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# The impact of professional athlete backers on brand value

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The purpose of this research is to measure the impact of professional athlete supporters on the brand value of the product. The present study is a descriptive one and is applicable in terms of its purpose. In terms of collecting data, you also know. A tool for collecting data was a questionnaire (Randall Tile, Prashad, Alonen, Minisota), which included 28 questions for measuring the total variables of the research. Five variables were also used to measure the variables. Validity of the questionnaire was verified by professors and experts and its reliability was confirmed by Cronbach's alpha ( $\alpha$ )

**Keywords :** Key words: sports professional, pioneer, brand, sporting goods

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