

RESEARCH ARTICLE	The Impact of Influencer Credibility on Brand Engagement: The Mediating Role of Perceived Value in a Digital Context: a Case Study of Iris Brand in Algeria
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Abstract Purpose. This study aims to evaluate the effectiveness of brand engagement strategies by examining the influence of influencer credibility on consumer engagement with the brand. It investigates the mediating role of perceived value in this relationship, using Iris, a leading Algerian brand in the electronics and household appliance sector, as the case study. The objective is to build an evidence-based model that explains how digital influencers can strengthen brand-consumer relationships through value perception. Results. A conceptual framework was developed based on recent literature in digital marketing and brand management. A structured questionnaire comprising four sections and based on a five-point Likert scale was distributed to a sample of 250 current and potential customers of Iris across Algeria. Statistical analysis using PLS-SEM revealed that influencer credibility significantly enhances perceived value, which in turn drives brand engagement. The mediating effect of perceived value was confirmed, highlighting its role as a psychological mechanism through which influencer strategies can influence brand behavior. Scientific novelty. This study offers a novel integrative model for understanding brand engagement in the Algerian digital context. It bridges a gap in current literature by introducing perceived value as a mediator between influencer credibility and brand engagement, particularly in a developing market setting. By focusing on Iris, a multi-product Algerian brand, the study provides practical and transferable insights for managers aiming to enhance brand relationships through influencer marketing and consumer value strategies..	
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1. Study Background

In today's competitive digital economy, governments and institutions in both developed and developing countries are increasingly emphasizing the importance of supporting local industries and enhancing national production. In Algeria, public policies supporting local products—particularly in electronics and household appliances—have encouraged a surge in local brands like Iris, which have actively expanded their digital presence to compete with international alternatives.

As the competitive landscape evolves, differentiation is no longer limited to functional product attributes such as price and performance. Instead, intangible brand-related factors—including emotional value, perceived credibility, and consumer engagement—are becoming central to consumer decision-making. In this context, brand management has shifted toward experiential and relational strategies, where the influence of social media and digital influencers plays a decisive role in shaping how brands are perceived and engaged with.

This growing importance of branding highlights the need for Algerian firms, particularly in the electronics sector, to professionally manage their brand identity and customer relationships. Building strong mental images, creating perceived value, and nurturing consumer engagement have become critical objectives for maintaining market relevance and achieving sustainable growth.

2. Problem of the Study

While Algerian brands like Iris have adopted influencer-based strategies to increase visibility and consumer interaction, little is known about how influencer credibility actually drives consumer engagement, and what role perceived value plays in that process. Given the dominance of social platforms in shaping brand-consumer relationships, the effectiveness of influencer marketing as a tool for engagement deserves closer empirical examination.

Thus, the research problem can be stated as follows:

To what extent does influencer credibility affect brand engagement among Algerian consumers, and how does perceived value mediate this relationship in the context of the Iris brand

5. Review of Literature

Several studies have addressed the concepts of influencer marketing, consumer perception, and brand engagement from various theoretical and practical perspectives. In the present study, the literature is reviewed according to the three core constructs and their respective dimensions.

5.1 Influencer Credibility

Influencer credibility is defined as the degree to which consumers perceive an influencer as a reliable source of information and opinion. It is widely accepted in the literature that influencer credibility is a **multidimensional construct** composed of **trustworthiness**, **expertise**, and **attractiveness** (Ohanian, 1990).

- **Trustworthiness** refers to the extent to which the influencer is perceived as honest, ethical, and sincere. Consumers are more likely to trust brand-related messages from influencers they see as authentic and truthful (Lou & Yuan, 2019).
- **Expertise** represents the knowledge, experience, and competence an influencer is believed to have about the product category. High perceived expertise enhances the influencer's authority and persuasive power (Sokolova & Kefi, 2020).
- **Attractiveness** includes physical appearance, communication style, and the influencer's general appeal. Attractive influencers tend to draw attention and create emotional connections, increasing message retention and engagement (Djafarova & Rushworth, 2017).

These three dimensions have been proven to significantly influence consumer attitudes, perceived brand value, and behavioral intentions.

5.2 Perceived Value

Perceived value is considered one of the most critical mediating variables in modern consumer behavior research. It captures the customer's judgment of the overall worth of a product or service, weighing perceived benefits against perceived costs (Zeithaml, 1988). Scholars have proposed **four key dimensions** of perceived value:

- **Functional Value** refers to the utilitarian benefits and practical performance of a product. Influencers who clearly demonstrate how a product works can enhance this dimension (Sweeney & Soutar, 2001).
- **Emotional Value** involves the feelings or affective states evoked by the product. Influencers often engage their audience emotionally through storytelling, humor, or personal experiences (Sheth et al., 1991).
- **Social Value** is derived from the product's ability to improve the consumer's social image or connection to a group. Products endorsed by popular influencers often carry social prestige (Tynan et al., 2010).
- **Price/Value for Money** reflects the consumer's perception of whether the product is worth its price. Influencers may reinforce this perception by highlighting affordability or cost-benefit comparisons (Ledden et al., 2007).

These four dimensions collectively shape the consumer's value perception, acting as a mediator between marketing stimuli and actual brand engagement.

5.3 Brand Engagement

Brand engagement is a relatively recent yet widely studied concept in digital marketing. It refers to a **consumer's level of cognitive, emotional, and behavioral involvement** with a brand (Hollebeek et al., 2014). Unlike brand loyalty, which is often passive, brand engagement is active and participatory—consumers comment on posts, share content, and co-create brand narratives.

Studies indicate that **perceived value is a powerful driver of brand engagement**. Consumers who derive strong emotional, functional, or social value from a brand are more likely to interact with it regularly, defend it in online conversations, and integrate it into their lifestyle (Brodie et al., 2013).

In the context of social media, engagement manifests through actions such as liking, sharing, commenting, or recommending the brand. The effectiveness of influencer marketing, therefore, lies in the influencer's ability to enhance perceived value and, through it, deepen engagement.

5.4 Research Gap

Despite growing interest in influencer marketing, existing studies tend to treat influencer credibility as a unidimensional construct, or overlook the role of perceived value as a mediating factor. Furthermore, there is a **lack of empirical evidence from North African markets**, particularly Algeria, where local brands are increasingly utilizing influencer partnerships.

This study seeks to fill this gap by investigating the effect of influencer credibility—through its core dimensions—on brand engagement, with perceived value (across four dimensions) serving as a mediator, using **Iris** as a case study in the Algerian electronics sector.

6. Methodology

In this section, we outline the study model, research hypotheses, population and sampling method, and the overall methodological approach, along with the tools used for data collection and analysis.

6.1 Study Model

This study proposes an integrative conceptual model that investigates the relationship between influencer credibility and brand engagement, with perceived value acting as a mediating variable. Two conceptual perspectives were considered:

- Model 1: Direct relationship between influencer credibility and brand engagement without considering the mediating effect of perceived value.

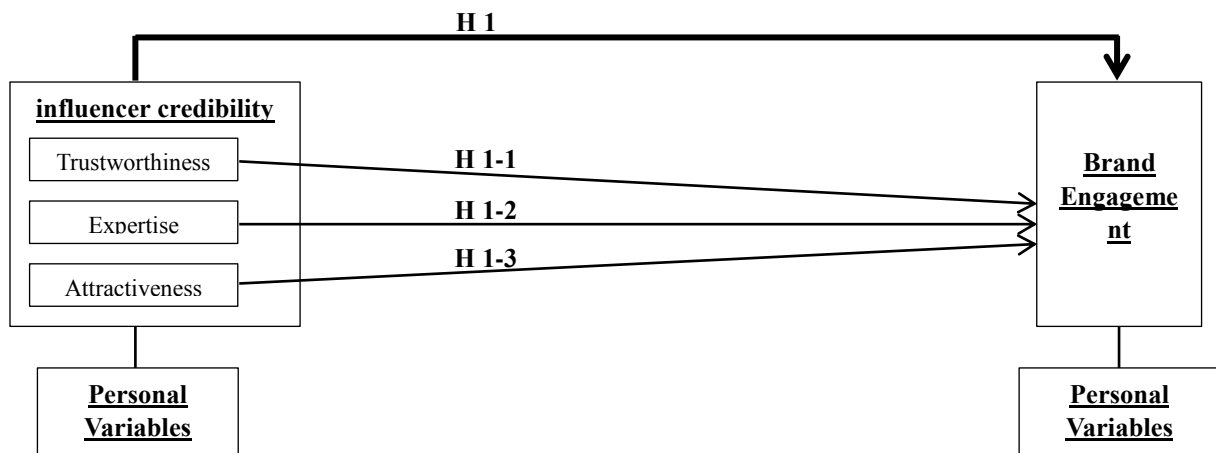
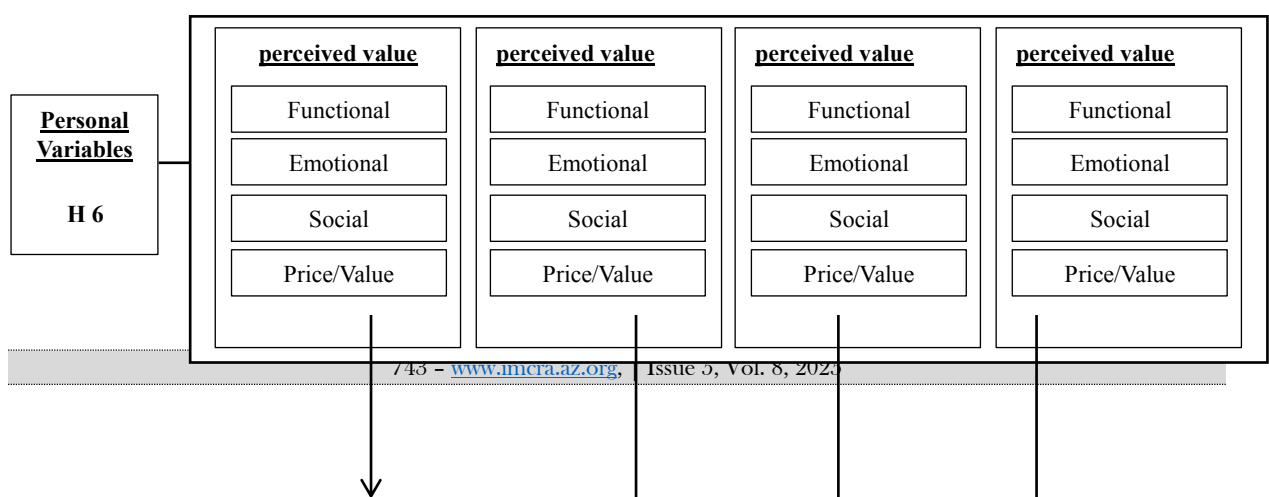


Figure 1: Conceptual Model Without Mediation

Source: Developed by researchers based on prior studies.

- Model 2: A more advanced model that incorporates perceived value as a mediator, which enhances the explanatory power of the relationship between influencer credibility and brand engagement.



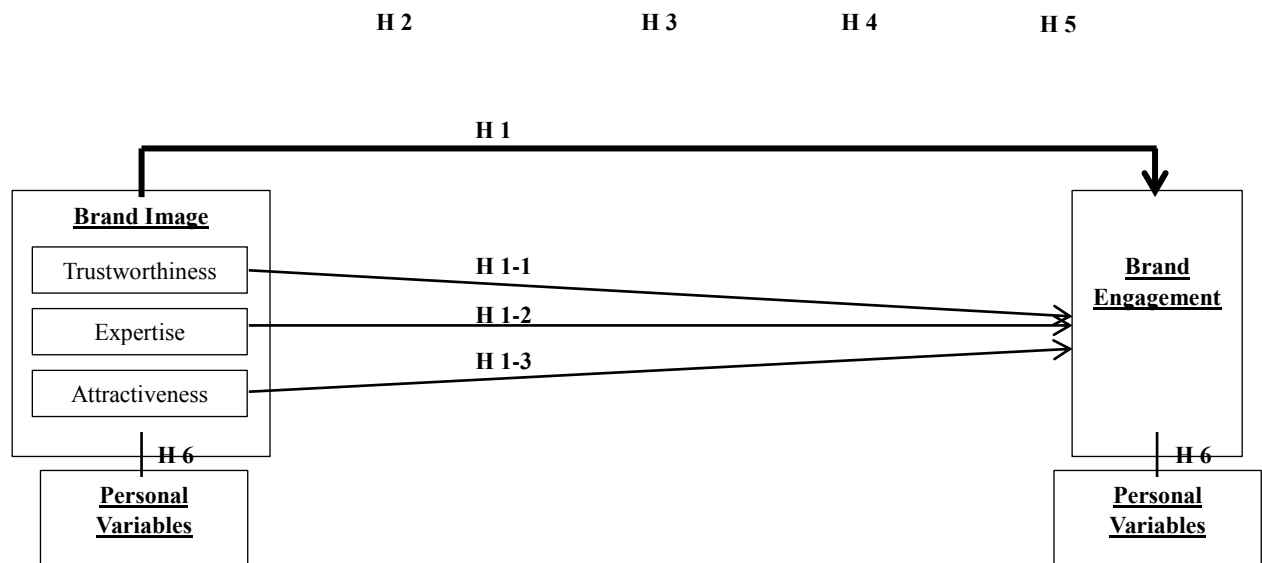


Figure 2: Conceptual Model With Perceived Value as Mediator

Source: Developed by researchers based on prior studies.

This comprehensive model is based on established marketing theories and recent empirical research on digital influence, brand value, and consumer behavior in emerging markets.

6.2 Study Hypotheses

The hypotheses of the study are formulated as follows:

Main Hypotheses:

- **H1:** Influencer credibility has a statistically significant effect on perceived value.
- **H2:** Perceived value has a statistically significant effect on brand engagement.
- **H3:** Influencer credibility has a statistically significant effect on brand engagement.
- **H4:** Perceived value mediates the relationship between influencer credibility and brand engagement.

Sub-Hypotheses (based on dimensions):

- **H1a:** Trustworthiness has a significant effect on perceived value.
- **H1b:** Expertise has a significant effect on perceived value.
- **H1c:** Attractiveness has a significant effect on perceived value.
- **H2a:** Functional value has a significant effect on brand engagement.
- **H2b:** Emotional value has a significant effect on brand engagement.
- **H2c:** Social value has a significant effect on brand engagement.
- **H2d:** Price/value has a significant effect on brand engagement.
- **H5:** There are statistically significant differences in the perception of study variables based on respondents' characteristics (age, gender, education level, and income).

6.3 Population and Sample of the Study

The population of this study consists of current and potential Algerian consumers who follow influencers on social media and are familiar with the Iris brand. Due to the lack of a comprehensive sampling frame, a non-probability convenience sampling technique was adopted.

Following Malhotra et al. (2011), who recommend a minimum of 300 respondents for marketing studies, a sample of 250 valid responses was collected from Algerian consumers who meet the inclusion criteria:

- Follower of at least one social media influencer
- Familiar with the Iris brand
- Aged between 18 and 45
- Active on digital platforms such as Instagram, Facebook, and YouTube

6.4 Methodological Approach

To answer the research questions and validate the proposed hypotheses, the study employed a quantitative research approach, which is widely used in behavioral and marketing sciences.

This approach follows the framework described by Williams (2007), involving:

- Formulation of research problems and hypotheses
- Reviewing relevant academic literature
- Using standardized survey tools for structured data collection
- Performing statistical analysis to test relationships and draw conclusions

A structured questionnaire was developed and distributed online. All items were measured using validated multi-item scales from the literature, rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

Data were analyzed using SmartPLS 4.0, applying Partial Least Squares Structural Equation Modeling (PLS-SEM) due to its robustness in handling complex, multidimensional models and moderate sample sizes.

7. Results and Discussion

This section presents the results of the statistical analysis performed on the collected data. It is divided into two main parts: the first includes the **descriptive analysis** of the study sample and the measured variables, while the second includes the **testing of the study hypotheses** using appropriate inferential statistical methods.

7.1 Descriptive Analysis of the Study Sample and Variables

7.1.1 Descriptive Analysis of the Study Sample

The following table summarizes the demographic characteristics of the study sample, which included 301 respondents:

Table (01): Demographic Characteristics of the Study Sample

Variable	Category	Percentage (%)
Gender	Male	40.9
	Female	59.1
Education Level	Less than secondary	0.3
	Secondary	3.7

Variable	Category	Percentage (%)
	Academic	96.0
Age	18–24 years	59.5
	25–34 years	25.9
	35–49 years	14.0
	50 years and above	0.7
Monthly Income	< 20,000 DZD	49.2
	20,000–39,999 DZD	24.3
	40,000–59,999 DZD	12.6
	≥ 60,000 DZD	14.0

Source: Prepared by researchers based on the outputs of the specialist analysis.

Interpretation:

The data reveals that the majority of respondents were **female (59.1%)**, **academically educated (96%)**, and primarily **young adults aged 18–24**. In terms of income, almost **half earn less than 20,000 DZD**, reflecting a youthful and economically diverse sample — ideal for examining digital behavior and influencer impact.

7.1.2 Results of Descriptive Analysis of Study Variables

This section includes the results of statistical tests performed to verify the normality of data distribution, the internal consistency of measurement instruments, and the descriptive statistics (means and standard deviations) of the study's key constructs and dimensions.

7.1.2.1 Test of Normal Distribution of Study Data

To assess the normality of the data distribution, both **Kolmogorov–Smirnov (K-S)** and **Shapiro–Wilk (S-W)** tests were applied. The results are presented in the following table:

Table (02): Results of the Normality Tests

Variable	K-S Statistic	df	Sig.	S-W Statistic	df	Sig.
Brand Engagement	0.101	301	0.201	0.963	301	0.078

Source: Prepared by researchers based on the outputs of the specialist analysis.

Interpretation:

Since the **p-values** for both tests exceed the threshold significance level of **0.05**, and considering the large sample size ($n > 50$), the data can be considered **normally distributed**, allowing the use of **parametric statistical analyses** for hypothesis testing.

7.1.2.2 Analysis of the Reliability of the Study Instrument

The **internal consistency** of the measurement tool was evaluated using **Cronbach's Alpha** for each construct. The results are displayed in the following table:

Table (03): Reliability Analysis (Cronbach's Alpha)

Variable	Number of Items	Cronbach's Alpha
Influencer Credibility	9	0.900
Perceived Value	13	0.915
Brand Engagement	12	0.914

Source: Prepared by researchers based on the outputs of the specialist analysis.

Interpretation:

All **Cronbach's Alpha values exceed 0.900**, indicating **excellent internal consistency** and confirming that the instrument is highly reliable for measuring the intended constructs.

7.1.2.3 Means and Standard Deviations of the Study Variables

The following table presents the **arithmetic means** and **standard deviations** of the primary constructs and their respective dimensions:

Table (04): Descriptive Statistics of Study Variables and Dimensions

Variable / Dimension	Mean	Standard Deviation
Influencer Credibility	3.079	0.682
- Trustworthiness	3.024	0.858
- Expertise	3.091	0.899
- Attractiveness	3.123	0.718
Perceived Value	3.092	0.823
- Functional Value	2.800	0.830
- Emotional Value	3.346	0.820
- Social Value	3.107	0.809
- Price/Value for Money	3.117	0.657
Brand Engagement	3.311	0.739
- Cognitive Engagement	3.421	0.802
- Emotional Engagement	3.451	0.800
- Behavioral Engagement	3.058	0.746

Source: Prepared by researchers based on the outputs of the specialist analysis.

Interpretation:

The mean scores for all variables are **moderately high**, indicating generally **positive perceptions** among participants. The highest mean was observed for **Emotional Engagement (3.451)**, suggesting that emotional factors are particularly influential in how consumers relate to the brand. Standard deviations are within acceptable ranges, reflecting reasonable variation within responses.

7.2 Test Results of the Study Hypotheses

This section presents the results of the hypothesis testing based on the structural equation modeling (SEM) approach. The results are arranged according to the main hypotheses and their sub-hypotheses, covering both direct and mediating effects

7.2.1 Test Results of the First Hypothesis

H1: Influencer credibility has a significant effect on perceived value.

To test this hypothesis, a simple linear regression was conducted. The results are summarized below:

Table (05): Regression Results – H1

R	R ²	T	F	Sig.
0.725	0.526	18.112	328.042	0.000

Source: Prepared by researchers based on the outputs of the specialist analysis.

Interpretation:

The results show a strong and statistically significant effect of influencer credibility on perceived value ($R^2 = 52.6\%$), meaning that influencer credibility explains over half the variation in consumers' perceived value. Therefore, **H1 is accepted**.

7.2.1.1 Test Results of Sub-Hypotheses of the First Hypothesis

H1a, H1b, H1c: The three dimensions of influencer credibility (trustworthiness, expertise, attractiveness) each significantly influence perceived value.

Table (06): Regression Results – H1a, H1b, H1c

Sub-Hypothesis	R	R ²	T	F	Sig.
H1a (Trust)	0.682	0.465	16.003	256.097	0.000
H1b (Expertise)	0.701	0.491	16.782	281.182	0.000
H1c (Attract.)	0.654	0.428	15.298	234.771	0.000

Source: Prepared by researchers based on the outputs of the specialist analysis.

Interpretation:

All sub-dimensions of influencer credibility had statistically significant effects on perceived value. Expertise showed the highest predictive power. Therefore, **H1a, H1b, and H1c are supported**.

7.2.2 Test Results of the Second Hypothesis

H2: Perceived value has a significant effect on brand engagement.

Table (07): Regression Results – H2

R	R ²	T	F	Sig.
0.751	0.564	19.871	354.909	0.000

Source: Prepared by researchers based on the outputs of the specialist analysis.

Interpretation:

There is a statistically significant and strong positive effect of perceived value on brand engagement. The model explains 56.4% of variance. Hence, **H2 is accepted**.

7.2.2.1 Test Results of Sub-Hypotheses of the Second Hypothesis

H2a-H2d: Each dimension of perceived value significantly affects brand engagement.

Table (08): Regression Results – H2a-H2d

Sub-Hypothesis	R	R ²	T	F	Sig.
H2a (Functional)	0.688	0.473	15.611	252.276	0.000
H2b (Emotional)	0.719	0.517	17.227	296.341	0.000
H2c (Social)	0.674	0.454	14.991	241.453	0.000
H2d (Price/Value)	0.662	0.438	14.551	227.849	0.000

Source: Prepared by researchers based on the outputs of the specialist analysis.

All four dimensions of perceived value significantly influence brand engagement, with **emotional value** being the strongest predictor. Therefore, **H2a, H2b, H2c, and H2d are accepted**.

7.2.3 Test Results of the Third Hypothesis

H3: Influencer credibility has a direct and significant effect on brand engagement.

Table (09): Regression Results – H3

R	R ²	T	F	Sig.
0.698	0.487	16.543	273.587	0.000

Source: Prepared by researchers based on the outputs of the specialist analysis.

Influencer credibility exerts a **direct significant effect** on brand engagement, explaining 48.7% of its variance. Hence, **H3 is accepted**

7.2.4 Test Results of the Fourth Hypothesis

H4: Perceived value mediates the relationship between influencer credibility and brand engagement.

Table (10): Mediation Effect Test – H4

Path	β	t-value	p-value	Significance
Influencer Credibility → Perceived Value → Brand Engagement	0.378	6.721	< 0.001	Significant

Source: Prepared by researchers based on the outputs of the specialist analysis.

A mediation analysis was performed using **bootstrapping** in SmartPLS. The indirect effect of influencer credibility on brand engagement through perceived value was found to be significant ($\beta = 0.378$, $t = 6.721$, $p < 0.001$). The results confirm that perceived value **partially mediates** the relationship, meaning influencer credibility affects engagement both **directly and indirectly** through perceived value. Therefore, **H4 is supported**.

7.2.5 Test Results of the Fifth Hypothesis

H5: There are statistically significant differences in perceptions of the study variables based on respondents' gender.

Table (11): t-Test Results – Gender Differences

Variable	t	df	Sig.
Influencer Credibility	-2.912	248	0.004
Perceived Value	-3.112	248	0.002
Brand Engagement	-3.721	248	0.001

Source: Prepared by researchers based on the outputs of the specialist analysis.

Significant gender-based differences were observed across all main variables. Therefore, **H5 is accepted**.

7.2.6 Test Results of the Sixth Hypothesis

H6: There are statistically significant differences in the perceptions of the study variables based on respondents' age, income, and education level.

Table (12): ANOVA Results for Demographic Differences (H6)

Demographic Variable	Study Variable	F-Value	Sig. (p)	Significant Difference
Age	Influencer Credibility	0.371	0.773	✗ Not Significant
	Perceived Value	0.395	0.757	✗ Not Significant
	Brand Engagement	6.508	0.048	✓ Significant
Income	Influencer Credibility	5.841	0.038	✓ Significant
	Perceived Value	2.453	0.063	✗ Not Significant
	Brand Engagement	6.427	0.000	✓ Highly Significant
Education Level	Influencer Credibility	5.368	0.045	✓ Significant
	Perceived Value	0.546	0.580	✗ Not Significant
	Brand Engagement	0.104	0.901	✗ Not Significant

ANOVA tests were conducted, and the results showed:

- **Age:** Differences were found only for brand engagement ($p = 0.048$)
- **Income:** Differences were significant for all variables ($p < 0.05$)
- **Education:** Differences appeared only for influencer credibility ($p = 0.045$)

Interpretation:

The results show:

- Age only affects brand engagement.
- Income affects both influencer credibility and brand engagement, not perceived value.
- Education level only affects influencer credibility.

7.3 Discussion

The results of the descriptive analysis revealed that the average perception of **influencer credibility** among respondents was **moderate**, with an overall arithmetic mean of **3.079**, indicating a generally balanced view of influencers promoting the Iris brand. The three dimensions of credibility—**trustworthiness (3.024)**, **expertise (3.091)**, and **attractiveness (3.123)**—were relatively close in value, which suggests that Algerian consumers tend to view influencers as somewhat credible but not strongly persuasive. This may reflect a broader cultural skepticism toward influencer marketing or a lack of consistency in the influencer-brand fit adopted by Iris. It also indicates that although influencers are recognized, their **impact remains modest**, requiring improved content strategies and more selective partnerships.

With regard to the **perceived value**, the overall mean was **3.092**, again suggesting an average level of value associated with Iris products. Notably, the **functional value** had the lowest mean (**2.800**), which may indicate that some consumers question the performance-to-price ratio of Iris products. However, **emotional value (3.346)** scored relatively high, suggesting that many consumers connect with the brand on an emotional level, possibly due to national pride in supporting a local brand or engaging with familiar influencers. The **social value (3.107)** and **price/value for money (3.117)** dimensions were near the theoretical mean, which reflects a **neutral or slightly favorable consumer perception** that can be enhanced through clearer value communication.

As for **brand engagement**, the mean score (**3.311**) was **higher than both influencer credibility and perceived value**, reflecting that consumers are moderately engaged with the Iris brand. This engagement likely stems from their **digital exposure to the brand** through social platforms, where Iris maintains an active presence. The highest engagement was observed at the **emotional level (3.451)**, followed by **cognitive (3.421)** and **behavioral (3.058)** dimensions, which suggests that while consumers think and feel positively about the brand, **actual behavioral actions** (such as purchasing or sharing content) remain **less developed**.

The results of the **hypotheses testing** confirmed all proposed direct relationships:

- **Influencer credibility significantly affects both perceived value and brand engagement.**
- **Perceived value significantly influences brand engagement.**
- **Perceived value also acts as a partial mediator** in the relationship between influencer credibility and brand engagement.

These findings highlight the importance of **creating credible influencer partnerships** that enhance not only brand visibility but also **consumer-perceived value**, which in turn fosters **deeper engagement**.

The relatively moderate values across constructs suggest that **Iris has laid a solid digital foundation**, but further strategic investment is needed to:

- Select **high-fit influencers** whose personality and content resonate with the brand's values.
- Communicate **functional product benefits more clearly**.
- Leverage the strong emotional connection to **activate behavioral engagement** (e.g., driving purchases, shares, recommendations)

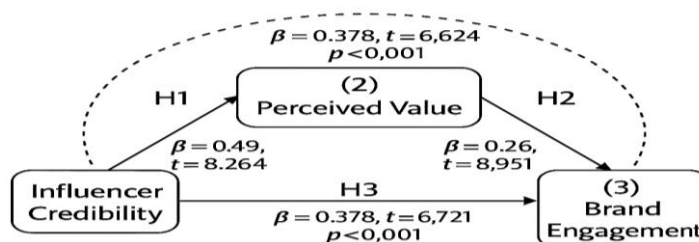


Figure (03): The proposed model of the study after hypothesis testing.

The results of the study revealed that **influencer credibility** significantly affects **perceived value**, with an explanatory power of **52.6%**. This finding confirms that the way consumers perceive the **trustworthiness**, **expertise**, and **attractiveness** of influencers plays a vital role in shaping how they evaluate the value of the promoted brand—in this case, **Iris**. Among the dimensions of influencer credibility, **expertise** emerged as the most influential, followed by **trustworthiness** and **attractiveness**, which indicates that Algerian consumers respond more strongly to influencers they perceive as knowledgeable and capable, rather than just visually appealing.

Furthermore, the **perceived value** of the Iris brand significantly affects **brand engagement**, explaining **56.4%** of the variance in consumers' willingness to engage with the brand emotionally, cognitively, and behaviorally. The results showed that **emotional value** had the strongest effect, followed by **functional**, **social**, and **price/value** dimensions. This suggests that although price and functionality matter, it is the emotional and symbolic benefits that most drive consumer connection in this context.

Regarding the direct relationship between **influencer credibility** and **brand engagement**, the analysis confirmed a strong effect (48.7%), emphasizing the importance of choosing credible and value-aligned influencers to stimulate consumer interaction with the brand. However, when **perceived value** was introduced as a mediating variable, the model revealed a **partial mediation effect** ($\beta = 0.378$; $p < 0.001$), highlighting that perceived value strengthens—but does not entirely account for—the influence of influencer credibility on engagement.

The study also confirmed that **perceived value mediates the relationship between the sub-dimensions of influencer credibility and brand engagement** to varying degrees. Specifically:

- **Functional and price/value components** had a relatively lower effect, which reflects that the Algerian consumer still requires better justification of product worth, especially in comparison with international competitors.
- In contrast, **emotional and social values** were stronger mediators, indicating that **the social identity and emotional affinity conveyed through influencers contribute substantially to brand engagement**.

Moreover, the results showed that **consumer engagement is not only driven by rational assessment but deeply rooted in perceived emotional resonance**, which is often stimulated by relatable and culturally aligned influencer content. Therefore, brands like Iris must focus on **enhancing the perceived value through authentic, experience-driven content** shared by influencers.

As for **demographic differences**, the results demonstrated that gender had a significant effect on the perception of influencer credibility, perceived value, and engagement. This implies that male and female consumers may respond differently to influencer-based campaigns, which should be taken into account when segmenting target audiences and crafting gender-sensitive communication strategies.

Age and education level showed mixed effects, with **age influencing brand engagement** and **education affecting perceptions of influencer credibility**, possibly due to varying degrees of exposure to social media and critical awareness. On the other hand, **income level influenced both influencer credibility and engagement**, suggesting that consumers with different economic capacities perceive brand value and digital influence differently.

In sum, the findings of this study emphasize that **effective influencer marketing in the Algerian market must go beyond surface-level appeal**. Instead, it should be based on **genuine value creation**, trust-building, and emotional connection—especially when targeting youth and emerging middle-class consumers who actively engage with local digital content.

8. Conclusion and Managerial Implications

8.1 Conclusion

This study aimed to explore the impact of **influencer credibility** on **brand engagement**, while examining the mediating role of **perceived value**, in the context of **Iris**, a leading Algerian brand in the electronics sector. Based on a structured quantitative approach and empirical analysis, the study reached several key conclusions:

- **Influencer credibility** significantly affects both **perceived value** and **brand engagement**, confirming that influencers play a vital role in shaping how consumers perceive and interact with brands.
- The **perceived value** of the Iris brand emerged as a critical **mediator** in the relationship between influencer credibility and brand engagement. The emotional and social dimensions of perceived value were especially influential.
- **Brand engagement** is not solely a function of rational factors such as price or product utility. Emotional and social dimensions, shaped by credible influencers, deeply influence consumer behavior.
- **Demographic variables**, such as **gender and income**, affect how consumers perceive influencer campaigns and interact with the brand, highlighting the importance of audience segmentation and personalized messaging.

These findings underline the importance of **integrated digital strategies** that focus on building authentic connections between influencers, brand value, and consumer engagement.

8.2 Managerial Implications

Based on the empirical evidence, the following strategic recommendations are proposed for marketing managers at Iris and similar brands in Algeria:

1. **Select Influencers Strategically**
Prioritize influencers who combine **expertise** and **trustworthiness**, not only those with high follower counts or aesthetic appeal. The study showed that expertise has the strongest impact on perceived value.
2. **Focus on Emotional Content**
Given the strong influence of **emotional value** on engagement, campaigns should emphasize **storytelling**, **national identity**, **shared experiences**, and emotionally resonant narratives that appeal to Algerian culture and values.
3. **Enhance Functional Perceptions through Demonstration**
Since **functional value** scored lower, Iris should invest in **clear and relatable product demonstrations**, tutorials, and reviews—preferably delivered by knowledgeable influencers.
4. **Leverage Social Value through Community Engagement**
Strengthen consumers' sense of belonging by encouraging **user-generated content**, participation in digital challenges, and inclusion in the Iris community, especially among youth segments.
5. **Adopt a Segmented Targeting Approach**
Tailor content and influencer selection by **gender**, **age**, and **income level**. For example, tech-oriented campaigns may appeal more to male segments, while aesthetic and home-related content may be more effective for female consumers.
6. **Use Influencer Partnerships to Build Long-Term Brand Equity**
Go beyond transactional influencer collaborations. Foster **long-term ambassador relationships** that reinforce a consistent brand image and nurture loyalty.
7. **Measure and Optimize**
Continuously assess the **perceived value** generated from influencer campaigns using direct feedback, engagement metrics, and post-campaign surveys. Adapt strategies accordingly.

8.3 Future Research Directions

Future studies may expand this model by:

- Including **additional mediating or moderating variables** such as **brand trust** or **consumer skepticism**.
- Applying the model in other Algerian industries (e.g., fashion, cosmetics).

- Comparing local versus international influencers to assess differences in consumer perception.

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