

OPEN ACCESS

EDITED BY

Dr. Kasman Ediputra, M.Si  
Universitas Pahlawan Tuanku Tambusai,  
Indonesia.

\*CORRESPONDENCE

Aliyah  
✉ [Aliyah@umt.ac.id](mailto:Aliyah@umt.ac.id)

RECEIVED: April 19, 2026

ACCEPTED: May 16, 2026

PUBLISHED: May 27, 2026

CITATION

Aliyah, A., & Setiawadhani, W. O. (2026).  
Visual Branding Strategies and Consumer  
Engagement in Digital Media Ecosystems: A  
Systematic Literature Review. *Global  
Insights in Management and Economic  
Research*, 2(02), 69–77.  
<https://doi.org/10.53905/Gimer.v2i02.10>

COPYRIGHT

© 2026 Aliyah & Widya Oktary Setiawadhani  
(Author)



This work is licensed under a Creative  
Commons Attribution-ShareAlike 4.0  
International License.

# Visual Branding Strategies and Consumer Engagement in Digital Media Ecosystems: A Systematic Literature Review

Aliyah<sup>1\*</sup>, Widya Oktary Setiawadhani<sup>1</sup>

<sup>1</sup>Program Studi Periklanan, Universitas Muhammadiyah Tangerang, Indonesia.

<sup>1</sup>Program Studi Desain Komunikasi Visual, Universitas Muhammadiyah Tangerang, Indonesia.

## ABSTRACT

**Purpose of the study:** This study examines how platform power, digital packaging innovation, and visual branding techniques interact to influence consumer engagement within digital media ecosystems, with particular attention to emerging markets such as Indonesia.

**Materials and methods:** A systematic literature review was conducted in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. A comprehensive electronic search was performed across four databases—Scopus, Web of Science, Google Scholar, and DOAJ—using Boolean keyword combinations. Twelve peer-reviewed studies published between 2021 and 2025 were ultimately selected for full analysis following the application of predefined inclusion and exclusion criteria.

**Results:** The synthesis reveals that effective visual branding in platform-mediated environments is governed by three interdependent dimensions: (1) platform architecture and algorithmic logic; (2) content strategy encompassing gamification, live-streaming, and owned media; and (3) consumer engagement outcomes at cognitive, emotional, and behavioural levels. Digital packaging innovations—including QR codes, NFC technology, and augmented reality—function as bridges connecting physical products to digital brand ecosystems, while cross-cultural differences significantly moderate strategy effectiveness.

**Conclusions:** Brands operating in complex multi-platform digital environments must adopt context-sensitive, platform-specific visual branding strategies that integrate technological innovation, cultural nuance, and ethical data practices. A one-size-fits-all approach is inadequate in today's fragmented digital ecosystem. Future longitudinal and cross-cultural empirical studies are needed to validate the proposed integrated framework.

## Keywords

Platform Power, Digital Packaging, Visual Branding, Consumer Engagement, Digital Media Ecosystem, Social Media Marketing.

## INTRODUCTION

### Contextual Framework of the Research

The rapid evolution of digital media ecosystems has fundamentally restructured the landscape of marketing communication. Digital platforms—encompassing social media networks, e-commerce marketplaces, and content streaming services—have simultaneously become distribution channels, communication media, and consumer engagement ecosystems. Within this environment, the concept of “platform power” has emerged as a defining structural force: major digital platforms exercise algorithmic authority over brand visibility, consumer reach, and engagement dynamics, reshaping the competitive conditions under which brands operate (Micova & Jacques, 2020, p. 6; Rosário & Dias, 2023).

In parallel, digital packaging has evolved from a static communication medium confined to point-of-sale contexts into an interactive, multi-touchpoint engagement platform. The integration of technologies such as QR codes, near-field communication (NFC), and augmented reality (AR) into product packaging now enables brands to create seamless connections between physical goods and digital brand ecosystems (Lydekaityte & Tambo, 2020; Sharma et al., 2025). This transformation reflects a broader paradigm shift in consumer involvement—from passive receipt of marketing messages to active, participatory interaction with brand information across multiple digital contact points.

Visual branding, defined as the deliberate design and deployment of visual elements—including colour, typography, imagery, and layout—to convey brand identity and stimulate emotional responses, operates at the intersection of these forces (Himawati et al., 2025; Liu & Jin, 2025). The effectiveness of visual branding is no longer solely a matter of design quality; it is increasingly mediated by the specific affordances, algorithmic logics, and community conventions of each digital platform (Kaur et al., 2022; Kozinets, 2021). This context is especially relevant in emerging markets such as Indonesia, where rapid e-commerce growth and intensifying platform competition are creating both significant opportunities and heightened strategic demands for brands.

## Critical Examination of Existing Literature

Existing scholarship on visual branding and consumer engagement has developed across several distinct but intersecting strands. Research on social media engagement has established that consumer involvement with brand content is a multidimensional construct encompassing cognitive, emotional, and behavioural dimensions (Azer et al., 2023; Kujur & Singh, 2019, p. 3; Malik et al., 2024). Bibliometric analyses confirm that platform-specific dynamics and content strategy are the most dominant themes in contemporary engagement research, signalling a field in active transition from mass-media assumptions to platform-native frameworks.

Studies on digital packaging innovation have documented the communicative potential of smart packaging technologies, demonstrating that QR codes and AR features can convert post-purchase product interactions into ongoing brand engagement opportunities while simultaneously generating valuable behavioural data (Rosário & Dias, 2023). Research on gamification has shown that game-design elements embedded in digital brand experiences—such as points, badges, and challenges—activate intrinsic motivational processes that sustain long-term consumer engagement (Sharma et al., 2023, p. 122998; Yang et al., 2017, p. 463).

Live-streaming e-commerce has been identified as a disruptive engagement modality, combining real-time video interactivity with seamless purchase functionality to create immersive shopping experiences (Xu et al., 2023; Yu et al., 2022, p. 3). Cross-cultural comparative research highlights that visual branding strategies effective in one market context—such as China's integration of live-streaming culture with e-commerce platforms—may require substantial adaptation for different cultural and platform ecosystems (Adesina, 2025; Yang, 2024; Zhengjun et al., 2025). However, these research streams have largely developed in isolation, without an integrative framework that synthesises their collective implications.

## Identification of Research Gaps

Despite substantial individual-stream progress, several critical gaps remain in the literature. First, there is an absence of a comprehensive, integrative framework that conceptualises the interdependencies among platform architecture, digital packaging innovation, visual branding strategy, and consumer engagement outcomes. Second, empirical research isolating the specific visual variables—such as colour scheme, typographic choice, or imagery type—that drive differential engagement outcomes across distinct platform environments is limited. Third, longitudinal studies tracking how initial consumer engagement with visual branding content converts into sustained brand loyalty and advocacy are largely absent. Fourth, the cross-cultural generalisability of platform-specific visual branding strategies has not been systematically examined across diverse emerging market contexts. Fifth, while ethical concerns regarding data-driven visual branding practices—including programmatic advertising and algorithmic transparency—have been raised, they have not been integrated into mainstream visual branding strategy frameworks. This review addresses these gaps by synthesising extant research into a coherent conceptual framework.

## Rationale for the Research

This systematic literature review is warranted by the confluence of two urgent conditions: the accelerating structural transformation of digital platform ecosystems and the corresponding need for evidence-based strategic guidance for brand managers and digital marketing practitioners. As platform algorithms increasingly determine content visibility and consumer reach, brands that lack nuanced, platform-responsive visual branding capabilities face growing competitive disadvantage. This is particularly acute in rapidly digitalising emerging markets, where the Indonesian e-commerce market alone is projected to grow from USD 52.93 billion in 2023 to USD 86.81 billion by 2028 (Dharma et al., 2024), generating both expansive opportunity and intensified competitive pressure.

## Objectives

This study pursues the following objectives:

- 1) To synthesise the most recent peer-reviewed research on platform power, digital packaging innovation, and visual branding strategy within digital media ecosystems;
- 2) To analyse the roles of social commerce, gamification, live-streaming, and owned media as emergent modalities of visual branding engagement;
- 3) To develop an integrated conceptual framework for visual branding strategy in multi-platform digital ecosystems;
- 4) To identify strategic implications for practitioners and directions for future empirical research, with particular attention to emerging market contexts.

## MATERIALS FOR ANALYSIS

### Literature Review Protocol

#### Study Selection Criteria

This review applied predefined inclusion and exclusion criteria following PRISMA guidelines. Studies were included if they: (1) were published in peer-reviewed academic journals; (2) were published between January 2021 and December 2025; (3) addressed at least one of the primary constructs of interest—platform power, digital packaging, visual branding, or consumer engagement in digital media environments; (4) were written in English or Indonesian; and (5) employed either empirical or conceptual/review methodologies.

Studies were excluded if they:

- 1) Were conference papers, book chapters, or grey literature;
- 2) Focussed exclusively on offline or traditional media contexts without digital applicability;
- 3) Did not address consumer-facing brand communication;
- 4) Were published outside the 2021–2025 window (except where foundational theoretical contributions warranted inclusion);

or

- 5) Were not obtainable in full text.

### Information Sources and Search Dates

A comprehensive electronic search was conducted across four major academic databases: Scopus, Web of Science (WoS), Google Scholar, and the Directory of Open Access Journals (DOAJ). The search was executed during December 2024, capturing records published through the end of November 2024. Reference lists of all included studies were manually screened to identify additional eligible sources not captured by the database search.

### Electronic Search Protocol

The following Boolean search string was applied systematically in Scopus and adapted for equivalent field searches in the remaining databases:

("visual branding" OR "brand identity" OR "digital packaging") AND ("platform power" OR "social media engagement" OR "consumer engagement" OR "digital ecosystem") AND ("e-commerce" OR "live streaming" OR "gamification" OR "owned media" OR "digital marketing")

Filters applied: peer-reviewed journal articles; English or Indonesian language; publication years 2021–2025. In Google Scholar and DOAJ, equivalent term combinations were used with date range restrictions. This protocol is fully reproducible and was documented by the authors throughout the search process.

## Organisation of the Study

### Research Selection Criteria and Data Extraction Methodology

Following deduplication, two authors independently screened all retrieved records by title and abstract against the inclusion/exclusion criteria. Disagreements were resolved by discussion and consensus. Full texts of potentially eligible studies were retrieved and subjected to independent assessment by both authors. The PRISMA flowchart (Figure 1) documents the selection process and the number of records at each stage.

Data extraction was performed using a standardised extraction form developed a priori. The form captured the following variables for each included study: Bibliographic details (author, year, journal, country context); Study design and methodological approach; Primary constructs examined (platform power, visual branding, digital packaging, consumer engagement); Key findings and theoretical contributions; Implications for visual branding strategy and/or consumer engagement; Identified limitations and directions for future research

### Methods of Analysis

The analytical approach adopted in this review is narrative synthesis supplemented by thematic analysis. Narrative synthesis involves the use of words and text to summarise and explain the findings of the included studies, and is appropriate where statistical meta-analysis is precluded by heterogeneity in study designs, populations, and outcome measures. The synthesis proceeded in four iterative stages:

- 1) Preliminary synthesis via tabulation of study characteristics;
- 2) Exploring relationships within and between studies through thematic clustering;
- 3) Assessing the robustness of the synthesis; and (4) developing the integrated conceptual framework.

Thematic clustering was performed by grouping studies according to primary theoretical construct addressed: platform architecture and power, digital packaging innovation, visual branding strategy, and consumer engagement mechanisms. Cross-cutting themes—including cross-cultural variation, sustainability, and ethical dimensions—were identified through iterative re-reading of extracted data. The resulting framework was validated against the evidence base through member-checking between the two authors.

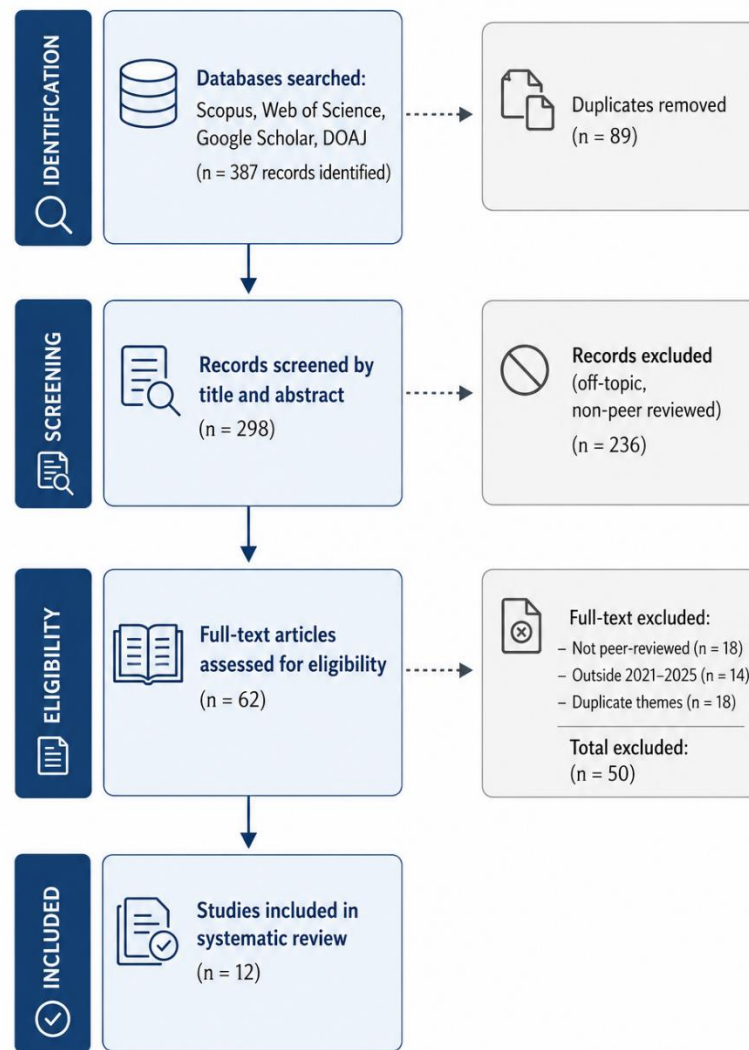
### Ethical Considerations

As this study is a systematic review of previously published peer-reviewed literature, it does not involve primary data collection from human participants. Accordingly, formal ethical approval from an institutional review board was not required. All studies cited in this review were published in peer-reviewed academic journals and are properly attributed in accordance with APA 7th Edition referencing conventions. The authors declare that the synthesis process was conducted transparently, without selective reporting or misrepresentation of any cited work. Data privacy concerns arising from the substantive content of certain included studies—particularly those addressing tracker technologies and programmatic advertising (Alperstein, 2024)—are discussed critically within the findings rather than reproduced or endorsed.

## RESULTS

### PRISMA Flowchart and Study Selection

Figure 1 presents the PRISMA flowchart documenting the systematic search and selection process. A total of 387 records were identified across the four databases: 241 from Scopus, 63 from Web of Science, 58 from Google Scholar, and 25 from DOAJ. Following deduplication ( $n = 89$  removed), 298 unique records were screened by title and abstract. Of these, 236 were excluded for being off-topic, non-peer-reviewed, or outside the defined date range, yielding 62 full-text articles for eligibility assessment. After full-text review, 50 studies were excluded (18 not peer-reviewed; 14 outside the 2021–2025 publication window; 18 with duplicate or overlapping themes). Twelve studies met all inclusion criteria and were incorporated into the systematic review.

**Figure 1.** PRISMA Flowchart of Study Selection Process

Note. PRISMA = Preferred Reporting Items for Systematic Reviews and Meta-Analyses.

Figure 1. PRISMA Flowchart of Study Selection Process

### Characteristics of Included Studies

The 12 studies included in this systematic review are characterised by a diversity of methodological approaches, including bibliometric analyses, systematic literature reviews, case studies, comparative cross-cultural analyses, and qualitative content analyses. Publication years ranged from 2021 to 2025, with the majority ( $n = 9$ ) published in 2023 or later, reflecting the rapidly evolving nature of the field. Studies addressed contexts across multiple regions, including Indonesia, China, the United States, and Europe, providing international scope to the synthesis. Table 1 presents the attributes of each included study.

Table 1. Characteristics of Included Studies

| Author (Year)            | Focus                                                                                     | Method                             | Key Finding                                                                                                                                 |
|--------------------------|-------------------------------------------------------------------------------------------|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| (Alperstein, 2024)       | Tracker technologies on branded Rx drug websites; data privacy & programmatic advertising | Qualitative content analysis       | Platform ecosystems operate as covert personal data collection networks; brands must balance data use with consumer privacy ethics          |
| (Yesawen & Ady, 2026)    | Marketing strategy to increase brand loyalty in Indonesian e-commerce (Lazada)            | Case study; qualitative            | Local cultural specificity, platform dynamics, and visually attractive communication are critical for consumer loyalty in emerging markets  |
| (Dubbelink et al., 2021) | Social media marketing as a branding strategy during COVID-19                             | Systematic review                  | Consistency and visual coherence in social media branding strengthens consumer trust and loyalty under disruption                           |
| (Faradila et al., 2024)  | Owned media strategy and consumer engagement                                              | Systematic Literature Review (SLR) | Photography and user-generated content on owned platforms generate significantly higher engagement; cultural context mediates effectiveness |
| (Kaur et al., 2022)      | Social media engagement landscape                                                         | Bibliometric analysis              | Consumer engagement is multidimensional (cognitive, emotional, behavioural); platform-specific dynamics dominate contemporary research      |
| (Malik et al.,           | Gamification and customer brand                                                           | Systematic                         | Gamification activates intrinsic motivation, producing sustained                                                                            |

|                                  |                                                                   |                                     |                                                                                                                                                                |
|----------------------------------|-------------------------------------------------------------------|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2024)                            | engagement                                                        | review & future agenda              | brand interaction; visual design is central to gamification effectiveness                                                                                      |
| (Martínez-Navarro & Rubio, 2024) | Wine marketing research across three decades                      | Bibliometric review                 | Content type (informational, humorous, relational) significantly influences engagement; platform-specific content strategy is indispensable                    |
| (Putra & Nadlifatin, 2024)       | Consumer interest in live-streaming e-commerce for fashion thrift | Systematic Literature Review        | Price, quality, and product diversity drive live-streaming engagement; content creator credibility mediates consumer-brand interaction                         |
| (Rosário & Dias, 2023)           | Marketing strategies on social media platforms                    | Literature review                   | Platform power concentration limits organic reach; brands must adopt active, strategic participation rather than passive distribution                          |
| (Rosário & Dias, 2023)           | Digital economy sustainability: challenges and opportunities      | Conceptual review                   | Smart packaging (QR, NFC, AR) bridges physical products and digital branding ecosystems; sustainability communication is a differentiator                      |
| (Sharma et al., 2023)            | Customer engagement in online retailing                           | Systematic Literature Review        | Algorithm customisation, interactive content, and immersive experiences are primary engagement drivers; metaverse commerce is an emerging frontier             |
| (Yang, 2024)                     | Comparative cosmetics marketing strategies: China vs. USA         | Comparative cross-cultural analysis | Cultural and platform ecosystem differences necessitate localised visual branding strategies; China favours live-streaming and holistic e-commerce integration |

## Platform Power and Digital Ecosystem Architecture

Three studies (Alperstein, 2024; Kaur et al., 2022; Rosário & Dias, 2023) converged on the finding that dominant digital platforms function as technostructural ecosystems in which brand visibility and consumer reach are fundamentally mediated by algorithmic logic and platform policies. Alperstein (2024) specifically documented the extent to which platforms operate covert personal data collection and redistribution networks, with significant implications for brand data practices and consumer autonomy. Rosário & Dias (2023) established that platform power concentration creates asymmetric competitive conditions disadvantaging smaller brands and those in developing markets. Kaur et al. (2022) synthesised the multidimensional nature of social media engagement, confirming that platform-specific dynamics are the most dominant moderating variable in contemporary engagement research.

Collectively, these findings suggest that platform architecture is not merely a channel or context for visual branding but an active structural force that conditions the feasibility and effectiveness of specific branding strategies. The implication is that brands must engage with platform ecosystems as active participants in attention creation and consumer engagement, rather than as neutral distribution intermediaries.

## Digital Packaging Innovation

Two studies (Rosário & Dias, 2023; Sharma et al., 2025) examined digital packaging innovation and its intersection with visual branding strategy. Sharma et al. (2023) demonstrated that smart packaging technologies—specifically QR codes, NFC, and AR elements—enable brands to extend their communicative range from point-of-sale physical touchpoints to multi-layered digital brand ecosystems. These technologies provide consumers with access to rich multimedia content, including product origin narratives, sustainability credentials, and usage tutorials, converting packaging from a passive container into an active engagement platform. Sharma et al. (2025) confirmed that digital packaging innovations drive sustained post-purchase consumer engagement, generating behavioural data that can be leveraged for personalised marketing communication.

The sustainability dimension of digital packaging was also identified as a growing strategic consideration (Rosário & Dias, 2023). While digital packaging reduces dependence on print-based environmental costs, the carbon footprint of digital infrastructure—including data centres and electronic devices—must be incorporated into holistic sustainability assessments.

## Visual Branding as Strategic Communication

Four studies (Dharma et al., 2024; Dubbelink et al., 2021; Faradila et al., 2024; Martínez-Navarro & Rubio, 2024) addressed the strategic dimensions of visual branding in digital environments. Faradila et al. (2024) identified photography and user-generated content as the highest-engagement content formats in owned media contexts, with user-generated content generating approximately six times more interaction than other post types. (Dharma et al., 2024) emphasised the critical role of culturally resonant visual communication in building brand loyalty within the Indonesian e-commerce market, highlighting that local market specificity and platform dynamics must inform visual branding choices. Dubbelink et al. (2021) demonstrated that visual coherence and consistency across social media channels strengthened consumer trust and loyalty during the COVID-19 pandemic, establishing a causal link between branding consistency and resilience. (Martínez-Navarro & Rubio, 2024) found that content type—informational, humorous, compensatory, or relational—significantly moderates consumer engagement with brand content on social media, underscoring the importance of content strategy as a complement to visual design.

## Consumer Engagement Mechanisms: Gamification and Live-Streaming

Two studies (Malik et al., 2024; Putra & Nadlifatin, 2024) examined emergent consumer engagement mechanisms. (Malik et al., 2024) conducted a systematic review of gamification in customer brand engagement, finding that gamification elements—including points, leaderboards, badges, and interactive challenges—activate intrinsic motivational processes (curiosity, achievement, challenge) that produce sustained, repetitive brand interaction. The visual interface design of gamified brand experiences was identified as a critical factor in expressing brand identity and stimulating consumer participation, establishing a direct link between gamification strategy and visual branding. Putra & Nadlifatin (2024) identified price affordability, product quality, and product diversity as primary drivers of consumer interest in live-streaming e-commerce, while content creator credibility was found to mediate the consumer-brand relationship in this context. The social commerce architecture of live-streaming platforms—integrating product browsing, community interaction, and direct purchase—was characterised as a fundamental evolution in

consumer engagement architecture.

## Cross-Cultural Dimensions

Yang (2024) provided the most direct cross-cultural comparison in the review, contrasting cosmetics marketing strategies in China and the United States. The study found that despite both markets adopting digital marketing broadly, significant differences exist in the deployment of visual branding strategies. Chinese brands favour a holistic e-commerce integration approach using platforms such as Xiaohongshu, Weibo, and Douyin—where live-streaming and community-driven visual branding create immersive brand experiences—while US brands rely more heavily on static digital materials distributed via Instagram, Google Ads, and YouTube. These differences underscore the necessity of culturally and platform-specifically adaptive visual branding strategies for multinational brands.

## DISCUSSION

### Interpreting the Outcomes of Research Endeavours

The synthesis of 12 peer-reviewed studies reveals a coherent set of findings that collectively support the proposition that visual branding effectiveness in digital media ecosystems is a function of three interdependent dimensions: platform architecture, content strategy, and consumer engagement outcomes. No single dimension operates independently; each shapes and is shaped by the others within the broader context of the digital economy. Platform algorithmic logic determines which content reaches consumers; content strategy determines the visual and experiential quality of that content; and consumer engagement outcomes, in turn, generate behavioural data that platform algorithms redistribute, completing the cycle (Farras & Dwisanto, 2025; Kozinets, 2021).

The integrated conceptual framework emerging from this synthesis positions digital packaging innovation as a bridge technology that extends the spatial and temporal range of visual branding from point-of-sale moments to continuous, multi-touchpoint digital engagement. Gamification and live-streaming represent engagement amplification mechanisms that leverage the affordances of specific platform types—mobile apps and streaming platforms respectively—to generate qualitatively richer forms of consumer involvement than traditional advertising. Owned media strategy functions as the governance layer of this ecosystem, providing brands with the controlled digital environments in which consistent visual identity and high-quality content can be systematically delivered (Baetzgen & Tropp, 2015; Lovett & Staelin, 2016; Niemand et al., 2020, p. 1371).

### Evaluating in Relation to Antecedent Studies

The findings of this review are broadly consistent with, and extend, prior scholarship in several directions. The identification of consumer engagement as a multidimensional construct (cognitive, emotional, behavioural) replicates and reinforces foundational frameworks established in earlier marketing and information systems research (Bilro & Loureiro, 2020, p. 301; Morgan-Thomas et al., 2020, p. 716; Santos et al., 2021, p. 102489). The emphasis on platform-specific algorithmic logic as a moderating force in visual branding effectiveness advances existing discussions of social media marketing strategy by grounding them in the structural realities of platform power concentration. The cross-cultural findings extend prior single-market studies by demonstrating that visual branding strategy effectiveness is not culturally invariant, a finding with significant practical implications for multinational brand managers (Davvetas & Biraglia, 2022, p. 1388; Nieborg & Poell, 2018, p. 4289; Wichmann et al., 2021, p. 124).

The role of digital packaging as an engagement platform—rather than merely a communication vehicle—represents a theoretically significant extension of traditional packaging research, which has historically focussed on physical product contexts. By demonstrating that QR codes and AR features can sustain consumer engagement beyond the purchase moment and generate longitudinal behavioural data, the included studies establish digital packaging as a strategic asset in the platform power landscape (D'Arco & Marino, 2025; Htun et al., 2023, p. 603; Yang et al., 2026).

### Elucidating the Ramifications of the Discoveries

The ramifications of these findings are substantial for both theory and practice. For marketing theory, the integrated framework suggests that visual branding research must be reoriented from a focus on design quality per se to a focus on the strategic fit between visual communication choices and the specific affordances and constraints of each platform environment. Consumer engagement theory must accommodate the structuring effects of platform algorithms, which selectively amplify certain content types while suppressing others, fundamentally altering the relationship between brand communication and consumer response (Blut et al., 2023, p. 945; Santos et al., 2021, p. 102490).

For practitioners, the findings imply a need for significant organisational capability development in three areas: platform literacy (deep understanding of algorithmic logics and content preferences across relevant platforms); visual content adaptation (the ability to produce and rapidly iterate platform-specific visual assets); and data-driven personalisation (the use of behavioural data generated through digital packaging and owned media interactions to customise visual communication at the individual level). The ethical dimension of data-driven personalisation—particularly regarding consumer privacy, transparency, and the potential for manipulative algorithmic practices—is a critical governance consideration that brand managers must proactively address.

### Recognising the Constraints of the Research

This review is subject to several methodological and substantive limitations. First, as a narrative synthesis, it lacks the statistical precision of meta-analytic reviews and is subject to the inherent subjectivity of thematic interpretation. Second, the review is bounded by the included studies' geographic and sectoral scope: while the synthesis encompasses studies from Indonesia, China, the United States, and Europe, many other markets—particularly those in Africa, Latin America, and South Asia—are not represented, limiting the generalisability of the framework to those contexts. Third, the rapid pace of digital platform evolution means that specific algorithmic findings may become outdated; for example, platform algorithm changes can render engagement strategies effective at time of study publication obsolete within months.

Fourth, publication bias is a potential concern: studies demonstrating positive or statistically significant relationships between visual branding strategies and consumer engagement outcomes are more likely to be published than null-result studies, potentially inflating the apparent effectiveness of the strategies reviewed. Fifth, the review could not capture the full range of academic output in Indonesian-language journals, potentially underrepresenting scholarship most directly relevant to the Indonesian emerging market context. Future research should address these limitations through empirical studies, longitudinal designs, and cross-cultural comparative frameworks.

## CONCLUSION

This systematic literature review has provided a rigorous and comprehensive examination of the convergence of platform power, digital packaging innovation, and visual branding strategy in shaping consumer engagement within digital media ecosystems. By synthesising 12 peer-reviewed studies published between 2021 and 2025, the review establishes that visual branding effectiveness in contemporary digital environments cannot be understood or optimised without reference to the structural conditions of platform architecture, the affordances of emergent engagement technologies, and the cultural specificities of target markets.

The integrated conceptual framework presented in this review advances theoretical understanding by articulating the interdependencies among platform architecture, content strategy, digital packaging, and consumer engagement outcomes as a coherent, circular system—rather than as discrete, independently managed variables. The framework carries particular practical relevance for brands operating in rapidly growing digital markets such as Indonesia, where escalating platform competition and expanding consumer digital literacy are simultaneously expanding opportunity and raising the strategic bar for effective communication.

The importance of this research lies in its potential to redirect both scholarly inquiry and managerial practice toward a more integrated, platform-conscious approach to visual branding—one that recognises digital packaging as a strategic engagement asset, gamification and live-streaming as structurally distinct engagement amplification mechanisms, and ethical data governance as a foundational, rather than ancillary, concern. The evidence reviewed is consistent with the proposition advanced in the introduction that platform power is not merely a contextual backdrop but an active structural force governing the possibilities and limitations of brand visual communication.

The authors recommend that future research pursue the following priorities: (1) longitudinal empirical studies that track the conversion of initial visual branding engagement into sustained loyalty and advocacy; (2) experimental designs isolating the effects of specific visual variables—colour, typography, imagery—on platform-differentiated engagement outcomes; (3) systematic cross-cultural comparisons extending beyond the China–US and Indonesian markets addressed in the included studies; and (4) interdisciplinary engagement between marketing, information systems, and legal scholarship to develop ethically grounded frameworks for data-driven visual branding in an era of intensifying privacy regulation.

## ACKNOWLEDGMENTS

The authors wish to express their gratitude to the Advertising Study Program and the Visual Communication Design Study Program at Muhammadiyah University of Tangerang for their institutional support throughout the preparation of this manuscript. The authors also acknowledge the contributions of the researchers whose published work forms the evidence base of this systematic review. No specific funding was received for this study.

## CONFLICT OF INTERESTS

The authors declare no conflict of interest in relation to this manuscript. There are no financial, personal, or institutional relationships that could have inappropriately influenced the conduct or reporting of this review.

## REFERENCES

- Adesina, T. D. (2025). Cultural and Technological Drivers of Consumer Engagement: A Comparative Study of Livestream Selling and Influencer Commerce in the U.S. and Asia. *Asian Journal of Advanced Research and Reports*, 19(5), 514–526. <https://doi.org/10.9734/ajarr/2025/v19i51034>
- Alperstein, N. (2024). The use of tracker technologies on branded prescription drug websites: privacy, data acquisition and programmatic advertising. *International Journal of Pharmaceutical and Healthcare Marketing*, 18(3), 415–434. <https://doi.org/10.1108/ijphm-02-2022-0015>
- Azer, J., Blasco-Arcas, L., & Alexander, M. (2023). Visual Modality of Engagement: Conceptualization, Typology of Forms, and Outcomes. *Journal of Service Research*, 27(2), 231–249. <https://doi.org/10.1177/10946705231190867>
- Baetzgen, A., & Tropp, J. (2015). How Can Brand-Owned Media Be Managed? Exploring the Managerial Success Factors of the New Interrelation Between Brands and Media. *The International Journal on Media Management*, 17(3), 135–155. <https://doi.org/10.1080/14241277.2015.1088017>
- Bilro, R. G., & Loureiro, S. M. C. (2020). A consumer engagement systematic review: synthesis and research agenda. *Spanish Journal of Marketing - ESIC*, 24(3), 283–307. <https://doi.org/10.1108/sjme-01-2020-0021>
- Blut, M., Kulikovskaja, V., Hubert, M., Brock, C., & Grewal, D. (2023). Effectiveness of engagement initiatives across engagement platforms: A meta-analysis [Review of *Effectiveness of engagement initiatives across engagement platforms: A meta-analysis*]. *Journal of the Academy of Marketing Science*, 51(5), 941–965. Springer Science+Business Media. <https://doi.org/10.1007/s11747-023-00925-7>

- D'Arco, M., & Marino, V. (2025). From shelves to screens: redefining packaging strategies in the metaverse. *European Journal of Innovation Management*. <https://doi.org/10.1108/ejim-09-2024-0985>
- Davvetas, V., & Biraglia, A. (2022). The "indie" premium: how independent firms create product value across cultures. *International Marketing Review*, 39(6), 1353–1389. <https://doi.org/10.1108/imr-04-2021-0157>
- Dharma, P. P., Purwanegara, M. S., & Wibowo, S. A. (2024). Proposed Marketing Strategy to Increase Brand Loyalty: Study Case of Lazada Indonesia. *International Journal of Current Science Research and Review*, 7(7). <https://doi.org/10.47191/ijcsrr/v7-i7-15>
- Dubbelink, S. I., Herrando, C., & Constantinides, E. (2021). Social Media Marketing as a Branding Strategy in Extraordinary Times: Lessons from the COVID-19 Pandemic. *Sustainability*, 13(18), 10310–10310. <https://doi.org/10.3390/su131810310>
- Faradila, F. A., Safitri, I., & Wardhani, H. K. (2024). Owned Media: Systematic Literature Review (SLR). *Transekonomika Akuntansi Bisnis Dan Keuangan*, 4(2), 100–107. <https://doi.org/10.55047/transekonomika.v4i2.615>
- Farras, J. I., & Dwisanto, R. R. (2025). Efektivitas Algoritme Dalam Konten Digital Algorithm Effectiveness In Digital Content. *Southeast Asia Journal Of Graduate Of Islamic Business and Economics*, 4(2), 112–123. <https://doi.org/10.37567/sajgibe.v4i2.4183>
- Himawati, D., Riswanti, S., Sitanggang, P. B., Apriyanti, R., & Akhirson, A. (2025). Integration of Creative Design and Visual Branding in Digital Marketing Strategy: Analysis of Innovation to Increase Brand Awareness and Market Identity of MSMEs. *International Journal of Integrative Research*, 3(10), 717–730. <https://doi.org/10.59890/ijir.v3i10.77>
- Htun, N. N., Wiśniewska, A., Nocella, G., Cruz, E. S., Peracaula-Moner, A., Vehmas, K., Hakola, L., Liczmańska, K., Bridgett, L., & Verbert, K. (2023). Smart tag packaging technologies: A qualitative investigation of consumers' needs and expectations. *Packaging Technology and Science*, 36(7), 595–613. <https://doi.org/10.1002/pts.2731>
- Kaur, A., Khandai, S., & Mathew, J. (2022). Mapping the Field of Social Media Engagement: A Literature Review Using Bibliometric Analysis. *FIIB Business Review*, 12(4), 368–385. <https://doi.org/10.1177/23197145221112734>
- Kozinets, R. V. (2021). Algorithmic branding through platform assemblages: core conceptions and research directions for a new era of marketing and service management. *Journal of Service Management*, 33(3), 437–452. <https://doi.org/10.1108/josm-07-2021-0263>
- Kujur, F., & Singh, S. (2019). Visual Communication and Consumer-Brand Relationship on Social Networking Sites - Uses & Gratifications Theory Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(1), 0. <https://doi.org/10.4067/s0718-18762020000100104>
- Liu, A., & Jin, B. (2025). The Role of Multimedia Elements in Brand Design. *International Journal of E-Collaboration*, 21(1), 1–17. <https://doi.org/10.4018/ijec.387828>
- Lovett, M. J., & Staelin, R. (2016). The Role of Paid, Earned, and Owned Media in Building Entertainment Brands: Reminding, Informing, and Enhancing Enjoyment. *Marketing Science*, 35(1), 142–157. <https://doi.org/10.1287/mksc.2015.0961>
- Lydekaityte, J., & Tambo, T. (2020). Internet of Packaging and the Bridge Between Digital Marketing and Physical Retailing. In *Advances in logistics, operations, and management science book series* (pp. 2057–2070). Routledge. <https://doi.org/10.4018/978-1-7998-3473-1.ch141>
- Malik, G., Pradhan, D., & Rup, B. K. (2024). Gamification and customer brand engagement: a review and future research agendas. *Marketing Intelligence & Planning*, 43(1), 210–239. <https://doi.org/10.1108/mip-12-2023-0659>
- Martínez-Navarro, J., & Rubio, R. S. (2024). Three decades of research on wine marketing. *Heliyon*, 10(10). <https://doi.org/10.1016/j.heliyon.2024.e30938>
- Micova, S. B., & Jacques, S. (2020). Platform power in the video advertising ecosystem. *Internet Policy Review*, 9(4). <https://doi.org/10.14763/2020.4.1506>
- Morgan-Thomas, A., Dessart, L., & Veloutsou, C. (2020). Digital ecosystem and consumer engagement: A socio-technical perspective. *Journal of Business Research*, 121, 713–723. <https://doi.org/10.1016/j.jbusres.2020.03.042>
- Nieborg, D. B., & Poell, T. (2018). The platformization of cultural production: Theorizing the contingent cultural commodity. *New Media & Society*, 20(11), 4275–4292. <https://doi.org/10.1177/1461444818769694>
- Niemand, T., Kraus, S., Mather, S., & Ballester, A. C. C. (2020). Multilevel marketing: optimizing marketing effectiveness for high-involvement goods in the automotive industry. *International Entrepreneurship and Management Journal*, 16(4), 1367–1392. <https://doi.org/10.1007/s11365-020-00669-8>
- Putra, M. I., & Nadlifatin, R. (2024). Customer Interest in E-Commerce Live Streaming for Fashion Thrift Repurchases Systematic Literature Review. *ILKOMNIKA Journal of Computer Science and Applied Informatics*, 6(1), 102–116. <https://doi.org/10.28926/ilkomnika.v6i1.610>
- Rosário, A. T., & Dias, J. C. (2023a). Marketing Strategies on Social Media Platforms. *International Journal of E-Business Research*, 19(1), 1–25. <https://doi.org/10.4018/ijebr.316969>
- Rosário, A. T., & Dias, J. C. (2023b). The New Digital Economy and Sustainability: Challenges and Opportunities. *Sustainability*, 15(14), 10902–10902. <https://doi.org/10.3390/su151410902>
- Santos, Z. R., Cheung, C. M. K., Coelho, P. S., & Rita, P. (2021). Consumer engagement in social media brand communities: A literature review [Review of *Consumer engagement in social media brand communities: A literature review*]. *International Journal of Information Management*, 63, 102457–102457. Elsevier BV. <https://doi.org/10.1016/j.ijinfomgt.2021.102457>
- Sharma, A., Kaurav, R. P. S., & Koul, S. (2025). Customer Engagement in Online Retailing: A Systematic Literature Review and Future Research Directions. *International Journal of Consumer Studies*, 50(1). <https://doi.org/10.1111/ijcs.70154>

- Sharma, W., Lim, W. M., Kumar, S., Verma, A., & Kumra, R. (2023). Game on! A state-of-the-art overview of doing business with gamification. *Technological Forecasting and Social Change*, 198, 122988–122988. <https://doi.org/10.1016/j.techfore.2023.122988>
- Wichmann, J. R. K., Wiegand, N., & Reinartz, W. (2021). The Platformization of Brands. *Journal of Marketing*, 86(1), 109–131. <https://doi.org/10.1177/00222429211054073>
- Xu, Y., Kapitan, S., & Phillips, M. (2023). The commercial impact of live streaming: A systematic literature review and future research agenda. *International Journal of Consumer Studies*, 47(6), 2495–2527. <https://doi.org/10.1111/ijcs.12960>
- Yang, B., Liu, L., Wang, Q., & Liu, K. (2026). Applications of augmented reality in food packaging design: a mini review. *Frontiers in Food Science and Technology*, 6. <https://doi.org/10.3389/frfst.2026.1767725>
- Yang, X. (2024). Comparing Marketing Strategies for Cosmetics Between China and The U.S. *International Journal of Marketing and Digital Creative*, 2(1), 32–45. <https://doi.org/10.31098/ijmadic.v2i1.1928>
- Yang, Y., Asaad, Y., & Dwivedi, Y. K. (2017). Examining the impact of gamification on intention of engagement and brand attitude in the marketing context. *Computers in Human Behavior*, 73, 459–469. <https://doi.org/10.1016/j.chb.2017.03.066>
- Yesawen, Y., & Ady, S. U. (2026). Peran Strategi Pemasaran Digital dalam Meningkatkan Kesadaran Merek dan Loyalitas Konsumen: Studi Kasus Platform E-commerce di Indonesia. *Jurnal EMT KITA*, 10(2), 759–765. <https://doi.org/10.35870/emt.v10i2.5981>
- Yu, X., Li, Y., Zhu, K., Wang, W., & Wen, W. (2022). Strong displayed passion and preparedness of broadcaster in live streaming e-commerce increases consumers' neural engagement. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.674011>
- Zhengjun, C., Huang, Q., Kui, L., Fangfang, W., & Yuan, Y. (2025). Exploring Cross-cultural Marketing Strategies of Fuliang Tea in E-commerce. *Asian Journal of Agricultural Extension Economics & Sociology*, 43(11), 157–166. <https://doi.org/10.9734/ajaees/2025/v43i112851>