



# **CELEBRITY ENDORSEMENT AND ITS IMPACT ON MARKETING PERFORMANCE: AN ANALYTICAL STUDY OF THE OPINIONS OF A SAMPLE OF MANAGERS AT ASIACELL COMPANY – IRAQ**

**Abdullah Mohammed Moubarak Ali & Prof. Dr. Mutaz Salman Abdulrazzaq**

Business administration / Al-Iraqia University - College of Administration & Economics - Department of Business Administration, Baghdad - Iraq

Email: [abdullahmma1991@gmail.com](mailto:abdullahmma1991@gmail.com)  
[mutazsalman1969@gmail.com](mailto:mutazsalman1969@gmail.com)

<b>Article history:</b>	<b>Abstract:</b>
<b>Received:</b> 8 <sup>th</sup> June 2025	This research aims to examine the impact of celebrity endorsement on the marketing performance of Asiacell Telecommunications Company in Iraq. The research problem lies in Asiacell's inability to achieve the desired level of marketing performance compared to telecommunications companies at both regional and global levels. Although celebrity endorsement is considered an innovative marketing strategy, its direct impact on the company's marketing performance has not been sufficiently studied in the Iraqi market. Therefore, this research seeks to fill that gap and provide scientific insights that support the development of marketing strategies and enhance the company's competitive position.
<b>Accepted:</b> 6 <sup>th</sup> July 2025	The researchers adopted the descriptive-analytical approach and utilized the questionnaire as the primary tool for data collection. The study was guided by main hypotheses tested using statistical software programs: (SPSS V.28), (AMOS v.26), and (Smart PLS v.4), to explore the correlation and impact relationships between the research variables. Data were collected from a purposive sample of senior and middle management officials at the targeted company, with a total of (98) respondents included in the statistical analysis. One of the key findings of the research is that Asiacell's management, at all administrative levels, shows considerable interest in the variable of celebrity endorsement, adopting it as one of the indirect promotional tools within its marketing strategies. The study revealed a significant positive correlation and impact of celebrity endorsement on the company's marketing performance. Based on these findings, the research presented several recommendations, most notably the need to invest in celebrity endorsement techniques within appropriate contexts to naturally enhance brand image.

**Keywords:** Celebrity endorsement, Marketing performance, Asiacell Telecommunications Company in Iraq.

## **INTRODUCTION**

Business organizations, regardless of their nature or objectives, face increasing challenges and complex conditions due to the rapid changes in the business environment, intense competition, and continuous technological developments. It has therefore become essential for these organizations to keep pace with such transformations by developing their capabilities and striving for outstanding performance that enables them to maintain a sustainable competitive position in the market.

Celebrity endorsement has emerged as one of the indirect marketing strategies that rely on suggestion and implicit influence. It conveys promotional messages in a subtle and spontaneous manner without directly revealing advertising intentions to the customer. The effectiveness of this strategy stems from its ability to overcome the audience's traditional resistance to advertisements by leveraging the public image of celebrities and the trust they command. Marketing recommendations are presented in a non-traditional style, often embedded within natural contexts, which grants the message greater acceptance and credibility. The growing use of digital and social media further enhances the effectiveness of this type of marketing, as these platforms provide flexible environments through which promotional messages can be conveyed smoothly and indirectly.

The variables of this study were carefully selected, as celebrity endorsement is considered a significant topic in the field of marketing due to its influential role in affecting customer behavior and strengthening brand attachment. On the other hand, improving marketing performance is a strategic objective pursued by most business organizations, as it represents a key indicator of an organization's efficiency and its ability to compete in the market.



This study is divided into four main sections: the first section addresses the research methodology, the second presents the theoretical framework, the third focuses on the practical aspect, and the fourth includes the conclusions and recommendations reached by the researchers.

## **SECTION 1: RESEARCH METHODOLOGY**

### **1. Research Problem**

The research problem lies in Asiacell's inability to achieve the desired level of marketing performance when compared to telecommunications companies at the regional and global levels. Based on this, a key question arises regarding the extent to which the company can adopt stealth and appealing marketing methods, such as celebrity endorsement, and whether this approach can genuinely contribute to enhancing its marketing performance. Accordingly, the study seeks to explore the nature of the relationship between adopting celebrity endorsement as a promotional strategy and its impact on the company's level of marketing performance. The main research questions are formulated as follows:

- To what extent does Asiacell currently operate according to the concept of celebrity endorsement?
- How clear is the importance and purpose of celebrity endorsement to Asiacell?
- To what extent is there a correlation between celebrity endorsement and Asiacell's marketing performance?
- What is the impact of employing celebrity endorsement on improving Asiacell's marketing performance?

### **2. Research Significance**

The significance of this research is highlighted through the following points:

- Introducing the importance of the concepts of celebrity endorsement and marketing performance to the management of contemporary organizations.
- Assisting in identifying the latest developments in the marketing field, thereby enabling companies to keep pace with rapid changes in the business environment.
- Revealing untapped opportunities in indirect marketing, which allows companies to excel in competitive markets and improve their performance.
- Encouraging current business organizations to enhance their marketing performance through the adoption of unconventional strategies, such as celebrity endorsement.

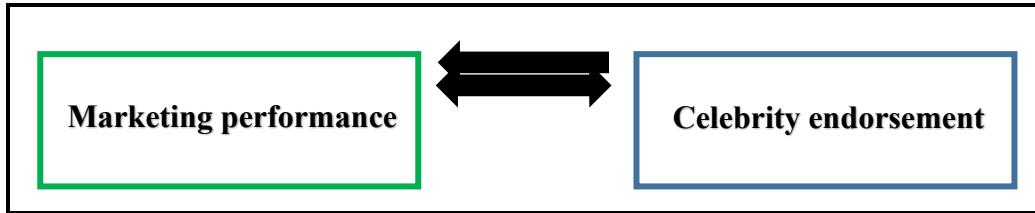
### **3. Research Objectives**

This research aims to:

- Test the correlation and impact relationships between the study's two variables: celebrity endorsement and marketing performance.
- Assess the effectiveness of using celebrity endorsement as a strategy to enhance marketing performance.
- Identify the extent to which the concept of celebrity endorsement is currently adopted by business organizations.
- Provide a set of recommendations and suggestions to help face the intense competition in today's business markets.

### **4. Research Hypothetical Framework**

Based on the research problem, significance, and objectives, the hypothetical framework of the study has been designed and is illustrated in Figure (1).



**Figure (1)** Research hypothetical framework

**Source:** Authored by the Researchers.

### **5. Research Hypotheses**

To achieve the objectives of the study, the following hypotheses have been formulated:

- **Main Hypothesis 1:** There is a statistically significant correlation between celebrity endorsement and marketing performance.
- **Main Hypothesis 2:** There is a statistically significant impact of celebrity endorsement in marketing performance.

### **6. Research Population and Sample**

Asiacell, a leading mobile telecommunications company in Iraq, was selected as the focus of this study due to its strong presence in the Iraqi telecom market. The company's headquarters in Baghdad was chosen as the research field. The researchers conducted field visits to the company and collected data from senior and middle management as a purposive (intentional) sample for the study. The prepared questionnaire was distributed to this purposive sample, consisting of



(105) participants from both senior and middle management. A total of (98) questionnaires were retrieved, while (7) were not returned. Thus, the final sample size used in the statistical analysis was (98) participants.

The responses were tested for validity and reliability before proceeding with statistical analysis. The analysis was conducted using the following statistical software: (SPSS V.28), (AMOS V.26), and (Smart PLS V.4). The results of the analysis were then interpreted to test the research hypotheses and to draw conclusions and recommendations based on the findings.

## **7. Methods and Data Collection**

- **Theoretical Framework:** In the theoretical part of the study, the researchers relied on a wide range of both Arabic and foreign sources, including books, academic journals, previous studies, master's theses, doctoral dissertations, in addition to electronic resources available on the Internet.
- **Practical Framework:** The primary data collection tool used in this research was a questionnaire, which was carefully designed based on the theoretical framework. The questionnaire included a demographic section in addition to two main axes: celebrity endorsement and marketing performance. The researchers also conducted personal interviews with several members of the research sample, which provided access to preliminary insights that helped in precisely formulating and diagnosing the research problem. This process served as a foundation for identifying the study variables and formulating the research hypotheses.

## **SECTION 2: LITERATURE REVIEW**

### **1. CELEBRITY ENDORSEMENT**

The use of celebrity endorsement as a strategy began in the late 19th century and expanded from promoting traditional products to encompassing various fields of marketing communication (Knoll & Matthes, 2016: 2). According to (Al-Taie & Al-Ameedi, 2017: 168), the marketing world has witnessed significant transformations that have made celebrities an effective and indispensable marketing tool. Celebrities are seen as symbols of success and attractiveness, which gives them a strong ability to influence consumer behavior. Due to their widespread popularity, they can reach broad audiences and directly affect their purchasing decisions. Celebrity endorsement is defined as promoting a brand through a well-known public figure, aiming to raise brand awareness by using familiar individuals to influence consumer purchasing behavior and brand adoption (Moodley & Machela, 2022: 80). It is widely employed by marketers to enhance brand image (Febrian & Fadly, 2021: 209). According to the study by (Kesumahati & Febrianti, 2022: 292), celebrity endorsement is more effective than other strategies in increasing brand awareness. The strategy was used to raise purchase intention for local skincare products. Moreover, the study by (Vidyanata, et al., 2022: 404) demonstrated that celebrities can attract consumer attention through social media platforms, making them one of the most effective marketing strategies. The study by (Salamah, 2024: 30) points out that celebrity endorsement has become a popular and effective approach. Celebrity support for a particular product is used in advertisements to attract customers and stimulate their responses. It is one of the most widely used techniques in product promotion. Furthermore, the findings of (Mohan, 2025: 102) show that advertisements featuring celebrities have a positive influence on customers' purchase intentions. The study also suggests that customers tend to imitate the celebrities they follow, which enhances brand credibility. Additionally, using celebrities in advertisements contributes to improving brand image and increasing consumer trust.

According to (Ghalib, 2024: 58), the most important objectives of using the celebrity endorsement strategy are as follows:

- **Enhancing Brand Awareness:** When a celebrity is associated with a brand, their frequent appearance in advertising campaigns helps familiarize the audience with the brand and increases its reach, thereby enhancing brand recognition.
- **Building a Strong Relationship with the Audience:** Celebrities often enjoy the trust and affection of the public, making their use in marketing an effective means to build an emotional connection with consumers, which in turn increases their loyalty to the brand.
- **Stimulating Consumer Engagement:** Consumers tend to engage more when they see celebrities promoting products, leading to increased participation and interaction on social media platforms and heightened interest in the promoted product.
- **Direct Influence on Purchasing Behavior:** Followers are more inclined to try products endorsed by celebrities they trust, resulting in a stronger impact on their purchasing decisions compared to traditional advertisements.
- **Increasing the Credibility of the Advertising Message:** Since messages delivered by celebrities are often indirect and less overt than traditional advertisements, the audience perceives these messages as more credible and less commercially persuasive, which enhances their acceptance.
- **Raising Online Search Rates for the Product:** The association of products with celebrities boosts public interest in searching for them online, as many seek to learn more about the products recommended by influential figures.



(Adel & Refai, 2025: 1350) propose seven criteria for determining the effectiveness of using the celebrity endorsement strategy as follows:

- **Celebrity Credibility:** Celebrities are generally perceived by consumers as reliable sources of information about the product or company they promote. When celebrities endorse a product or company, they are usually considered trustworthy sources, especially if the celebrity has expertise or knowledge in the relevant field.
- **Celebrity Expertise:** Research indicates that the audience's perception of the source's expertise enhances its influence. Agreement with the source's recommendations increases with higher perceived expertise, thus the perceived expertise of celebrities is expected to play a role in determining the effectiveness of their endorsement.
- **Celebrity Trustworthiness:** This refers to the extent to which consumers trust the promoter's intent to convey truthful information. Studies support the positive impact of trust on communication effectiveness, finding that messages from trustworthy sources cause more significant attitude changes than those from untrustworthy sources.
- **Celebrity Attractiveness:** Attractiveness is an important indicator of endorsement effectiveness, but it is a multidimensional concept. In addition to physical attractiveness, it includes other traits such as personality, charisma, and athletic ability.
- **Celebrity Fame and Likeability:** Some studies consider celebrity fame and likeability to be similar to attractiveness, viewing all these traits as part of the broader concept of attractiveness.
- **Celebrity-Product Fit:** This refers to the compatibility between the celebrity endorsers and the advertised product. Such congruence is considered a key factor in determining the effectiveness of the endorsement.
- **Celebrity Performance:** This relates to the level of achievement celebrities have attained in their professions, whether in sports, acting, or music. Performance can be ongoing or temporary, but there is no guarantee of sustained success, as their popularity may decline based on their performance, which affects their effectiveness as an endorsement tool.

According to (Al-Khafaji, 2022: 54), stealth marketing through celebrities relies on a simple principle: if a celebrity uses a certain product or appears with it in a photo or video to convey marketing messages without explicitly stating any relationship or agreement with the organization, that product will attract significant attention from their audience. Celebrities act as informal "ambassadors" for brands, marketing products spontaneously in a way that seems like a sincere personal recommendation. Examples of this are mentioned by (Kaikati & Kaikati, 2004: 12) in their article:

- In March 2002, when American actress Lauren Bacall was interviewed on the "Today Show," she mentioned that one of her friends suffers from partial blindness due to an eye disease called macular degeneration. She referred to a new drug called Visudyne, intended to treat this condition, yet she did not disclose receiving payment from the drug's manufacturer to promote the brand.
- In July 2002, Ann Wilson, the lead singer of the rock band "Heart" during the seventies and eighties, was hired by the manufacturer of a weight-loss device called "Lap-Band." She appeared on CBS's "The Early Show" to promote the device, which surgeons place around the stomach to restrict food intake, without revealing her financial ties to the device's manufacturer.

## **2. MARKETING PERFORMANCE**

Interest in marketing performance began with the development of marketing concepts in the late 1950s, particularly with the emergence of the customer-oriented approach. The application of this concept led to increased organizational profits and reduced failures, which reinforced its adoption. Marketing has since been viewed as a comprehensive management system characterized by a focus on the customer and the integration of quantitative methods and behavioral sciences. This advancement helped enhance statistical analysis in market research and supported marketing decision-making (Ibrahim, 2022: 62). According to (Al-Obaidi, 2022: 45), overall organizational performance helps reveal the extent to which a company is capable of confronting environmental constraints and the degree to which its strategic actions align with its goals. The concept of marketing performance is used to analyze and improve the efficiency and effectiveness of marketing efforts in facing such challenges. It constitutes a core component of the evaluation process through performance metrics that monitor outcomes, detect deviations, and guide corrective actions. Its importance stems from its role in supporting strategies, enhancing marketing credibility, and achieving objectives (Pradja et al., 2024: 4). According to (Baumann, et al., 2017: 110), marketing performance is one of the key performance indicators in organizations and can be measured through sales growth, sales volume, and market share. Achieving such performance requires consistently directing company strategies toward enhancing marketing performance, which can be measured through indicators such as sales turnover rate, customer satisfaction, and loyalty. Furthermore, (Syuhud & Komariyat, 2025: 402) argue that marketing performance is a measure of the success of a company's marketing strategies in the market and reflects its ability to effectively deliver and market its products. It is evaluated through indicators such as sales volume, market share, and profitability, as well as measuring the success of new products, sales growth, and productivity.



The importance of marketing performance lies in its ability to evaluate the efficiency of workflow within the organization and the extent to which it achieves its objectives. Measuring marketing performance is a methodology that helps to understand, manage, and improve the processes carried out by organizations. Marketing performance measurement can enable the organization to achieve the following (Al-Ajjaji, 2015: 52):

- Evaluate the efficiency of the organization's operations.
- Determine its ability to achieve customer satisfaction.
- Provide the necessary information to monitor its processes.
- Identify the necessary improvements that must be implemented to develop performance.

(Khoweld, 2017: 40) classifies the objectives of marketing performance into three main groups:

- **Profitability, Growth, and Survival Objectives:** These objectives are measurable and include:
  - *Profitability objectives:* Focus on determining an appropriate and achievable return rate used for reinvestment to achieve the desired growth.
  - *Marketing growth objectives:* Aim to increase sales volume, enhance market share, and expand into markets while achieving growth at a profitable level.
  - *Survival and continuity objectives:* Considered fundamental goals for marketing management and the organization as a whole. The marketing department bears the responsibility of continuously searching for new marketing opportunities to meet customer needs and ensure their satisfaction, thereby enhancing the organization's survival and continuity.
- **Objectives Related to Mental Impressions:** Business organizations seek to create positive impressions among their customers that exceed those of competitors. This is achieved by offering products and services that meet customer needs, achieve satisfaction, and foster loyalty. These objectives differ from others in the difficulty of quantitative measurement, as they are expressed through descriptive methods such as studying desires and attitudes.
- **Social Objectives:** These include goals related to social responsibility, which obligate the organization to fulfill its commitments to society. Some researchers view these objectives as part of the marketing function, while others consider them under the responsibility of top management. Despite their importance, these objectives face challenges related to the difficulty of defining them, measuring their success, the high costs involved, and the difficulty in assessing their impact on the organization's activities.

Measuring marketing performance is a process used to evaluate the relationship between an organization's marketing activities and overall business performance (O'Sullivan & Abela, 2007: 79). It is a strategy that provides feedback to the organization about the results of its marketing efforts and is considered a process of processing market information available to the company (Hoffman, et al., 2024: 445).

According to (Clark, 1999: 714) perspective, (Younis, 2022: 554) states that the fundamental metrics of marketing performance have evolved from traditional financial measures and moved in three main directions:

- **First Direction:** A shift from focusing on financial output measures to non-financial output measures; previously, marketing performance metrics heavily focused on evaluating the productivity of marketing activities in terms of positive financial results. The focus has now shifted to other performance metrics more related to external customer satisfaction and loyalty, brand equity, and internally to stock prices.
- **Second Direction:** Moving from financial output measures to input measures; recently, the focus has been on measures such as marketing auditing, guidance, and implementation. This shift represents a transition from traditional financial outputs like profits and sales to analyzing marketing inputs that contribute to achieving superior performance.
- **Third Direction:** A shift from one-dimensional metrics to multi-dimensional metrics; previously, individual or limited sets of financial metrics were used to track marketing outputs. Now, comprehensive metrics are used including comparing outputs to inputs, goal achievement analysis, auditing and efficiency metrics, relying on multi-dimensional analyses. Researchers believe that multi-dimensional models are more realistic because they provide an accurate and integrated picture of marketing performance compared to one-dimensional models.

### SECTION 3: APPLIED FRAMEWORK

#### 1. Examining and Testing the Consistency and Reliability of the Research Scales

Reliability refers to the internal consistency of a scale, indicating the extent to which all items contribute to a common construct intended to be measured. It also reflects the likelihood of obtaining similar results upon repeating the same measurement. Among the most widely used statistical methods for estimating internal consistency reliability is Cronbach's Alpha coefficient. The alpha value ranges between (0 and 1), with values equal to or greater than (0.70) generally considered acceptable. Table (1) presents the results of the internal consistency and reliability test based on Cronbach's Alpha coefficient.

**Table (1)** Reliability test using Cronbach's alpha coefficient

Variables	Cronbach's Alpha	Decision
Celebrity endorsement	0.881	High stability
Marketing performance	0.909	

**Source:** SPSS V.28 outputs.

The results presented in Table (1) reveal that the Cronbach's Alpha coefficients for the main research variables range between (0.909 and 0.881), exceeding the commonly accepted threshold of (0.70). These values indicate a high level of internal consistency among the examined variables, confirming that the research instrument (questionnaire) demonstrates a satisfactory degree of reliability. Accordingly, these results can be confidently relied upon in conducting further statistical analyses.

## 2. Descriptive Analysis of the Research Variables

The descriptive analysis indicators of the research sample's responses regarding the overall research variables are presented in Table (2). The results indicate the presence of two variables, with marketing performance ranking first in terms of importance, followed by celebrity endorsement, which came in second place.

**Table (2)** Descriptive analysis indicators for study variables

No	Variables	Mean	SD	CV	Importance ranking
1	Celebrity endorsement	3.665	0.489	13.34	Second
2	Marketing performance	3.642	0.473	12.99	First

**Source:** SPSS V.28 outputs.

The results of Table (2) indicate that the research sample places greater emphasis on the marketing performance variable compared to celebrity endorsement. This is evident from its higher mean score (3.642), lower coefficient of variation (12.99%), and standard deviation of (0.473), which reflects a high degree of consistency among respondents' views. In contrast, the celebrity endorsement variable ranked second with a slightly higher mean score (3.665), but with a higher coefficient of variation (13.34%) and a standard deviation of (0.489), suggesting a relatively wider dispersion in the sample's responses.

These results reveal that marketing performance garners more attention among the surveyed sample, ranking first in importance. Although its mean is slightly lower, its lower coefficient of variation demonstrates strong agreement among respondents about its pivotal role in supporting company profitability and market sustainability. This alignment may be attributed to the association of marketing performance with strategic indicators such as market share and customer satisfaction.

Conversely, despite the generally positive evaluation of celebrity endorsement, its higher coefficient of variation reflects some divergence in managers' perceptions regarding its effectiveness or implementation mechanisms. This variance may stem from differences in experience or familiarity with the strategy, highlighting the importance of increasing managerial awareness and integrating this approach more effectively into marketing policies to achieve a more synergistic impact on overall performance.

## 3. Testing the Research Hypotheses

- **Testing the First Main Hypothesis:** *There is a statistically significant correlation between celebrity endorsement and marketing performance.*

As shown in Table (3), the results indicate a correlation coefficient value of (0.842\*\*) at a significance level of (0.05), with a calculated Z-value of (11.969), which exceeds the tabulated value of (1.96). This confirms the validity of the first main hypothesis, indicating a statistically significant correlation between celebrity endorsement and marketing performance.

This finding suggests that utilizing celebrities in marketing campaigns positively contributes to enhancing a company's marketing performance. Celebrities exert a strong influence on the public due to their extensive follower base, who often perceive them as role models or sources of inspiration. Selecting the right celebrities—those with a positive reputation and substantial influence on consumer preferences—strengthens customer trust in the promoted products and improves the overall image of the brand.

Consequently, celebrity endorsement increases brand awareness, stimulates consumer purchase intention, and contributes to better marketing performance in terms of higher market share and profitability. Based on this statistical relationship, celebrity endorsement can be considered an effective tool for attracting attention, strengthening customer loyalty, and increasing customer satisfaction, all of which enhance the company's overall marketing performance.

**Table (3)** Correlation coefficient values between celebrity endorsement & marketing performance



Independent variable	Dependent variable	Statistical indicators		Type & direction of the relationship
Celebrity endorsement	Marketing performance	R	0.842**	Strong and positive correlation
		Sig	0.000	
		Z	11.969	

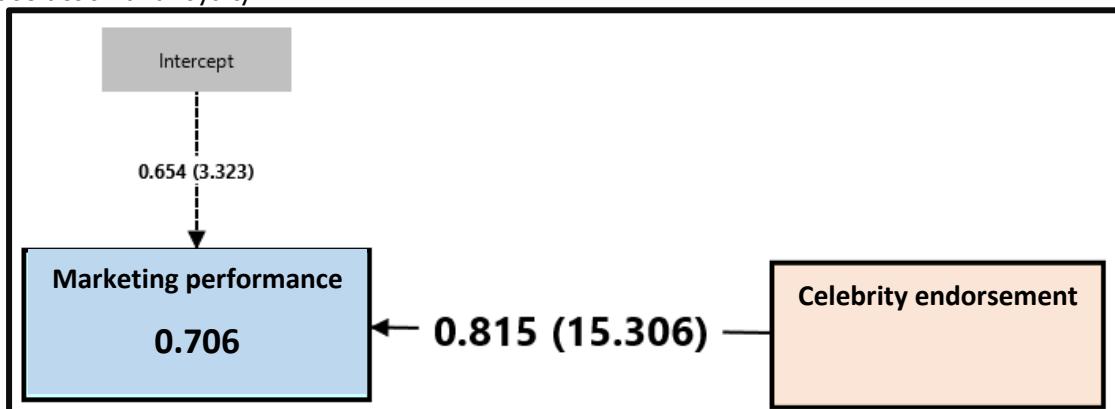
Source: SPSS V.28 outputs.

- **Testing the Second Main Hypothesis:** There is a statistically significant effect of celebrity endorsement in marketing performance.

According to the regression equation:

$$\text{Marketing Performance} = 0.654 + 0.815 \text{ (Celebrity Endorsement)}$$

The results shown in Table (4) and Figure (3) indicate that the calculated F-value is (234.263), which is significantly greater than the tabulated value of (3.94) at a significance level of 0.05. Furthermore, the adjusted coefficient of determination ( $R^2$ ) is (70%), indicating that (70%) of the variance in marketing performance can be explained by the independent variable, celebrity endorsement. The regression coefficient ( $\beta$ ) demonstrates that a one-unit increase in celebrity endorsement leads to an (81%) increase in marketing performance. This impact is statistically significant, as indicated by the calculated t-value of (15.306), which exceeds the critical value of (1.984). Therefore, the second main hypothesis is accepted, confirming that celebrity endorsement has a statistically significant effect on marketing performance. This implies that employing celebrity endorsement strategies positively influences a company's marketing outcomes. As an indirect yet powerful tool, it affects consumer behavior and enhances brand positioning. Celebrity endorsement is considered an effective marketing strategy that leverages influential public figures to boost brand credibility, increase product and service awareness, and stimulate purchase intention. These effects contribute to superior marketing performance across several dimensions, including profitability, market share growth, and improved customer satisfaction and loyalty.



**Figure (3)** Analysis of the impact of celebrity endorsement on marketing performance

Source: Smart Pls4 output.

**Table (4)** The impact of celebrity endorsement on marketing performance

Dependent variable	Independent variable		(t)	(R <sup>2</sup> )	Adj(R <sup>2</sup> )	(F)	Sig.	Decision
Marketing performance	Celebrity endorsement	( $\alpha$ ) 0.654 ( $\beta$ ) 0.815	3.323 15.306	0.709	0.706	234.263	0.000	Confirmation of the validity of the hypothesis and its acceptance

Table value of (F) = (3.94) // Table value of (t) = (1.984) // Sample size = (98)

Source: SPSS V.28 outputs.

#### SECTION 4: CONCLUSIONS AND RECOMMENDATIONS

##### 1. CONCLUSIONS

Based on both the theoretical and applied aspects of the study, the researchers present the key conclusions they have reached as follows:



1. There is consistency in the responses of the surveyed sample regarding both variables: celebrity endorsement and marketing performance. This reflects the company's managerial awareness of the importance of both variables in enhancing the effectiveness of its marketing activities.
2. The results indicate that the company adopts celebrity endorsement as an indirect promotional tool within its broader marketing strategy. This approach aims to reinforce brand presence subtly and attractively by leveraging the influence of public figures to direct attention and admiration toward its products and services, rather than relying on traditional advertising methods.
3. It is clear that the company places importance on marketing performance metrics, as demonstrated by its ongoing efforts to measure performance using both quantitative and qualitative indicators. The company seeks to improve its competitive position in the market by better satisfying customer needs than its competitors. This is further reflected in its commitment to enhancing customer loyalty and satisfaction through fulfilling obligations and offering special promotions—a clear sign of a strategic effort to increase market share and enter new markets.
4. The results show that the surveyed respondents place greater importance on marketing performance than on celebrity endorsement. This reflects a managerial inclination to prioritize direct performance indicators as essential tools for achieving marketing objectives—such as profitability and market share expansion—over relying on the indirect effects of celebrity endorsement in shaping brand perception.
5. The findings demonstrate a statistically significant positive correlation between celebrity endorsement and marketing performance. This implies that employing celebrity endorsement strategies contributes to higher levels of marketing performance.
6. The results confirm a statistically significant effect of the independent variable (celebrity endorsement) on the dependent variable (marketing performance) within Asiacell, underscoring the important and tangible role this promotional strategy plays in enhancing the company's marketing effectiveness.

## **2. RECOMMENDATIONS**

Based on the conclusions derived from the study, the researchers offer the following recommendations to the studied company:

1. It is important to keep pace with developments in celebrity endorsement by integrating it with artificial intelligence technologies and big data analytics, while also staying informed about recent studies that enhance both theoretical understanding and practical implementation of this evolving marketing approach.
2. Leverage the positive relationship between celebrity endorsement and marketing performance—as demonstrated by the study findings—by developing updated and systematic measurement tools to monitor the effectiveness of this strategy in enhancing key performance indicators.
3. Carefully select the scenes and contexts in which celebrity endorsement is used, ensuring alignment with prevailing cultural and social values. This helps reinforce brand identity in an authentic and impactful way, particularly in media and digital content that interacts daily with audiences and influences their impressions and purchasing behavior.
4. Adopt celebrity endorsement as a promotional strategy for launching new products or services, as it has proven effective in attracting customer attention in a subtle and natural manner. This contributes to building a positive relationship with the public and increasing market acceptance of new offerings.
5. The researchers recommend conducting complementary studies related to the current study's variables to deepen theoretical and practical insights into celebrity endorsement and broaden its implications. These could include examining the role of artificial intelligence in enhancing celebrity endorsement effectiveness or exploring its relationship with brand trust in the digital environment—offering more contemporary and comprehensive insights.
6. Strengthen collaboration with media and production companies to professionally plan and execute celebrity appearances within promotional content. This will help integrate brand messages seamlessly into entertainment or dramatic contexts, thereby increasing the indirect influence on the target audience.

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