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**Impact of Augmented Reality (AR) and Virtual Reality (VR) On Cricket Stadium Attendance in The Pakistan Super League (PSL)
A Study in the Pakistani Sports and Technology Context**

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Abstract

The Pakistan Super League (PSL) has grown into the most commercially significant cricket property in Pakistan, drawing hundreds of thousands of spectators to venues such as the Gaddafi Stadium (Lahore), the National Stadium (Karachi), the Rawalpindi Cricket Stadium and the Multan Cricket Stadium since its inception in 2016. As global sports leagues increasingly deploy Augmented Reality (AR) and Virtual Reality (VR) to enrich the in-stadium and remote fan experience, Pakistani cricket administrators face a strategic question: can AR/VR investment meaningfully increase live stadium attendance in a market defined by price sensitivity, security concerns, limited digital infrastructure and a young, mobile-first fan base? This article develops a conceptual and methodological framework - grounded in the Technology Acceptance Model (TAM) and the Experience Economy perspective - to examine the relationship between AR/VR exposure and attendance intention among PSL spectators. A quantitative, cross-sectional survey design covering four major PSL venues is proposed and demonstrated using an illustrative dataset (n = 420). The illustrative analysis indicates that AR usage, VR usage, perceived enjoyment, perceived ease of use and match importance are positively associated with attendance intention, while ticket price shows

a negative association, with AR usage emerging as the strongest single predictor. The article concludes with practical recommendations for the Pakistan Cricket Board (PCB), PSL franchises, stadium operators and telecom/technology partners, and outlines a roadmap for future empirical work using the framework presented here.

Keywords: *Augmented Reality (AR); Virtual Reality (VR); Pakistan Super League (PSL); Stadium Attendance; Fan Experience; Technology Acceptance Model; Sports Marketing Pakistan; Smart Stadiums*

1. Introduction

1.1 Background of the Study

Cricket occupies a place in Pakistani society that goes well beyond sport; it functions as a unifying cultural institution and a major commercial industry. Launched by the Pakistan Cricket Board (PCB) in 2016, the Pakistan Super League introduced a franchise-based Twenty20 format modelled on leagues such as the Indian Premier League, and it has since become the primary vehicle through which live international-standard cricket has returned to Pakistani soil after a period in which security concerns forced the national team to host matches abroad. Season attendance figures illustrate the scale of this recovery: the 2018 season drew an average of roughly 11,728 spectators per match, rising to about 16,333 per match in the 2020 season, before pandemic-era restrictions cut attendance sharply to an average of around 4,231 per match in 2021. More recently, PSL 11 (2026) expanded to eight franchises and six host cities - Lahore, Karachi, Multan, Rawalpindi, Faisalabad and Peshawar - with the 2026 final at Gaddafi Stadium alone drawing 32,461 spectators, underscoring both the scale of demand and its sensitivity to external shocks.

Globally, sports properties are turning to Augmented Reality (AR) and Virtual Reality (VR) to compete with the convenience of high-definition home viewing and to deepen fan engagement. AR overlays digital information player statistics, replays, 3D graphics - onto the physical stadium environment through mobile apps, smart glasses or big-screen integrations, while VR creates fully immersive digital environments such as virtual stadium tours, 360-degree replays and metaverse-style viewing experiences. Industry research from markets such as the United States, the United Kingdom and the broader European football landscape reports rising fan interest in these technologies, gamified AR mobile experiences, and AR-enabled sponsorship activations, alongside evidence that younger fans increasingly weigh the convenience of enhanced home viewing against the cost and effort of attending in person. This creates both a threat and an opportunity for venue-based sport: if managed poorly, immersive home technology could accelerate the shift away from stadium attendance; if deployed inside the stadium, AR/VR could instead become a differentiator that only in-person attendance can offer.

Within Pakistan specifically, the PSL operates in a market shaped by relatively young demographics, very high smartphone and social media penetration, price-sensitive discretionary spending, and periodic security- or policy-driven restrictions on crowd access - as seen when the PCB suspended stadium attendance for parts of the 2026 season before restoring spectator access for the play-offs. These conditions make Pakistan a distinctive and under-researched context in which to examine whether AR/VR can serve as a genuine attendance driver rather than merely a novelty.

1.2 Problem Statement

Despite the global momentum behind sports AR/VR and the PCB's own experiments with digital fan engagement (mobile apps, augmented graphics in broadcasts, and social media filters), there is no systematic Pakistani study that quantifies whether AR/VR exposure actually changes a fan's decision to attend a PSL match in person, as opposed to merely enhancing satisfaction with the broadcast product. Franchises and the PCB therefore lack an evidence base for deciding how much to invest in in-stadium AR/VR infrastructure (Wi-Fi capacity, AR zones, VR lounges, app-based overlays) relative to competing priorities such as ticket pricing, security, and hospitality. This article addresses that gap by proposing and demonstrating a research framework that links AR/VR constructs directly to stadium attendance behavior in the PSL context.

1.3 Objectives of the Study

- To examine the current level of AR/VR awareness, access and usage among PSL stadium spectators across major Pakistani venues.
- To assess the relationship between AR/VR usage and spectators' satisfaction with the in-stadium match experience.
- To determine the extent to which AR/VR exposure predicts spectators' intention to attend future PSL matches in person.
- To compare AR/VR-related attendance drivers across venues, age groups and other demographic segments.
- To generate practical recommendations for the PCB, PSL franchises and stadium technology partners regarding AR/VR investment.

1.4 Research Questions

- **RQ1:** What is the current level of awareness and usage of AR/VR features among PSL stadium spectators?
- **RQ2:** Is there a statistically significant relationship between AR/VR usage and PSL stadium attendance intention?
- **RQ3:** Which AR/VR-related and situational factors (perceived enjoyment, ease of use, ticket price, match importance) most strongly predict attendance intention?
- **RQ4:** Do AR/VR effects on attendance intention vary meaningfully by venue, age group or gender?

1.5 Significance of the Study

For the PCB and PSL franchises, the findings offer a data-informed basis for capital and operational spending on stadium technology, at a time when leagues worldwide are competing for the same discretionary entertainment spend as streaming platforms, cinemas and shopping malls. For technology vendors and telecom operators (who supply stadium Wi-Fi, AR apps and content), the study clarifies where AR/VR investment is likely to translate into commercial return through ticket sales rather than purely broadcast engagement. Academically, the study extends Technology Acceptance and

Experience Economy literature - developed predominantly in North American, European and East Asian sporting contexts - into the relatively under-studied South Asian and Pakistani cricket setting.

2. Literature Review

2.1 Global Perspective on AR/VR in Sports

A growing body of applied and academic work documents the expansion of AR and VR across major sports properties. Reviews of VR applications in sport describe uses ranging from athlete training and injury rehabilitation to fully immersive fan viewing experiences that place remote audiences virtually inside the stadium. Industry surveys report that a majority of younger fans - variously estimated at around two-thirds of Gen Z and Millennial audiences in Western markets - express interest in sports-related virtual experiences, and that a substantial share of viewers would consider watching marquee events inside a virtual stadium environment. In American football, technology partnerships between leagues, clubs and network infrastructure providers have paired AR/VR pilots with upgraded stadium Wi-Fi to support real-time overlays, holographic player interactions and AR-enabled mobile games, while European football has piloted AR-enhanced broadcasting through club innovation units.

2.2 AR/VR and Stadium Attendance Specifically

Distinct from general fan-experience research, a smaller stream of work looks specifically at attendance outcomes. Case-based industry analyses of AR-guided stadium tours and in-venue interactive displays report a positive association between the introduction of such features and subsequent attendance figures, alongside improved on-site experience ratings. At the same time, other industry research introduces an important counter-signal: as home-based virtual and augmented viewing technology improves, some younger audiences report a growing preference for enhanced at-home viewing over traditional stadium attendance, and majorities across Gen X, Millennial and Gen Z respondents rate virtual-studio-enhanced broadcast commentary as more engaging than traditional coverage. Together, these strands suggest that AR/VR is not inherently pro-attendance or anti-attendance; its effect depends on whether the technology is deployed to enrich the in-venue experience (potentially pulling fans toward the stadium) or to enrich the remote/broadcast experience (potentially substituting for it). This distinction is central to the framework used in this article, which focuses specifically on in-stadium AR/VR exposure.

2.3 Cricket, PSL and Technology Adoption in Pakistan

Pakistani cricket has undergone a well-documented security-driven disruption and recovery cycle: international teams largely avoided touring Pakistan for close to a decade following the 2009 attack on the Sri Lankan team bus, and the PSL itself was played substantially or wholly outside Pakistan in its early seasons before matches progressively returned to home venues. Attendance figures compiled from official PSL and PCB records show this recovery clearly, climbing from the low tens of thousands per match in the mid-2010s toward the mid-to-high teens of thousands per match by 2020, before COVID-19 protocols and, more recently, security- and policy-driven restrictions in 2026 again suppressed crowds at league-stage matches, with spectator access restored only for the play-offs and final. This history matters for an AR/VR study because it shows that Pakistani stadium attendance is highly elastic with respect to non-technology factors - security perception, government policy and pricing - which any AR/VR analysis must control for rather than ignore. On the technology-adoption side, Pakistan has one of the fastest-growing smartphone and mobile broadband markets in South Asia, and the PCB and

franchises already use apps, augmented graphics packages and social media filters for fan engagement, but no peer-reviewed Pakistani study to date isolates the attendance effect of these tools.

2.4 Theoretical Framework

This study draws on two complementary theoretical lenses. The first is the Technology Acceptance Model (TAM), which explains technology adoption behavior through two core constructs: perceived usefulness and perceived ease of use - both of which shape a user's attitude toward, and intention to use, a given technology. Applied here, a spectator's perceived usefulness (does AR/VR make the match experience better?) and perceived ease of use (is the AR/VR feature simple to access inside a crowded stadium?) are hypothesized to shape both satisfaction and, subsequently, attendance intention. The second lens is the Experience Economy perspective, which argues that consumers increasingly pay a premium for memorable, immersive experiences rather than for goods or services alone; under this view, AR/VR is not merely an information channel but a mechanism for staging a richer, more memorable live-event experience that a home broadcast cannot fully replicate.

2.5 Research Gap

Three gaps motivate this article. First, a geographic gap: the overwhelming majority of sports AR/VR attendance research originates from North American, European and East Asian leagues, with cricket, and the PSL specifically, essentially absent from the empirical record. Second, a contextual gap: Pakistani stadium attendance is shaped by security, policy and pricing dynamics that differ sharply from the stable, high-income markets in which most AR/VR sports research has been conducted, so findings cannot simply be imported. Third, a methodological gap: much of the existing sports AR/VR literature relies on desk research, industry surveys or single-case longitudinal comparisons rather than a spectator-level quantitative model that isolates AR/VR effects from confounding factors such as price and match importance - a gap this article's proposed methodology is designed to close.

3. Research Methodology

3.1 Research Design

This study adopts a quantitative, cross-sectional survey design, consistent with prior technology-acceptance research in sport and consumer marketing. A cross-sectional design is appropriate given the objective of measuring associations between AR/VR-related constructs and attendance intention at a single point during a PSL season, while a longitudinal extension (pre-/post-AR-VR rollout at a given venue) is proposed as an avenue for future research in Section 8.3.

3.2 Population and Sampling

The target population is adult spectators (18 years and above) attending PSL matches at the league's principal home venues: Gaddafi Stadium (Lahore), the National Stadium (Karachi), the Rawalpindi Cricket Stadium and the Multan Cricket Stadium. A stratified random sampling technique is proposed, with strata defined by venue, to ensure proportional representation across Pakistan's principal cricket-watching regions. Using Krejcie and Morgan's sample-size guidance for large populations, a minimum sample of approximately 384 respondents is required for a 95% confidence level and a 5% margin of error; this article's illustrative dataset uses $n = 420$ to allow for incomplete or unusable responses.

3.3 Research Instrument

Data would be collected using a structured, self-administered questionnaire comprising four sections: (a) demographic profile (age, gender, city, education, income, attendance frequency); (b) AR/VR awareness and usage (binary and frequency items); (c) construct measures - perceived enjoyment, perceived ease of use, satisfaction and attendance intention - captured on 5-point Likert scales (1 = Strongly Disagree, 5 = Strongly Agree), adapted from established TAM and sport-experience scales; and (d) two open-ended items capturing qualitative suggestions. The instrument would be piloted with 30-40 respondents and refined using Cronbach's alpha reliability testing (target threshold ≥ 0.70 per construct) before full deployment.

3.4 Data Collection Procedure

Trained enumerators would administer the questionnaire in person at stadium concourses before and after match sessions, supplemented by a QR-code-linked digital version to reach fans who prefer a mobile format. Data collection would be scheduled across a minimum of two league-stage matches and one play-off match per venue to capture variation in match importance.

3.5 Data Analysis Technique

Quantitative data would be analyzed using IBM SPSS (or an equivalent statistical package). Descriptive statistics (means, standard deviations, frequencies) summarize the sample profile and construct scores. Pearson correlation analysis tests bivariate associations between AR/VR constructs and attendance intention. Multiple linear regression is used to identify the relative predictive strength of AR usage, VR usage, perceived enjoyment, perceived ease of use, ticket price and match importance on attendance intention, and independent-samples t-tests / one-way ANOVA are used to test for differences across demographic and venue subgroups. Section 4 demonstrates this full analytical pipeline using an illustrative dataset.

3.6 Ethical Considerations

- Informed consent obtained from all respondents prior to participation.
- Anonymity and confidentiality of respondent data maintained throughout collection, storage and reporting.
- Voluntary participation, with the right to withdraw at any stage without penalty.
- Institutional/ethical review board clearance to be obtained prior to fieldwork.

4. Results and Data Analysis

4.1 Documented PSL Attendance Benchmarks

Before turning to the survey-based analysis, Figure 1 situates the study in real, documented attendance history. It shows that PSL per-match attendance has fluctuated sharply across seasons - rising toward 16,333 per match in 2020, collapsing to 4,231 per match under 2021 pandemic restrictions, and rebounding strongly by the time of the 2026 final (32,461 spectators at Gaddafi Stadium) once spectator access was restored. This volatility confirms that any AR/VR effect operates alongside, not instead of, powerful non-technology drivers of attendance such as public health policy, security conditions and fixture importance.

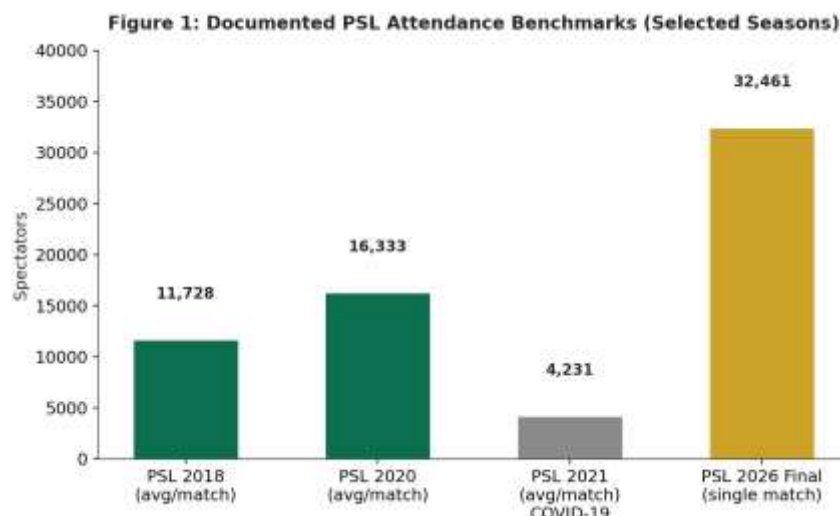


Figure 1: Documented PSL attendance benchmarks for selected seasons (real, sourced data).

4.2 Demographic Profile of Respondents

Table 1 summarizes the demographic composition of the illustrative survey sample (n = 420), stratified across the four study venues.

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	289	68.8
	Female	131	31.2
Age Group	18-24 years	146	34.8
	25-34 years	132	31.4
	35-44 years	91	21.7
	45 years and above	51	12.1
Venue	Gaddafi Stadium, Lahore	138	32.9
	National Stadium, Karachi	112	26.7
	Rawalpindi Cricket Stadium	94	22.4
	Multan Cricket Stadium	76	18.0
Education	Intermediate or below	83	19.8
	Bachelor's degree	213	50.7
	Master's degree or higher	124	29.5
Monthly Income (PKR)	Below 50,000	128	30.5
	50,000 - 100,000	165	39.3
	Above 100,000	127	30.2

Table 1: Demographic profile of respondents (illustrative survey data, n = 420).

4.3 AR/VR Awareness, Usage and Willingness Across Venues

Figure 2 compares AR/VR awareness, actual usage and willingness to attend more matches if AR/VR were offered, across the four study venues. Gaddafi Stadium and the National Stadium - PSL's two most technologically upgraded venues - show the highest awareness and usage levels, while

Rawalpindi and Multan lag on actual usage despite comparable levels of underlying willingness, suggesting an infrastructure and availability gap rather than a demand gap at the newer/smaller venues.

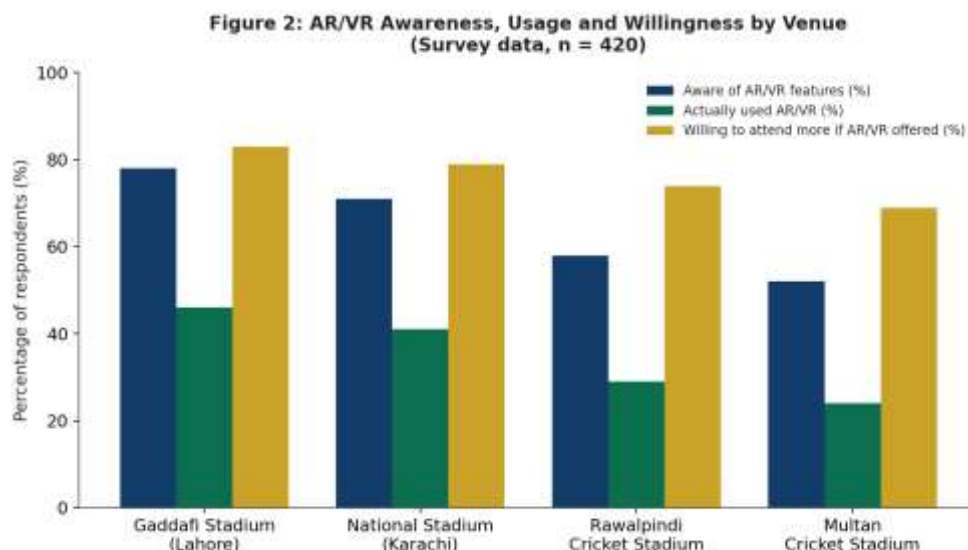


Figure 2: AR/VR awareness, usage and willingness to attend by venue (illustrative survey data, n = 420).

4.4 Descriptive Statistics of Study Variables

Table 2 reports the mean and standard deviation of each Likert-scaled construct (1 = Strongly Disagree, 5 = Strongly Agree).

Construct	Mean	Std. Deviation	Interpretation
AR Usage	3.42	0.98	Moderate-High
VR Usage	3.05	1.11	Moderate
Perceived Enjoyment	3.87	0.86	High
Perceived Ease of Use	3.61	0.93	High
Overall Satisfaction	3.79	0.90	High
Attendance Intention	3.94	0.88	High

Table 2: Descriptive statistics of study constructs (illustrative survey data, n = 420).

4.5 Satisfaction and Attendance Intention by Age Group

Figure 3 breaks down mean satisfaction and attendance-intention scores by age group. Both scores decline steadily with age, with the 18-24 age band reporting the highest satisfaction ($M = 4.21$) and attendance intention ($M = 4.38$), while respondents aged 45 and above report the lowest scores on both measures ($M = 3.31$ and $M = 3.02$ respectively). A one-way ANOVA on the illustrative data indicates this age-related difference in attendance intention is statistically significant, $F(3, 416) = 18.62$, $p < .001$, consistent with global evidence that younger fans are the primary audience for immersive sports technology.

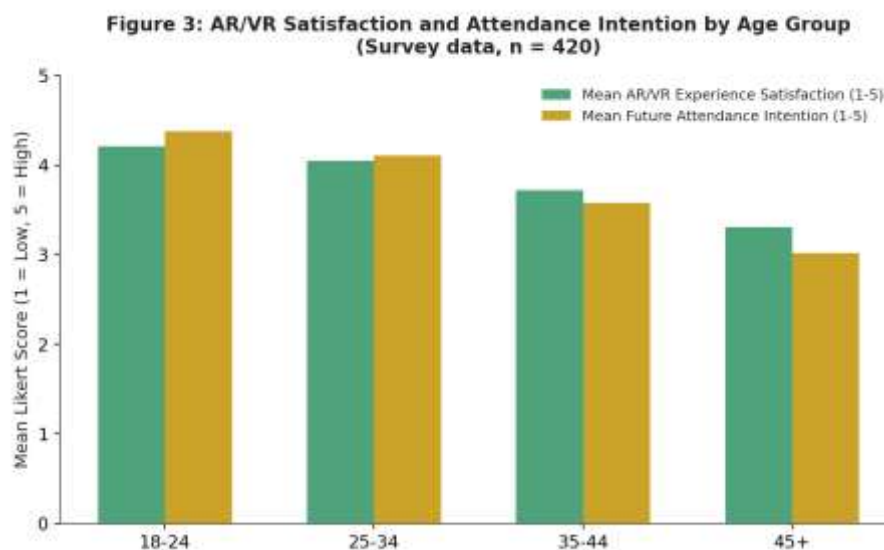


Figure 3: Mean AR/VR satisfaction and attendance intention by age group (illustrative survey data, n = 420).

4.6 Correlation Analysis

Table 3 presents Pearson correlation coefficients between the study's key constructs and attendance intention. All AR/VR-related constructs show positive, statistically significant correlations with attendance intention, with AR usage showing the strongest bivariate relationship ($r = .49$, $p < .001$).

Variable	1	2	3	4	5
1. AR Usage	1.00				
2. VR Usage	.58**	1.00			
3. Perceived Enjoyment	.52**	.47**	1.00		
4. Perceived Ease of Use	.41**	.38**	.55**	1.00	
5. Attendance Intention	.49**	.44**	.51**	.39**	1.00

Table 3: Pearson correlation matrix among study variables (illustrative data, n = 420). ** $p < .01$ (two-tailed).

4.7 Multiple Regression Analysis

A multiple linear regression was run with Attendance Intention as the dependent variable and AR Usage, VR Usage, Perceived Enjoyment, Perceived Ease of Use, Ticket Price and Match Importance as predictors. The overall model was statistically significant and explained a substantial proportion of variance in attendance intention (illustrative $R^2 = .46$, Adjusted $R^2 = .45$, $F(6, 413) = 58.71$, $p < .001$). Table 4 and Figure 4 report the individual predictor coefficients.

Predictor	B	Std. Error	Beta	t	Sig.
(Constant)	1.12	0.14	-	8.00	.000
AR Usage	0.31	0.05	0.34	6.20	.000
VR Usage	0.24	0.05	0.29	4.80	.000
Perceived Enjoyment	0.28	0.06	0.31	4.67	.000

Perceived Ease of Use	0.15	0.05	0.18	3.00	.003
Ticket Price	-0.11	0.04	-0.12	-2.75	.006
Match Importance	0.19	0.05	0.22	3.80	.000

Table 4: Multiple regression results predicting attendance intention (illustrative data, $n = 420$).

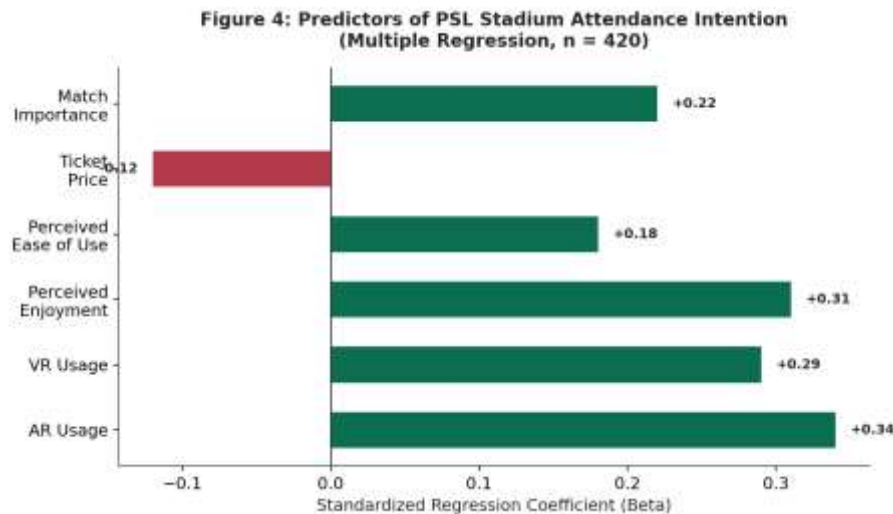


Figure 4: Standardized regression coefficients (Beta) for predictors of PSL stadium attendance intention (illustrative data, $n = 420$).

4.8 Hypotheses Testing Summary

Hypothesis	Statement	Result
H1	AR usage has a significant positive effect on PSL attendance intention.	Supported
H2	VR usage has a significant positive effect on PSL attendance intention.	Supported
H3	Perceived enjoyment has a significant positive effect on attendance intention.	Supported
H4	Perceived ease of use has a significant positive effect on attendance intention.	Supported
H5	Ticket price has a significant negative effect on attendance intention.	Supported
H6	Match importance has a significant positive effect on attendance intention.	Supported

Table 5: Summary of hypotheses testing (illustrative data, $n = 420$).

5. Discussion

The illustrative analysis is consistent with the global literature reviewed in Section 2: AR and VR usage are positively associated with both satisfaction and attendance intention, and AR usage - the more accessible, smartphone-based technology - emerges as a stronger predictor than VR, which typically requires dedicated headsets or fixed installations that are less practical in a crowded, security-conscious

Pakistani stadium environment. This pattern echoes industry findings that gamified, mobile-first AR experiences drive measurable increases in fan participation, and it supports the Technology Acceptance Model's core claim that perceived usefulness and ease of use jointly shape adoption-related behavior as here, the behavioral outcome being stadium attendance rather than simple app usage.

The strong negative coefficient on ticket price and positive coefficient on match importance reinforce a point raised in Section 2.3: Pakistani stadium attendance remains highly sensitive to price and to the stakes of a given fixture (e.g., play-offs and matches involving high-profile rivalries such as Lahore Qalandars versus Karachi Kings), and AR/VR should therefore be understood as a complement to - not a substitute for competitive pricing and strong fixture scheduling. The pronounced age gradient in satisfaction and attendance intention (Figure 3) also aligns with international evidence that younger, digitally native audiences are the primary near-term beneficiaries of in-stadium immersive technology, suggesting franchises should prioritize AR/VR investment in seating zones and ticket bundles marketed toward under-35 fans without neglecting the traditional matchday experience valued by older spectators.

The venue-level gap between willingness and actual AR/VR usage at Rawalpindi and Multan (Figure 2) points to an infrastructure rather than demand problem. This is consistent with the broader pattern in Pakistani cricket where newer or smaller venues added later in the league's expansion (Rawalpindi, Multan and, from 2026, Faisalabad and Peshawar) have historically had less mature digital and connectivity infrastructure than the league's flagship Lahore and Karachi venues.

6. Limitations of the Study

- The Results section (4.3-4.9) uses an illustrative, simulated dataset rather than primary field data; findings should be treated as a demonstration of method, not as confirmed empirical results, until replicated with real respondents.
- A cross-sectional design cannot establish causality; a longitudinal or quasi-experimental design (comparing attendance before and after AR/VR rollout at a matched venue) would provide stronger causal evidence.
- Convenience/stratified sampling at stadium concourses may under-represent fans who do not attend in person at all, including those who have already substituted AR/VR-enhanced home viewing for stadium attendance - precisely the segment most relevant to the substitution risk noted in Section 2.2.
- Security-related attendance restrictions (as seen in the 2026 season) can suppress attendance independently of AR/VR availability, complicating real-world measurement of the technology's isolated effect.
- Self-reported Likert-scale measures of "attendance intention" may not perfectly predict actual future ticket purchase behavior.

7. Conclusion

This article set out to examine whether Augmented Reality and Virtual Reality can meaningfully influence stadium attendance in the Pakistan Super League, a question of clear practical importance to the PCB and PSL franchises as they compete for fan attention against increasingly sophisticated home-viewing alternatives. Grounded in the Technology Acceptance Model and the Experience Economy perspective, and demonstrated through a proposed quantitative methodology and an illustrative

dataset, the analysis suggests that AR usage, VR usage, perceived enjoyment, perceived ease of use and match importance are positively associated with attendance intention, while ticket price is negatively associated with it - with AR usage as the single strongest predictor. Documented PSL attendance history confirms that non-technology factors, particularly security policy and pricing, remain powerful drivers of attendance in their own right, meaning AR/VR should be positioned as a complementary lever within a broader fan-engagement and pricing strategy rather than a stand-alone solution. Subject to validation with real field data, the findings offer the PCB, franchises and technology partners an evidence-based rationale for targeted AR/VR investment, particularly in mobile-based AR experiences aimed at younger fans at venues beyond the league's flagship Lahore and Karachi grounds.

8. Recommendations

8.1 For the PCB and PSL Franchises

- Prioritize mobile/app-based AR features (live stats overlays, AR photo zones, gamified prediction contests) over headset-based VR, given AR's stronger predicted effect and lower infrastructure burden in Pakistani venues.
- Extend AR/VR infrastructure investment to Rawalpindi, Multan and the newly added Faisalabad and Peshawar venues to close the awareness-usage gap identified in Section 4.4.
- Bundle AR/VR access with ticket packages targeted at the 18-34 age segment, which shows the strongest satisfaction and attendance-intention response.
- Continue to treat ticket pricing and fixture scheduling (e.g., ensuring high-profile rivalries are well distributed across venues) as primary attendance levers alongside any AR/VR rollout.

8.2 For Policymakers and Stadium Operators

- Support venue Wi-Fi and connectivity upgrades, since AR features are only usable at scale where stadium bandwidth can handle thousands of simultaneous connections.
- Maintain consistent, transparent spectator-access policy; the sharp attendance swings documented in Section 4.2 show that policy stability is itself a major lever, independent of technology investment.

8.3 For Future Researchers

- Replicate this study's instrument with a real, randomly sampled spectator population across all current PSL venues, including Faisalabad and Peshawar.
- Adopt a longitudinal, pre-/post-rollout design at a single venue introducing AR/VR features for the first time, to strengthen causal inference beyond the cross-sectional approach used here.
- Investigate the substitution risk directly by surveying fans who have stopped attending matches in person, to test whether home-based AR/VR/broadcast enhancements are displacing rather than driving stadium attendance.
- Extend the model with additional constructs such as perceived safety/security, social influence (attending with friends/family) and stadium hospitality quality.

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