

Building on theory on customer- and fan engagement, this thesis sets out to explore the nature of fan engagement in the Swedish elite football ecosystem. In light of the increasing interconnectedness of elite football, and the intensified commercialisation of the game, this thesis surveys 4331 fans of Swedish elite football and make several implications to both theory and practice.

Among others, by going beyond the dyad of the team-fan-relationship, as well as beyond just one type of engagement platform, this thesis amplifies the collective and social nature of being a fan in modern elite football. In addition, through the studies included, this thesis nuances our understanding of the influence of commercialisation on fans, by analysing the understudied context of men's and women's football in Sweden.

For practitioners in this sector, this dissertation shows the importance of fostering fan-to-fan interactions and ensuring that virtual engagement platforms are facilitated accordingly.

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