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The glocalisation of sports: a study of the influence of European Football Leagues on Nigerian society

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Abstract

Nowadays, the commercialisation, internationalisation and brand images of football clubs are vital. This paper examines the globalisation and glocalisation of football and its influence on culture and society (a glocal response). Following an ethnography approach and a qualitative method, it articulates European Football Leagues brand internationalisation and evaluates its positive and negative effects on Nigerian society. It evaluates the impact on Nigerians (African largest economy and most populous nation) via a study of 50 participants made up of community football managers, managers of football viewing centres and football fans. Our findings reveal the connection of football with booming hospitality and a culture which has positive and troubling relationships. There is fan faithfulness, devotion and allegiance that creates a culture of identity, religion and sense of belonging. At the same time, there are negative impacts such as a betting culture and online gambling which have devastating effects, especially on young people.

Keywords

[glocalisation of sports](#), [globalisation of football](#), [glocal response](#), [European Football Leagues](#), [Nigerian football fans](#)

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Keywords

- **glocalisation of sports**
 - **globalisation of football**
 - **glocal response**
 - **European Football Leagues**
 - **Nigerian football fans**
-

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