role of Digital Media in Streaming-Based Sponsorship and Streamer Loyalty in Cricket**

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### **Abstract**

Digital media has revolutionized sports consumption, with live streaming platforms enabling real-time interaction between fans, players, and content creators. Despite this growth, limited research examines how streaming-based sponsorship influences viewer loyalty toward streamers, particularly in conjunction with player engagement. This study addresses this gap by investigating the interplay of digital media engagement, streaming-based sponsorship, and player interaction in shaping streamer loyalty. A quantitative, causal approach was employed, using a structured online questionnaire administered to 111 players and coaches from 20 cricket clubs in Islamabad. The study measured Digital Media Engagement (independent variable), Streaming-Based Sponsorship (mediator), Player Engagement (moderator), and Streamer Loyalty (dependent variable), with responses on a five-point Likert scale. Data analysis was conducted using SPSS, including descriptive statistics, correlation, regression, and mediation–moderation analyses. Results indicate that Player Engagement is the strongest predictor of streamer loyalty, emphasizing the importance of interactive and personalized content. Streaming-Based Sponsorship also has a significant positive effect and partially mediates the relationship between Digital Media Engagement and loyalty. In contrast, direct digital media engagement alone does not significantly influence streamer loyalty when the mediator and moderator are considered. Correlation analyses reveal strong positive associations among all variables, highlighting the interdependent role of digital media, sponsorship, and player interaction in fostering loyalty. The study concludes that streamer loyalty in cricket streaming is primarily relationship-driven, relying on engaging player content and strategically integrated sponsorship. While digital media engagement enables exposure, it requires the support of player interaction and sponsorship visibility to effectively drive loyalty.

**Keywords:** Digital Media, Streaming-Based Sponsorship, Streamer Loyalty, Sports, Cricket.



## Introduction

The rapid growth of digital media has transformed how sports are consumed and marketed, with live streaming platforms becoming a central avenue for fan engagement. In cricket, one of the world's most popular sports, digital streaming allows fans to interact with matches, players, and content creators in real time. This shift has also created new opportunities for sponsorship, enabling brands to engage audiences through integrated, interactive campaigns. However, while the impact of sponsorship on consumer behavior has been studied in traditional sports contexts, there is limited understanding of how digital streaming sponsorships influence fan loyalty toward streamers.

Digital media platforms, including YouTube, Twitch, Facebook Live, and dedicated cricket streaming apps, have revolutionized sports consumption. Fans can now follow players, watch live matches, and engage with content in a highly interactive environment. This evolution has encouraged sponsors to shift marketing efforts from traditional broadcast channels to digital streaming, where they can measure engagement and target audiences more effectively.

A recent example can be seen during the Asia Cup 2025, where multiple streaming platforms such as PTV Sports YouTube, Tamasha, and Star Sports digital feeds featured sponsorship-integrated live chats, interactive polls and player-endorsed digital campaigns. These initiatives not only promoted brands but also strengthened fans' connection with the streamers and players involved, demonstrating how digital sponsorship can shape engagement and loyalty in real time. Prior research has explored sponsorship and fan engagement in various sports contexts. For instance, (Biscaia, Trail et al. 2017) examined how team brand experience influences sponsorship brand experience, while (Koo, Quarterman et al. 2006) studied the impact of sponsorship perceptions on fan behavior. (Navarro-Lucena, Molinillo et al. 2024) highlighted the role of player-fan emotional attachment in shaping sponsor brand attitudes in esports. Despite these insights, there is a lack of empirical research examining cricket streaming, particularly in understanding how digital media-driven sponsorship affects streamer loyalty. Cricket presents a unique context for study due to its global popularity, diverse fan base, and increasing reliance on digital platforms for content delivery. By investigating how digital media shapes sponsorship effectiveness and fosters streamer loyalty, this research seeks to bridge existing theoretical gaps and provide practical guidance for sponsors, marketers, and streamers in the cricket ecosystem. {Flynn, 2006 #4} The increasing digitization of sports and the proliferation of streaming platforms have transformed the ways fans interact with players, teams, and sponsors. While several studies have investigated aspects of sports sponsorship, brand experience, and fan behavior, there remain notable gaps in both theory and practice, particularly in the context of cricket streaming.

## Gap in Theory

**Players:** (Biscaia, Trail et al. 2017) emphasize the role of team brand experience in shaping sponsorship brand experience but focus largely on organizational and team-level interactions, leaving the impact of individual players' digital presence and engagement on streamer loyalty largely unexamined. Similarly, studies in esports ((Navarro-Lucena, Molinillo et al. 2024) show that spectators' emotional attachment to players influences sponsorship perception, but these findings are not sufficiently integrated into traditional sports contexts such as cricket. Thus,



theoretical frameworks often overlook player-level influence as a mediating factor in digital sponsorship effectiveness.

**Fans:** (Koo, Quarterman et al. 2006) and related studies highlight the effect of sponsorship perception and perceived sponsor-event fit on fan cognition, affect, and behavioral intention. However, these frameworks predominantly focus on general sport events or offline consumption, leaving a theoretical gap in understanding how digital media engagement and interactive streaming experiences shape fan loyalty toward streamers and their sponsored content.

**Sponsors:** While existing studies provide insights into sponsorship effectiveness and consumer purchasing behavior, most do not adequately capture the dynamic interplay between digital sponsorship activation, streamer influence, and fan engagement. Sponsors currently rely on traditional metrics such as reach and brand visibility, neglecting the nuances of digital engagement and long-term loyalty formation.

### Gap in Practice

Practically, brands and marketers in cricket streaming often struggle to design sponsorship strategies that resonate with fans while leveraging players' influence. Existing approaches tend to replicate traditional advertising models or one-size-fits-all sponsorship tactics, ignoring the potential of personalized, interactive, and streamer-driven sponsorship activations that can foster both fan engagement and loyalty.

Therefore, this study investigates how digital media-driven sponsorship in cricket streaming influences streamer loyalty, focusing on the interactions between players' digital engagement, fans' emotional and behavioral responses, and sponsors' strategic activations.

### Research Objectives

1. Examine the role of digital media in shaping streaming-based sponsorship in cricket.
2. Investigate the influence of streaming-based sponsorship on streamer loyalty.
3. Analyze the impact of player engagement on fan loyalty toward streamers.
4. Identify the digital media elements (e.g., interactivity, content quality, sponsorship visibility) that enhance sponsorship effectiveness.
5. Provide insights for designing effective sponsorship strategies within cricket streaming platforms.

### Research Questions

1. How does digital media engagement influence the effectiveness of streaming-based sponsorship in cricket?
2. What is the relationship between streaming-based sponsorship and viewer loyalty toward cricket streamers?
3. In what ways does player engagement shape fan loyalty on digital cricket platforms?
4. Which specific elements of digital media most effectively enhance sponsorship outcomes and streamer loyalty?
5. How can the combined effects of digital media, player engagement, and sponsorship improve marketing strategies in cricket streaming?



## Literature Review

### Introduction

Studies such as (Biscaia, Trail et al. 2017, Navarro-Lucena, Molinillo et al. 2024) and (Alonso Dos Santos, Mohammadi et al. 2025) provide insights into sponsorship, brand experience, and fan loyalty. However, these studies focus mainly on team-level branding, esports, or traditional sponsorship, not on digital sponsorship and streamer loyalty in cricket. This gap motivated my research, which explores how digital media engagement, streaming-based sponsorship, and player interactions combine to influence streamer loyalty.

In this study, the main constructs are digital media engagement, streaming-based sponsorship, player engagement, fan loyalty, and streamer loyalty. These variables form the foundation of understanding interactions between fans, streamers, and sponsors.

**Digital Media Engagement:** Interaction of fans with cricket content online, such as likes, shares, comments, and live chat participation. (Navarro-Lucena, Molinillo et al. 2024) emphasize that such engagement strengthens fan relationships and affects behavior.

**Streaming-Based Sponsorship:** Brands promoting their products via live streams or digital cricket content. (Biscaia, Trail et al. 2017) highlight that sponsorship success depends on brand fit with the content or player image.

**Player Engagement:** Active participation of players in online interactions with fans. (Alonso Dos Santos, Mohammadi et al. 2025) note that higher engagement enhances fan loyalty.

**Streamer Loyalty:** Commitment of fans to a specific streamer, including following, viewing, and supporting sponsored content. (Barve 2023) link this loyalty to emotional connection via digital platforms.

### Theoretical Approaches

Several theoretical perspectives explain the relationship between digital engagement, sponsorship and loyalty:

**Brand Experience Theory – (Biscaia, Trail et al. 2017)** Positive emotional experiences with a team or player strengthen sponsor and streamer connections.

**Fan Engagement Theory – (Kalou)** Active participation and emotional involvement cultivate long-term loyalty.

**Uses and Gratification Theory – Katz et al. (1973):** Audiences engage with streaming content to fulfill entertainment or social needs, explaining why fans interact with sponsors and streamers online. {Koo, 2006 #5}

### Previous Studies

Most studies focus on sponsorship and fan loyalty in traditional sports or esports: **(Biscaia, Trail et al. 2017)** Team brand experience enhances fan perception of sponsorship, increasing loyalty. Focused on team-level sponsorship rather than digital or player-based engagement.

**(Navarro-Lucena, Molinillo et al. 2024)** Sponsor-event fit improves fan attitudes and intentions. Mostly examined live events, not streaming-based sponsorships.

{**Memmert, 2025 #7; Kalou, #1**} Player attachment influences fan perception of sponsors in esports. Provides a digital context but limited evidence in cricket streaming.



These studies show sponsorship and engagement affect loyalty, but they leave a gap regarding digital cricket streaming and streamer loyalty.

## Theoretical Background of the Research Framework

This study integrates insights from multiple frameworks:

**Framework 1 ((Biscaia, Trail et al. 2017))** Team brand experience → Sponsorship experience → Fan loyalty

**Framework 2 (Navarro-Lucena, Molinillo et al. 2024)** Sponsor-event fit → Consumer response → Behavioral intentions

**Framework (Alonso Dos Santos, Mohammadi et al. 2025)** Player attachment → Sponsoring brand attitude → Loyalty

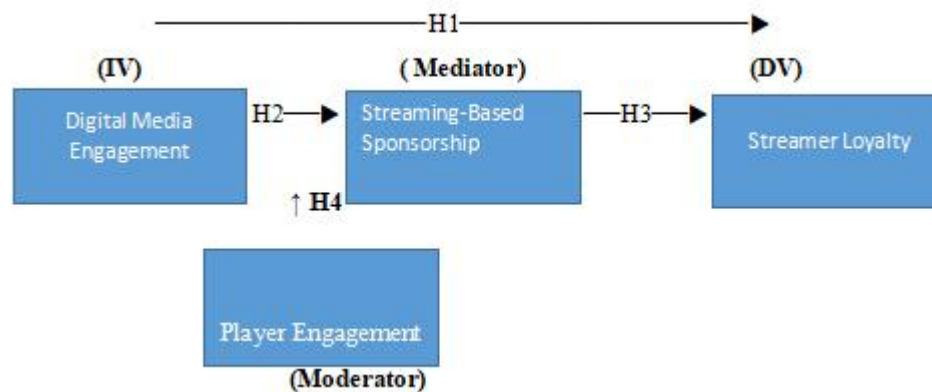
**Framework 4 (Memmert 2025)** CSR sponsorship → Trust → Loyalty

**Framework 5 (Koo, Quarterman et al. 2006)** Digital media engagement → Fan experience → Loyalty

These frameworks justify examining the mediating role of streaming-based sponsorship and moderating effect of player engagement in digital cricket streaming.

## Research Framework of the Study

Framework: The Role of Digital Media in Streaming-Based Sponsorship and Streamer Loyalty in Cricket



**H1:** Digital media engagement positively impacts streamer loyalty.

**H2:** Digital media engagement positively impacts streaming-based sponsorship.

**H3:** Streaming-based sponsorship mediates the link between digital media engagement and streamer loyalty.

**H4:** Player engagement strengthens the relationship between digital media engagement and streaming-based sponsorship.

## Methodology

This study is causal and quantitative because it looks at how digital media and streaming-based sponsorship affect streamer loyalty in cricket. The main goal is to find out if changes in digital media engagement, sponsorship strategies, or player interaction actually cause changes in fan loyalty, rather than just describing what is happening.

A quantitative approach is used to collect numerical data through surveys and structured questionnaires. Previous studies show that this kind of approach



works well for understanding sports sponsorship. {Navarro-Lucena, 2024 #8} used surveys to see how sponsorship affects fans' behavior, and {Alonso Dos Santos, 2025 #6} studied how fans' emotional connection to esports players changes their perception of sponsors. However, there is not much research applying this to cricket streaming, which is the gap this study aims to fill. By using a causal and quantitative approach, this research can clearly show how digital media and sponsorship influence fan loyalty toward streamers, giving useful insights for sponsors, players and marketers in cricket streaming.

This study uses a cross-sectional research design, meaning that data will be collected from cricket streaming viewers at one specific point in time. The aim is to understand how digital media, sponsorship, and player engagement are related to streamer loyalty. Previous studies {Navarro-Lucena, 2024 #8} used a cross-sectional method to examine how fans' perceptions of sponsorship affect their behavior, while {Alonso Dos Santos, 2025 #6} applied the same design to study how fans' emotional attachment to players influences their attitudes toward sponsors. Both studies show that a cross-sectional approach works well for exploring relationships between digital engagement, sponsorship, and loyalty. To measure the constructs of this study, a structured online questionnaire was developed using previously validated scales from research on digital media engagement, sports sponsorship, and fan behavior.

The construct of **Digital Media Engagement** was measured using items adapted from (Ibrahim, L. A. N. 2014) and (Barve, 2023 #3). Sample items include:

- "I frequently watch cricket matches or highlights on digital media platforms."
- I actively read cricket news and updates on digital platforms.

**Streaming-Based Sponsorship** was assessed using items derived from (Ibrahim, L. A. N. 2014) and {Barve, 2023 #3} Sample items include:

- "I notice sponsor logos or brand mentions during cricket streams."
- I can recall sponsor names associated with cricket streaming content.

**Player Engagement** was measured using items adapted from (Biscaia, 2017 #9) and (Barve, 2023 #3). Sample items include:

- "I enjoy when cricket players share content on digital platforms."
- Player-generated content (training, personal life, BTS) increases my interest in cricket.

**Streamer Loyalty** was measured using items derived from (Ibrahim, L. A. N. 2014) (Barve, 2023 #3). Sample items include:

- "I regularly watch cricket content from the same streamer."
- "I prefer my favorite cricket streamer over other streamers."

The population of this study consists of individuals actively engaged in cricket in Islamabad, including both players and coaches, who are involved in club-level cricket activities and have exposure to digital media and streaming platforms. The study focuses on participants aged between 12 and 35 years, as this age group is most likely to engage with cricket streams and interact with sponsored content.

A purposive sampling technique is applied to select participants who are most relevant to the research objectives. This method ensures that respondents are actively involved in cricket, are within the defined age range, and have experience with online cricket streaming platforms.

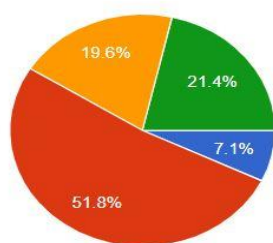
Each club will contribute approximately 15–20 participants, including players and coaches, resulting in a total sample of 111 respondents. This sample size is



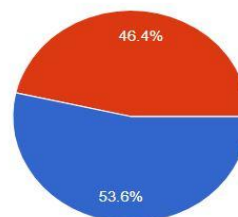
sufficient to perform quantitative analysis such as correlation and regression to test the relationships between digital media engagement, sponsorship, and streamer loyalty.

**Results and Analysis**

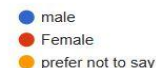
**Respondent Profile**



**AGE**

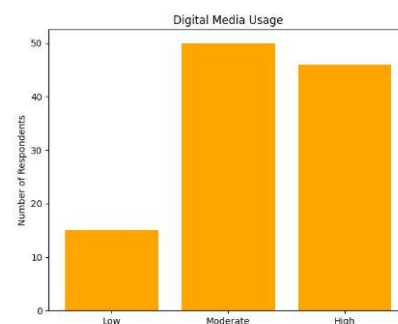
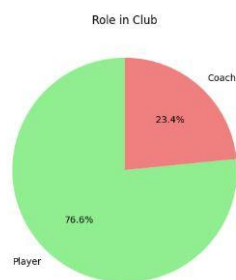
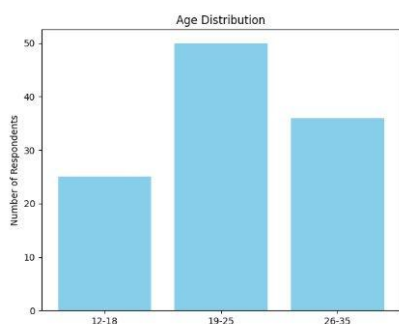


**GENDER**



**Response Rate**

Approximately 600 surveys were distributed among the target population of players and coaches from 20 cricket clubs in Islamabad. Out of these, 112 responses were received. After data screening, 111 questionnaires were found to be complete and suitable for analysis. Although the response rate was relatively low, the final sample size was sufficient for conducting statistical analyses, including correlation, regression, and mediation–moderation testing. Therefore, the responses were considered adequate to meet the objectives of the study.



**Age Distribution** – Bar chart showing the number of respondents in each age group.

**Role in Club** – Pie chart showing the proportion of players vs. coaches.

**Digital Media Usage** – Bar chart showing levels of engagement with digital media.

**Descriptive Analysis**

The descriptive analysis of the study variables is presented in Table 1. The mean scores of the variables ranged from 3.578 to 3.757, indicating a generally moderate to high level of agreement among respondents. Specifically, Digital Media Engagement (IV) had the highest mean (M = 3.757, SD = 0.772), while Streaming-Based Sponsorship (Med) and Player Engagement (Moderator) had



mean values of 3.660 (SD = 0.746) and 3.651 (SD = 0.809), respectively. Social Live Digital Viewing (DV) recorded the lowest mean (M = 3.578, SD = 0.774).

All variables demonstrated negative skewness, suggesting a tendency for responses to cluster toward the higher end of the scale, with Mediator showing the highest negative skewness (-1.250). The kurtosis values ranged from 1.349 (DV) to 3.025 (Mediator), indicating moderately peaked distributions, particularly for Mediator. Overall, these results suggest that respondents generally reported above-average levels across all measured constructs, with moderate variability in responses.

**Table 1: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
Digital Media Engagement	111	1.00	5.00	3.7571	.77219	-.951	.229	1.805	.455
Streaming-Based Sponsorship	111	1.00	5.00	3.6604	.74593	-1.250	.229	3.025	.455
Streamer Loyalty	111	1.00	5.00	3.5779	.77406	-.784	.229	1.349	.455
Player Engagement	111	1.00	5.00	3.6514	.80891	-.967	.229	1.826	.455
Valid (listwise)	N 111								

## Correlation

Digital Media Engagement shows strong, **positive and statistically significant correlations** with Streaming-Based Sponsorship ( $r = .731$ ), Streamer Loyalty ( $r = .753$ ) and Player Engagement ( $r = .784$ ), indicating that higher digital engagement enhances sponsorship exposure, streamer loyalty and player engagement. Streaming-Based Sponsorship is strongly correlated with Streamer Loyalty ( $r = .784$ ) and Player Engagement ( $r = .751$ ), suggesting that sponsorship visibility during streams positively influences audience attachment and interaction.

The strongest relationship is observed between **Player Engagement and Streamer Loyalty** ( $r = .840$ ), highlighting that increased interaction with players substantially strengthens viewer loyalty.

## Correlations

	DME IV	SBS Med	SL DV	PE Mod
Digital Media Engagement	1			
Streaming-Based Sponsorship	.731**	1		
Streamer Loyalty	.753**	.784**	1	
Player Engagement	.784**	.751**	.840**	1

**\*\* . Correlation is significant at the 0.01 level (2-tailed).**

## Regression



The regression model including Digital Media Engagement (IV), Streaming-Based Sponsorship (Mediator) and Player Engagement (Moderator) significantly predicts Streamer Loyalty (DV). The model explains 76.5% of the variance in SLDV (**R<sup>2</sup> = 0.765, Adjusted R<sup>2</sup> = 0.759**), indicating a strong fit. The standard error of the estimate is 0.380, showing reasonably small deviations of observed values from the predicted values. The overall model is highly significant (F(3, 107) = 116.379, p < 0.001), confirming that these predictors jointly have a

## Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square	F	Change	df1	df2
1	.875 <sup>a</sup>	.765	.38012	.765	116.379	3	107	.000

a. Predictors: (Constant), PE, SBS, DME

significant impact on streamer loyalty.

The regression coefficients indicate that Player Engagement (PEM) has the largest positive effect on Streamer Loyalty (DV) with a standardized beta of 0.505 and is highly significant (t = 6.071, p < 0.001). Streaming-Based Sponsorship also has a positive and significant effect ( $\beta = 0.309$ , t = 4.090, p < 0.001). Digital Media Engagement (IV) has the lowest effect ( $\beta = 0.131$ ) and is not statistically significant (t = 1.629, p = 0.106). These results suggest that player engagement and sponsorship perception are key drivers of streamer loyalty, while direct digital media engagement alone does not significantly influence it.

## Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.145	.194		.749	.455
	Digital Media Engagement	.131	.081	.131	1.629	.106
	Streaming-Based Sponsorship	.321	.078	.309	4.090	.000
	Player Engagement	.483	.080	.505	6.071	.000

a. Dependent Variable: DV Streamer Loyalty

## Moderation and Mediation Analysis

Digital Media Engagement has a statistically significant positive effect on Streamer Loyalty ( $\beta = .753$ , p < .001), explaining 56.7% of the variance (R<sup>2</sup> = .567).

Model 2: The addition of Streaming-Based Sponsorship leads to a significant increase in explained variance ( $\Delta R^2 = .118$ , p < .001); both Digital Media Engagement ( $\beta = .386$ , p < .001) and Streaming-Based Sponsorship ( $\beta = .502$ , p < .001) are significant predictors, indicating partial mediation.



Model 3: Player Engagement contributes a significant improvement to the model ( $\Delta R^2 = .081, p < .001$ ); Streaming-Based Sponsorship ( $\beta = .309, p < .001$ ) and Player Engagement ( $\beta = .505, p < .001$ ) remain significant, while the direct effect of Digital Media Engagement becomes non-significant ( $p = .106$ ), supporting moderated mediation

These results indicate that streamer loyalty is most strongly influenced by player engagement, with sponsorship perception also playing a significant role, while the direct effect of digital media engagement diminishes when the mediator and moderator are included. Overall, the findings highlight the combined impact of engagement, sponsorship and player interaction on fostering loyalty toward streamers.

## Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
1	.753 <sup>a</sup>	.567	.51165	.567	142.766	1	109	.001
2	.827 <sup>b</sup>	.685	.43871	.118	40.258	1	108	.001
3	.875 <sup>c</sup>	.765	.38012	.081	36.856	1	107	.001

a. Predictors: (Constant), digital media engagement IV

b. Predictors: (Constant), digital media engagement IV, Streaming-Based Sponsorship mediator

c. Predictors: (Constant), IV, SBS, Player engagement

## Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.742	.242		3.062	.003
	Digital Media Engagement IV	.755	.063	.753	11.948	.000
2	(Constant)	.216	.224		.968	.335
	Digital Media Engagement	.387	.079	.386	4.872	.000
	Streaming-Based Sponsorship	.521	.082	.502	6.345	.000
3	(Constant)	.145	.194		.749	.455
	DME IV	.131	.081	.131	1.629	.106
	SBS Med	.321	.078	.309	4.090	.000
	Player Engagement moderator	.483	.080	.505	6.071	.000

a. Dependent Variable: SL DV

## Results / Findings

The study examined the effects of Digital Media Engagement (IV), Streaming-Based Sponsorship (Mediator), and Player Engagement (moderator) on



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Streamer Loyalty (DV). Descriptive analysis showed moderate to high levels across all variables, with IV having the highest mean ( $M = 3.757$ ) and DV the lowest ( $M = 3.578$ ). Pearson correlations revealed significant positive relationships among all variables ( $p < 0.01$ ), with the strongest correlation between Moderator and DV ( $r = 0.840$ ). Regression analysis indicated that Player Engagement (Moderator) had the strongest and significant direct effect on DV, while Mediator also showed a significant positive impact. Digital Media Engagement (IV) had a positive but non-significant effect when all predictors were included. H1 (Mediator  $\rightarrow$  DV) and H2 (moderator  $\rightarrow$  DV) were supported, whereas H3 (IV  $\rightarrow$  DV) was not supported. Overall, streamer loyalty is primarily driven by player engagement, with sponsorship also playing a key role, while direct digital media engagement alone does not significantly influence loyalty.

### Summary of Findings

The study found that Consumer Characteristics are the strongest predictor of buying behavior, while Influencer Advertising is effective only when moderated by contextual factors. Psychological Response did not significantly influence buying behavior or act as a mediator. Hypothesis testing confirmed that the effects of consumer traits and moderation are significant, whereas direct and mediated effects of influencer advertising and psychological response were not. These findings highlight the importance of targeting the right consumer segments and considering contextual factors in influencer marketing strategies

#### 5.7 Summary of Findings

Variable / Effect	Direction of Effect	Strength	Significance
Player Engagement (PEM) $\rightarrow$ SLDV	Positive	★★★★★ (Strongest)	Significant
Streaming-Based Sponsorship (SBSM) $\rightarrow$ SLDV	Positive	★★★★★ (Moderate)	Significant
Digital Media Engagement (DMEIV) $\rightarrow$ SLDV	Positive	★★☆☆☆ (Weakest)	Not Significant
Mediation through SBSM	Positive	★★★☆☆ (Partial)	Moderate
Moderation via PEM	Positive	★★★★★ (Strong)	Significant

**Overall Findings:** Streamer loyalty is primarily influenced by player engagement, with sponsorship also contributing, while direct digital media engagement alone has minimal effect.

### Conclusion and Recommendations

The study examined how Digital Media Engagement, Streaming-Based Sponsorship, and Player Engagement Influence Streamer Loyalty in cricket streaming. It also investigated the moderating role of Player Engagement on the effects of Digital Media Engagement and Streaming-Based Sponsorship, as well as the mediating role of Streaming-Based Sponsorship in the relationship



between Digital Media Engagement and Streamer Loyalty. The findings present a new view of the problem by revealing that digital media engagement alone is not sufficient to generate loyalty. Instead, streamer loyalty is primarily shaped through active player engagement and strengthened by strategically integrated sponsorship. This reframes the problem from a focus on digital exposure to a relationship-driven engagement process on streaming platforms.

## Important Findings

### H1: Digital Media Engagement → Streamer Loyalty – Rejected

Digital Media Engagement alone has a positive effect, but it becomes non-significant when Streaming-Based Sponsorship (mediator) and Player Engagement (moderator) are included.

### H2: Digital Media Engagement → Streaming-Based Sponsorship – Accepted

Digital Media Engagement significantly and positively influences Streaming-Based Sponsorship (mediator).

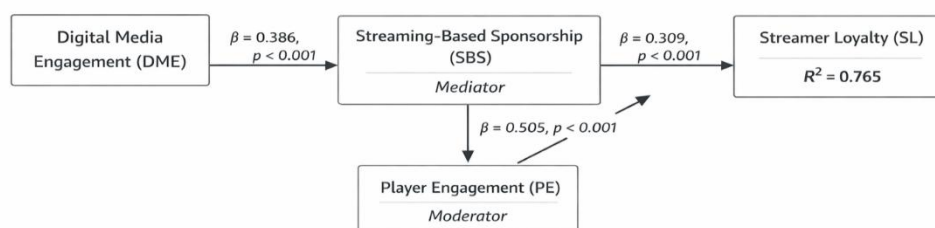
### H3: Streaming-Based Sponsorship → Streamer Loyalty – Accepted

Streaming-Based Sponsorship partially mediates the relationship between Digital Media Engagement and Streamer Loyalty.

### H4: Player Engagement → Streamer Loyalty – Accepted

Player Engagement (moderator) significantly strengthens the effects of Digital Media Engagement and Streaming-Based Sponsorship on Streamer Loyalty, confirming moderated mediation.

## Contribution to the Body of Knowledge



## Conclusions

**Objective 1:** Digital Media Engagement positively influences Streaming-Based Sponsorship, confirming that digital media plays a key role in shaping sponsorship exposure.

**Objective 2:** Streaming-Based Sponsorship significantly impacts Streamer Loyalty and partially mediates the relationship between Digital Media Engagement and loyalty.

**Objective 3:** Player Engagement is the strongest predictor of Streamer Loyalty, highlighting the importance of interactive and engaging content in retaining fans.

**Objective 4:** Interactive content, sponsorship visibility, and quality digital media elements enhance the effectiveness of streaming-based sponsorship.



**Objective 5:** The findings provide actionable insights for designing sponsorship strategies that combine player engagement and digital media features to boost viewer loyalty.

Player Engagement drives Streamer Loyalty most strongly, with Sponsorship as a supporting factor, while Digital Media Engagement alone is insufficient to influence loyalty. Combining interactive content, sponsorship visibility, and strategic digital media use is essential for maximizing audience retention and engagement

## Recommendations

### For Researchers

Include additional variables such as brand perception, perceived value and entertainment quality to better understand their impact on loyalty.

Examine other moderators like platform type, content genre, or cultural differences to see how engagement effects vary.

Use larger and more diverse samples to enhance generalizability.

Apply longitudinal or experimental research designs for stronger causal evidence.

Conduct comparative studies across different platforms or regions to validate and extend findings

### For Policy Makers

Policy makers should focus on transparency and ethical standards in cricket streaming and sponsorship. Based on the study's significant findings that player engagement and sponsorship strongly influence viewer loyalty, regulations should require clear labeling of sponsored content and restrict misleading promotional practices. Initiatives to enhance digital literacy can help audiences critically evaluate digital content and sponsorship messages. Furthermore, establishing guidelines for ethical sponsorship and interactive content will protect viewers, ensure fair marketing practices, and strengthen trust in streaming platforms

### For Managers

Managers should segment audiences based on engagement behaviors and tailor campaigns accordingly. Identifying and leveraging moderating factors such as timing, platform, and content style can enhance viewer loyalty. Strategies should align sponsorship and interactive content with audience preferences and engagement patterns, rather than relying solely on exposure. Regular assessment of campaign outcomes and audience interaction is essential to maintain effective and targeted engagement strategies.

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