

AI-DRIVEN DIGITAL MARKETING FOR ENHANCING USER EXPERIENCE PERSONALIZATION IN THE ESPORTS INDUSTRY

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ABSTRACT

This study examines the role of artificial intelligence (AI)-enabled digital marketing in personalizing the user experience and its impact on user engagement and loyalty in the esports industry. The rapid growth of this market has been driven by accelerated technological advancements and the increasing availability of digital platforms. Previous research indicates that AI technologies facilitate content hyper-personalization, thereby enhancing user engagement and fostering user loyalty. The study employed a quantitative research approach, with data collected through a closed-ended questionnaire administered to a sample of 253 respondents from Belgrade. The collected data were analyzed using IBM SPSS Statistics to examine the relationship between the degree of user experience personalization, user engagement, user loyalty, and the application of artificial intelligence in digital marketing. The findings indicate that AI-enabled digital marketing provides a high level of user experience personalization, which positively influences user engagement, strengthens user loyalty, and encourages repeated use of esports platforms. Given the limited body of research on the application of artificial intelligence in digital marketing within the esports industry, this study contributes to the existing literature by expanding current knowledge and offering practical recommendations for improving marketing strategies. The findings also have practical implications for managers, marketing professionals, and designers of esports platforms.

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PRIMENA VEŠTAČKE INTELIGENCIJE U DIGITALNOM MARKETINGU ZA UNAPREĐENJE PERSONALIZACIJE KORISNIČKOG ISKUSTVA U ESPORTS INDUSTRIJI

APSTRAKT

Ova studija analizira ulogu digitalnog marketinga zasnovanog na primeni veštačke inteligencije u personalizaciji korisničkog iskustva, kao i njegov uticaj na angažovanje i lojalnosti korisnika u industriji esporta. Ubrzani tehnološki razvoj i sve veća dostupnost digitalnih platformi značajno su doprineli rastu ovog tržišta. Dosadašnja istraživanja ukazuju na to da primena tehnologija veštačke inteligencije omogućava hiperpersonalizaciju sadržaja, čime se unapređuje angažovanje i lojalnost korisnika. Istraživanje je sprovedeno primenom kvantitativne metode, a podaci su prikupljeni anketnim upitnikom zatvorenog tipa na uzorku od 253 ispitanika iz Beograda. Dobijeni podaci analizirani su primenom statističkog softvera IBM SPSS Statistics kako bi se ispitala povezanost između stepena personalizacije korisničkog iskustva, angažovanja i lojalnosti korisnika i primene veštačke inteligencije u digitalnom marketingu. Rezultati istraživanja pokazuju da digitalni marketing zasnovan na primeni veštačke inteligencije omogućava visok stepen personalizacije korisničkog iskustva, što pozitivno utiče na angažovanje korisnika, povećava njihovu lojalnost i podstiče ponovno korišćenje esport platformi. Imajući u vidu ograničen broj istraživanja koja se bave primenom veštačke inteligencije u digitalnom marketingu u industriji esporta, ova studija doprinosi proširivanju postojećih naučnih saznanja i pruža smernice za unapređenje marketinških strategija. Dobijeni rezultati imaju praktični značaj za menadžere, stručnjake za marketing i dizajnere esport platformi.

Ključne reči: digitalni marketing zasnovan na primeni veštačke inteligencije, personalizacija korisničkog iskustva, esport platforme, angažovanje korisnika, lojalnost korisnika

Introduction

Esports refers to organized competitive video gaming conducted through digital platforms, including personal computers, gaming consoles, and online gaming environments (Xiao, 2020). Its rapid development has been driven by advances in digital technologies, improved internet infrastructure, and the growing social dimension of online gaming communities. One of the defining characteristics of the esports industry is the diversity of game genres, which include multiplayer online battle arenas (MOBAs), first-person shooters (FPS), real-time strategy (RTS) games, battle royale games, digital collectible card games, and sports simulations such as *FIFA* and *NFL* (Bousquet & Ertz, 2021).

Moreover, continuous technological innovation has expanded access to esports-related content through an increasing number of digital platforms and communication channels (Huettermann & Pizzo, 2022).

The global esports industry is expected to generate more than USD 5 billion in revenue by 2026. This rapid expansion is primarily driven by growing audience engagement, increasing sponsorship investments, and the rising popularity of professional gaming across diverse demographic groups. According to Statista (2026), the global esports market is projected to reach approximately 924.9 million users by 2030. As competitive gaming continues to attract millions of users worldwide, digital marketing has become an essential driver of industry growth. Digital platforms provide organizations with unique opportunities to reach highly connected esports audiences and establish more effective forms of communication and interaction (Baltezarević et al., 2023).

The continued expansion of the esports industry has encouraged companies to increasingly incorporate digital gaming into their marketing strategies as a means of engaging consumers (Berger et al., 2018). The financial sustainability of the industry has been further strengthened by sponsorship agreements with multinational corporations that recognize esports as an effective channel for reaching younger audiences. Revenue generation within the esports ecosystem relies on multiple sources, including advertising, media rights, sponsorships, ticket sales, merchandising, and digital content, reflecting the complexity of contemporary esports business models (Freitas et al., 2021).

Social media platforms have played a central role in the global expansion of esports by enabling unrestricted access to digital content regardless of geographical location (Jenny et al., 2017). Originally focused primarily on competitive gaming, game-streaming platforms have evolved into comprehensive digital ecosystems that include a broad spectrum of game genres, content creators, and audiences. Today, platforms such as Twitch host not only competitive esports events but also indie games, single-player titles, experimental games, and a wide variety of entertainment content (Young & Wiedenfeld, 2022). Large-scale esports tournaments broadcast through television and online streaming services provide companies with valuable opportunities to promote their brands. According to research conducted by Twitch, approximately 90% of esports fans are able to identify at least one non-endemic sponsor, highlighting the exceptionally high level of audience engagement and brand awareness within the esports community (Murphy, 2018).

Artificial intelligence (AI) has become one of the key technologies driving the digital transformation of contemporary marketing. Its ability to analyze large

volumes of data enables organizations to better understand consumer behavior, optimize marketing strategies, and deliver highly personalized user experiences (Chintalapati & Pandey, 2022). The integration of generative AI into digital marketing has further enhanced these capabilities by enabling real-time content adaptation and advanced personalization, thereby strengthening user engagement. Technologies such as machine learning (ML), predictive analytics, and automated content generation provide organizations with new opportunities to improve customer experiences while simultaneously increasing marketing effectiveness (Akbari et al., 2024). As Davenport et al. (2020) emphasize, AI-supported marketing strategies provide real-time insights into consumer behavior, allowing marketers to continuously optimize their campaigns and respond more effectively to changing user preferences.

The gaming industry encompasses a broad range of segments, including online, mobile, PC, console, cloud-based, and serious games. Consequently, understanding the factors that influence consumer behavior within esports has become increasingly important. Previous research suggests that flexibility, accessibility, and entertainment value represent some of the primary motivations for engaging with digital games during leisure time. In addition, gaming experiences often evoke strong emotional responses, contributing to prolonged user engagement (Charraud & Widell, 2019). As AI technologies continue to evolve, marketing strategies have shifted from broad, mass-oriented approaches toward highly personalized, customer-centered communication focused on individual user preferences (Chintalapati & Pandey, 2022). These developments are particularly evident within the esports ecosystem, where artificial intelligence and machine learning technologies are increasingly used to deliver personalized gaming experiences that enhance user immersion and engagement (Sivatckaia, 2024).

Despite the growing body of research on digital marketing and artificial intelligence, relatively few studies have examined their combined influence on the personalization of user experience, user engagement, and user loyalty within esports platforms.

The study was designed as an exploratory quantitative investigation aimed at examining users' perceptions of the relationships between the application of artificial intelligence in digital marketing, user experience personalization, user engagement, and user loyalty on esports platforms. Consequently, the findings should be interpreted as reflecting respondents' perceptions rather than providing evidence of causal relationships among the observed constructs.

In this framework, it is particularly important to analyze how modern digital technologies shape the user experience and behavior patterns on esports

platforms. Special focus is placed on the role of artificial intelligence in the content personalization process, as well as on its possible impact on the level of user engagement and loyalty. The aim of this paper is to examine the impact of digital marketing based on artificial intelligence on the personalization of user experience, user engagement and their loyalty on esports platforms. Accordingly, the paper considers the following research questions:

RQ1: How does the implementation of AI-driven digital marketing affect the level of user experience personalization in the esports ecosystem?

RQ2: Does user experience personalization increase user engagement on esports digital platforms?

RQ3: Does increased user engagement affect user loyalty and the intention to reuse esports platforms?

Literature review

According to Noble and Mende (2023), artificial intelligence (AI) has become widely acknowledged as a disruptive force capable of transforming entire industries and bringing about major changes in business practices. The use of AI in marketing strategies has evolved from a specialised technology tool. Given this, the global market earnings from the use of AI in marketing are expected to surpass 107 billion dollars by 2028, having reached roughly 47 billion dollars in 2025. The growth in use of data-driven automation and personalisation tools is changing not only how businesses approach marketing but also how consumers interact with brands throughout the marketing landscape (Guttman, 2026).

Ziakis and Vlachopoulou (2023) assert that as AI has emerged as a revolutionary force in digital marketing, it is imperative that stakeholders understand its implications. By automating the creation of text, image, audio, and video material, generative AI improves efficiency and is essential for addressing a variety of audiences. For example, AI-driven solutions free up marketers' time for strategic innovation by streamlining duties like social media updates, email newsletters, and blog writing (Haleem et al., 2022). In digital marketing, artificial intelligence refers to the application of AI technologies like machine learning (ML), natural language processing (NLP), and big data analytics to improve marketing performance, comprehend consumer behaviour, and provide highly personalised content. This development enables marketers to automate procedures and make data-driven choices, which boost productivity and cut expenses. Reports show that 51% of marketers currently utilise AI as a tool, and over 27% want to include it into their marketing strategy during the next two years (NamaalT, 2026).

A comprehensive understanding of the target audience, the creation of relevant content, and the effective use of digital platforms are the three basic

foundations of any successful esports marketing strategy (Esiri, 2022). In terms of digital marketing, the esports industry sets itself apart from traditional sports by interacting directly with fans on platforms they frequently use, like social media sites like X and Instagram, streaming services like Twitch and YouTube, and fan-oriented forums like Reddit and Discord (Macey et al., 2022). On a daily basis, these platforms serve as hubs for gamers to share ideas, opinions, strategies, and content. Digital marketers employ consumer engagement preferences and behaviours on these online platforms to enhance their ads and give gamers and esports fans highly targeted personalised experiences (Esiri, 2022). Human-computer interaction, data mining, and machine learning (ML) are just a few of the marketing research projects that use the broad notion of personalisation (Zanker et al., 2019). In the context of marketing, personalisation usually refers to a customer-focused approach intended to provide the correct message to the right client at the right time (Dangi & Malik, 2017). This improves consumer engagement with the company by allowing a chatbot to tailor its personality to the user's (Mende et al., 2023).

Marketers employ AI-powered solutions for social media management and analytics, sentiment analysis, and brand monitoring to create more personalised and adaptable marketing strategies (Kumar, 2021). AI-personalised campaigns to the requirements and tastes of clients allows for stronger and more productive interactions (Tiautrakul & Jindakul, 2019). Since consumers frequently react favourably to companies that comprehend their demands and preferences, the improved personalisation and predictive capabilities provide a more engaged and loyal client base (Arora et al., 2021). Furthermore, response language models can be used to train chatbots to predict a customer's personality throughout a discussion (Fan et al., 2023).

AI algorithms analyse environmental and user data in an Extended Reality (XR) setting to modify the XR experience in real time (Barrera & Shah, 2023). The XR experience can be personalised by AI-driven machine-learning algorithms based on the user's activities, preferences, or previous behaviour (Yoo et al., 2023). It is particularly crucial for the esports industry, which is progressively incorporating such immersive technologies into digital games.

This AI feature does more than just improve immersion. By keeping players from disengaging, it directly improves player retention and revenue. These algorithms predict preferences and suggest personalised experiences based on player data, including purchase history, session duration, and behavioural tendencies. Promotions can be customised to the specific gameplay setting in addition to player type. These developments are especially important for creating large-scale multiplayer environments, where there is a great need for original, constantly updated material (Owen, 2026). Nearly 60% of consumers claim that personalised engagement based on prior encounters is essential to

their continued business, according to Sender. This demonstrates the substantial impact that personalisation may have on consumer choices. Additionally, 80% of players actively seek out personalised experiences, according to ICE (Dos Remedios, 2024).

AI uses in esports broadcasts include real-time overlays, automated camera control, and personalised viewing, all of which spectators believe to be very beneficial features that enhance the viewing experience. With the ability to alter the perspective, view real-time statistics, and engage in AI-powered prediction games, the audience in this situation is no longer merely a spectator but rather an active participant. Higher fan loyalty and improved platform engagement metrics, which are crucial for both broadcasters and advertisers, could result from this participatory paradigm (Kugler, 2022). Additionally, generative artificial intelligence (GenAI) is very adaptable and may be refined to identify novel patterns. This can give teams the chance to develop personalised items based on the unique tastes of their supporters and distribute them on a large scale. This unparalleled degree of personalisation can give each fan a unique set of entertainment possibilities while also giving businesses chances to increase revenue (Pwc, n.d.). Microsoft's Copilot for gaming, which made its debut in 2024, is a real-time assistant that keeps an eye on games and gives players customised feedback based on their performance and behaviour, such as strategies, tutorials, or recommendations. Its latest version, Muse, offers generative gameplay with AI that can quickly build in-game items or change environments to match player skill advancement. These kinds of personalised systems greatly boost revenue and retention. AI-enabled personalisation may boost player retention by up to 30%, according to the study. Studios may increase player longevity, lower attrition, and improve brand loyalty by providing a personalised experience (Owen, 2026).

With previously unheard-of levels of personalisation and knowledge, AI is completely changing how game companies interact with competitive players. Esports companies can produce more engaging content, build stronger communities, and accelerate the expansion of competitive gaming by adopting AI-driven segmentation and targeting strategies (Marketing Link AI, 2025).

AI is being embraced by creators and gamers to expand their audience and improve gaming. In order to scale their personality, time, and efforts across branded channels with original content, creators aim to create active communities on platforms such as YouTube, Twitch, and Instagram. For instance, Jacksepticeye produced a number of films utilising Cloakzy, an AI assistant, to interact with viewers and respond to frequently asked questions. Views and subscribers increased as a result of this AI innovation. Therefore, marketers should prioritise transparent solutions that allow smooth

integration into the existing tech stack when choosing AI technologies specifically for the esports community. Fans will be able to mix together single sequences, visuals, music, and transitions for curated types of material thanks to custom features, which will increase fan interaction (Vinayak, 2023).

For broadcasting, it is essential to comprehend the needs of the audience. Years of experience accumulated through trial and error are needed to create the ideal display. Fortunately, AI is able to discern the demands and habits of the viewer by analysing those years of content. AI-powered esports programs will therefore draw huge audiences. AI systems are able to forecast which broadcasting aspects will pique viewers' interest based on collected data. As a result, teams who promote tournaments and leagues can make appropriate plans and develop fresh approaches to increase viewing and engagement with their AI-advised material (Kostic, 2021). According to a number of studies, co-creating content in virtual worlds increases consumer engagement and strengthens brand interaction across a range of advertising platforms (Ahmad et al., 2025). This explains why the esports business is becoming more and more popular among international corporations who perceive a great marketing potential to target this market.

It is commonly recognised that hedonic motivation, or the desire for pleasure, drives people to engage in leisure activities (Vorderer et al., 2004). This finding suggests that spectators' enjoyment of the sport has a significant impact on how they perceive esports. This emphasises how important it is for esports management and marketers to boost the entertainment value of esports content in order to boost positive attitudes and engagement (Belk, 2014). Additionally, novel studies indicates that the use of anthropomorphic, lifelike avatars on virtual platforms may increase customer purchase intentions and brand engagement (Gulan et al., 2025). In order to provide customers with immersive experiences and increased brand interaction on various platforms, these personalised ads are mainly intended to evoke emotions and cognitive appraisal (Boccalini et al., 2025).

The use of AI in fan engagement is a significant shift that combines new content concepts with personalisation. AI makes it possible to connect with more people worldwide, and personalised material that transcends linguistic and cultural boundaries makes AI fan interaction a powerful tool for creating a global community. However, as AI transforms the way fans participate, it's critical to consider protecting personal data. Building trust requires striking a balance between privacy and personalisation (Chen, 2025).

Numerous studies have found a significant relationship between loyalty and satisfaction. Customers' assessment of a product or service's real performance

and their emotional reaction after using it are referred to as customer satisfaction (Harzaviona et al., 2020). According to Rusnaini et al. (2024), consumers' immediate satisfaction and long-term willingness to interact with a brand are impacted by the incorporation of elements such as improving emotional identification through compelling brand stories and fostering connections and a sense of belonging among consumers through the social attributes of game intellectual properties.

Participating in live esports tournaments creates an immersive experience that strengthens emotional bonds with the competitors, sponsors, and event itself. By enabling spectators to experience thrilling moments and emotional highs alongside like-minded supporters, live attendance promotes fan loyalty to the event, teams, and sponsors (Kim et al., 2019). Furthermore, these emotional reactions that create strong brand connections can promote long-lasting loyalty through affective accumulation (Habachi et al., 2024).

Websites like Twitch and YouTube offer a personalised and captivating viewing experience for live esports events, which also boosts brand loyalty. By actively engaging with the content, viewers can establish an emotional connection with the participants, events, and supporting companies. This could lead viewers to connect sponsored companies with the esports content they like (Teal et al., 2020). For advertising and sponsorship to be successful, it is essential to comprehend the function that emotional connection plays in creating and maintaining ties between fans and teams. Instead of just providing transactional benefits, successful sponsorship loyalty programs frequently emphasise emotional loyalty by utilising shared values or memories. However, outside factors like technology, changing consumer tastes, and the introduction of next-generation loyalty programs are also continuously redefining fan loyalty (Euromonitor, 2024).

Furthermore, Zhu et al. (2016) claim that online game player loyalty is influenced by esports player satisfaction and service quality. Variations in game features, flow experiences, and game design components are additional determinants (Su et al., 2016). Reuse intention has been found to be significantly influenced by consumer satisfaction, according to empirical research. As a result, companies have prioritised customer satisfaction in order to increase customer loyalty (Tseng & Wang, 2013).

Personalized games bring numerous business benefits: players feel valued and understood, which strengthens the bond with the platform; it increases engagement through timely rewards and relevant recommendations, improves user satisfaction because they easily get the desired content, and at the same time encourages loyalty. When players feel truly cared for, they are more likely to become devoted supporters (Dos Remedios, 2024).

From the review of the literature, a clear sequence of interdependence of key concepts can be seen: the application of AI in digital marketing enables a strong personalized user experience, which directly encourages user engagement, and indirectly strengthens their loyalty and desire to use esports platforms again. Based on the previous findings, the following figure shows a conceptual model of the research and links the key concepts: AI-driven marketing, personalization of customer experience, engagement and loyalty.



Figure 1. Conceptual model of the relationships between AI-driven digital marketing, user experience personalization, user engagement, and user loyalty in the esports ecosystem

Source: Authors' own elaboration

Data and Methodology

Based on the analysis of the relevant literature, three key research questions are defined in this paper.

RQ1: How does the implementation of AI-driven digital marketing affect the level of user experience personalization in the esports ecosystem?

RQ2: Does user experience personalization increase user engagement on esports digital platforms?

RQ3: Does increased user engagement affect user loyalty and the intention to reuse esports platforms?

Before starting the empirical research, a closed-ended questionnaire was created with statements that respondents were allowed to express on a Likert scale of agreement/disagreement (1-5).

The questionnaire was constructed based on a review of relevant scientific literature in the field of digital marketing, application of artificial intelligence and user behavior in the esports environment. Bearing in mind the exploratory character of the research, the questions were formulated in such a way as to include the respondents' perceptions of the key researched phenomena, and not as validated multi-item scales intended to measure latent constructs.

The questionnaire was distributed electronically to respondents using a database of contacts from various public institutions in Belgrade. A total of 253 completely and correctly filled questionnaires were collected in the research.

All data were processed using SPSS software. Descriptive statistics and correlation analysis were used to examine the relationships between the variables and to test the proposed research hypotheses.

As for the demographic characteristics of the respondents, we determined that the survey included 139 (54.9%) male and 114 (45.1%) female respondents. The age structure of the respondents ranges from 18-25 years to 56-65 years. The most represented category of respondents aged 26-35 years (30.4%) and the least number of respondents aged 56-65 years (9.5%).

The educational structure of the respondents is shown in Table 1.

Table 1. Educational structure of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary education	3	1.2	1.2	1.2
Secondary education	73	28.9	28.9	30.0
Higher vocational education/Bachelor's degree	103	40.7	40.7	70.8
Master's degree	56	22.1	22.1	92.9
Doctoral degree / PhD	18	7.1	7.1	100.0
Total	253	100.0	100.0	

From Table 1, it can be seen that the majority of respondents have a higher vocational education / bachelor's degree.

To answer RQ1, we formulated H1.

H1: The use of AI in digital marketing increases the likelihood of a personalized user experience.

To test H1, we examined the following variables:

Q1. Do you agree that digital marketing should utilize AI?

Q2. Do you agree that AI enables a personalized user experience?

To answer RQ2, we formulated H2.

H2: A higher degree of personalized experience leads to increased engagement on esports digital platforms.

To test H2, we examined the following questions:

Q3. Do you agree that esports players prefer a personalized experience?

Q4. Do you agree that users who recognize a personalized experience are more engaged on esports digital platforms?

To answer RQ3, we formulated H3.

H3: Increased user engagement leads to higher user loyalty and intention to reuse esports platforms.

To test H3, we examined the following questions:

Q5. Do you agree that user engagement on digital platforms has increased?

Q6. Do you agree that users of esports platforms are loyal and intend to use the platforms again?

Before proceeding with the verification of the set hypotheses, we checked the internal agreement of the scale composed of the variables we selected for testing the hypotheses.

We checked the scale's agreement by applying Cronbach's Alpha. We found a high level of scale consistency ($\alpha = .896$), even though the number of variables on the scale was relatively small.

Due to the small number of variables, we calculated the mean value of the correlation between each pair of values. The optimal mean value of the correlation between pairs of values on the scale is between 0.2 and 0.4.

Table 2. Mean correlation values			
	Mean	Std. Deviation	N
Q1	3.30	1.126	253
Q2	3.49	1.240	253
Q3	2.81	1.229	253
Q4	3.31	1.159	253
Q5	3.36	1.186	253
Q6	3.24	1.084	253

Table 2 shows that the mean value of the selected variables in our case ranges from 2.81 to 3.49.

Results and discussion

Testing the set hypotheses provided us with the following results:

By testing H1, we got the following result: $\chi^2 (16,1) = 328.768a$, $p < 0.01$.

The Pearson correlation coefficient $r = .542$ confirms a strong positive correlation between the examined variables. The Spearman rank correlation value is $Rho = .542$.

These findings support H1 and indicate a statistically significant association between the observed variables, providing an answer to RQ1.

Testing H2 yielded the following result: $\chi^2 (16,1) = 355.013, p < 0.01$.

The Pearson correlation coefficient, $r = .585$, confirms a high positive correlation between the variables under investigation. The Spearman rank correlation value is $Rho = .539$.

These results confirm the validity of H2 and provide an answer to RQ2, indicating that a personalized user experience increases engagement on esports digital platforms.

Testing H3 yielded the following result: $\chi^2 (16,1) = 132.950a, p < 0.01$.

The Pearson correlation coefficient $r = .491$ confirms a strong positive correlation between the tested variables. The Spearman rank correlation value is $Rho = .445$.

These findings support H3 and indicate a statistically significant association between the observed variables, providing an answer to RQ3.

Conclusion

The research findings highlight the key role of artificial intelligence in modern digital marketing practices within the esports industry. The obtained data show that the inclusion of AI technologies in digital marketing strategies significantly improves the degree of personalization of the user experience on esports platforms. Thanks to such an approach, platforms can more precisely recognize the interests and needs of users, which positively reflects on the level of their engagement and interaction with the content.

The results of this research should be interpreted bearing in mind its exploratory character. The obtained findings indicate the existence of statistically significant connections between the observed phenomena, but based on the applied methodology, definitive conclusions about their cause-and-effect relationships cannot be made. Confirmation of such relationships represents a possible direction of future research using more complex research models.

The obtained results also indicate that a greater degree of personalized user experience positively affects the level of user engagement on digital esports platforms. When users identify content that is tailored to their interests and behavior patterns, it leads to greater engagement on the platform, increased dwell time, and greater willingness to participate in various digital activities.

Further analysis shows that increased user engagement has a significant impact on their loyalty and intention to use esports platforms again. In this way, the interdependence between the application of AI in digital marketing, the personalization of the user experience, the engagement of users and their long-term loyalty is confirmed.

The results of the research have significant practical implications for managers, marketing experts and designers of esports platforms, because they indicate the importance of applying AI technologies in order to improve the user experience

and develop long-term relationships with users.

The research has certain limitations, primarily with regard to the sample that included respondents from the territory of Belgrade, as well as the relatively limited number of observed variables. Future research could include a wider geographic sample and additional factors that influence user behavior in the esports ecosystem, in order to gain a more comprehensive insight into the role of artificial intelligence in digital marketing.

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