

The Role of Visual Content in Digital Marketing: A Comprehensive Analysis of Engagement and Brand Perception

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ABSTRACT

Digital transformation has fundamentally reshaped the marketing landscape by shifting business communication from traditional promotional methods to interactive digital platforms. Among the various forms of digital content, short-form visual formats such as reels and stories have emerged as powerful tools for attracting consumer attention, strengthening brand perception, and influencing purchasing behaviour. Their ability to deliver engaging, creative, and personalised experiences has made them an integral component of modern digital marketing strategies. This study examines the effectiveness of reels and stories in enhancing consumer engagement, brand awareness, and purchase intention. It also investigates how visual storytelling influences consumer perception and emotional responses across different demographic groups. A descriptive research design was adopted, and primary data were collected from 100 respondents using a structured questionnaire through convenience sampling. Percentage analysis was used to analyse the collected data. The findings of the study are expected to provide valuable insights for marketers in designing effective visual content strategies and to contribute to the growing body of literature on digital marketing and consumer behaviour.

Keywords: Digital Marketing, Visual Content, Consumer Engagement, Brand Perception, Purchase Behaviour, Social Media Marketing, Consumer Behaviour.

1. INTRODUCTION

Digitalisation has significantly transformed the Indian consumer market. Traditional marketing methods, where customers physically visited stores and relied on static advertisements, have gradually been replaced by dynamic, technology-driven marketing strategies. Today, products and services reach consumers primarily through digital platforms, and online interactions and digital engagement

increasingly influence purchasing decisions. With rapid technological advancements and the widespread adoption of smartphones, consumers have become more informed, selective, and interactive than ever before. Within this evolving digital ecosystem, visual content, particularly reels and stories on platforms such as Instagram, Facebook, and YouTube, has emerged as a powerful marketing tool. Unlike conventional text-based promotions, short-form videos and interactive stories capture consumer attention quickly, improve brand recall, and establish stronger emotional connections with audiences. Their engaging, time-efficient, and easily shareable nature makes them highly effective in influencing consumer behaviour and purchasing decisions.

The rapid growth of mobile internet connectivity and social media usage in India has further transformed marketing communication. Businesses increasingly focus on creating visually appealing, creative, and personalised content that aligns with changing consumer preferences. Reels and stories not only improve brand visibility but also encourage direct consumer interaction through likes, comments, shares, saves, and instant feedback. Consequently, understanding the role of visual content in enhancing brand awareness, customer engagement, and purchase intention has become increasingly important. Therefore, this study aims to analyse the impact of reels and stories on consumer perception, engagement, brand perception, and buying behaviour while examining how organisations leverage visual storytelling to strengthen their digital marketing strategies.

2. REVIEW OF LITERATURE

Recent studies have consistently emphasised the growing importance of visual content in digital marketing and its influence on consumer engagement, brand perception, and purchase behaviour. **Muh Husriadi (2025)** found that short videos and infographics significantly improve customer interaction, market reach, and sales performance among MSMEs, highlighting the importance of structured visual content strategies and engagement metrics for evaluating campaign effectiveness. **Alfredo (2024)** identified engaging visual content, influencer marketing, and AI-assisted digital strategies as key drivers of consumer engagement and brand growth on Instagram. **Ajiva et al. (2024)** demonstrated that professional photography enhances brand perception, customer trust, and long-term brand visibility, while **Milić et al. (2024)** reported that AI-generated advertisements can achieve performance comparable to human-designed advertisements, although human creativity remains essential for creating emotionally engaging visual content. **Hussain, Majeed, and Khan (2024)** established that visual appeal, emotional appeal, information quality, and social influence significantly affect consumer purchasing behaviour through visual content marketing. Similarly, **Sapawi et al. (2024)** observed that optimised visual designs substantially improve consumer engagement and brand recall. **Kong et al. (2023)** introduced an artificial intelligence-based model capable of predicting the attractiveness of marketing content and providing recommendations for creative optimisation. **Sunarso and Mustafa (2023)** concluded that visual content plays a vital role in strengthening brand identity, storytelling, search engine optimisation, and conversion rates, particularly for small and medium enterprises. **Mayahi and Vidrih (2022)** emphasised that integrating artificial intelligence with visual marketing strategies is increasingly important for customer acquisition and retention in competitive markets. **Bashirzadeh, Mai, and Faure (2022)** highlighted that although animations and pictographs individually enhance communication effectiveness, their excessive combination may create cognitive overload and reduce message clarity. **Maehle, Presi, and Kleppe (2022)** reported that visually rich social media posts receive significantly higher engagement than text-only content and discussed the growing importance of edited images, GIFs, and user-generated visual

content. Earlier studies by **Fox, Nakhata, and Deitz (2019)** demonstrated through eye-tracking experiments that the integration of visual and verbal elements effectively enhances consumer attention, while **Gretzel (2017)** argued that the emergence of visual-sharing platforms has transformed marketing communication by encouraging user-generated visual content and real-time interaction. **Gamble (2016)** emphasised the strategic role of videos, infographics, animations, and data visualisation in achieving business objectives and improving customer engagement, whereas **Pavel (2014)** highlighted the psychological influence of visual communication, noting that emotionally appealing images combined with persuasive messages improve memorability and strengthen brand associations.

3. SIGNIFICANCE OF THE STUDY

The present study is significant for both academic researchers and marketing practitioners as it contributes to the growing body of knowledge on digital marketing by focusing specifically on short-form visual content, an emerging yet relatively under-researched area. The findings will help businesses understand how reels and stories can be strategically utilised to enhance customer engagement, strengthen brand positioning, and improve the overall effectiveness of digital marketing campaigns. The study also provides valuable insights into how visual content influences consumer emotions, perceptions, preferences, and purchase decisions. Furthermore, it may assist organisations in making informed strategic decisions about allocating marketing resources to high-impact visual content. Considering the rapid growth of smartphone usage and social media penetration in India, the study is both timely and highly relevant in the Indian digital marketing context. In addition, the findings may serve as a valuable reference for future research in related areas such as influencer marketing, visual branding, artificial intelligence-driven content creation, and digital consumer behaviour.

4. STATEMENT OF THE PROBLEM

The rapid expansion of social media platforms has encouraged businesses to invest extensively in reels and stories as effective promotional tools for digital marketing. Although these forms of visual content have gained widespread popularity and are increasingly adopted by organisations, there remains limited academic evidence regarding their actual effectiveness in influencing consumer engagement, brand perception, and purchase decisions. Many businesses create and share visual content without clearly understanding whether it effectively captures and retains consumer attention, enhances brand awareness, credibility, and trust, influences actual buying behaviour, or generates different responses across various demographic groups. In this context, it is essential to evaluate the effectiveness of reels and stories as visual content marketing tools. Therefore, the present study seeks to examine the role of reels and stories in influencing consumer engagement, brand perception, and purchase decisions within the broader framework of digital marketing.

5. OBJECTIVES OF THE STUDY

- To analyse how reels and stories help businesses target specific customer segments.
- To study consumer perception and emotional responses toward short-form visual content.
- To evaluate the effectiveness of reels and stories in generating consumer engagement.
- To identify the challenges faced by marketers in utilising reels and stories and to suggest strategies for optimising their effectiveness.

6. SCOPE OF THE STUDY

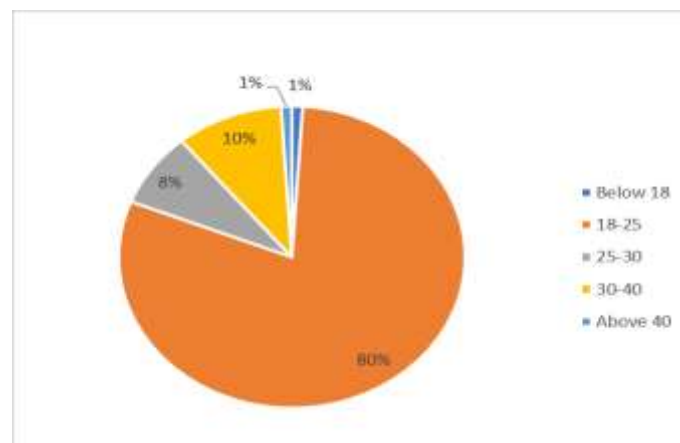
The present study focuses on examining the role of visual content, particularly reels and stories, in digital marketing and its influence on consumer engagement and brand perception. It seeks to understand how consumers perceive and respond to short-form visual content in terms of attention, interest, emotional connection, and overall engagement. The study further examines the impact of visual content on consumers' purchase decisions, brand preference, and buying intention. It also covers different demographic groups, including variations in age, gender, and occupation, to identify differences in consumer responses toward visual content. In addition, the research evaluates key engagement metrics such as likes, comments, shares, saves, and views as indicators of the effectiveness of reels and stories in digital marketing. Furthermore, the study explores how businesses utilise these visual content formats to promote products and services, strengthen brand identity, and enhance customer engagement, thereby providing valuable insights into the effectiveness of visual storytelling as a contemporary digital marketing strategy.

7. RESEARCH METHODOLOGY

The present study adopts a descriptive research design to examine the role of visual content, particularly reels and stories, in digital marketing and its influence on consumer engagement and brand perception. Both primary and secondary data were used for the study. Primary data were collected directly from respondents through a structured questionnaire, while secondary data were gathered from books, research journals, websites, reports, and other relevant published sources. The study employed the convenience sampling technique for selecting respondents. The population consisted of students and employees working in different sectors, including banking, education, and other organisations. A total of 100 respondents constituted the sample for the study. The collected data were analysed using percentage analysis as the analytical tool and presented through graphs, pie diagrams and Tables.

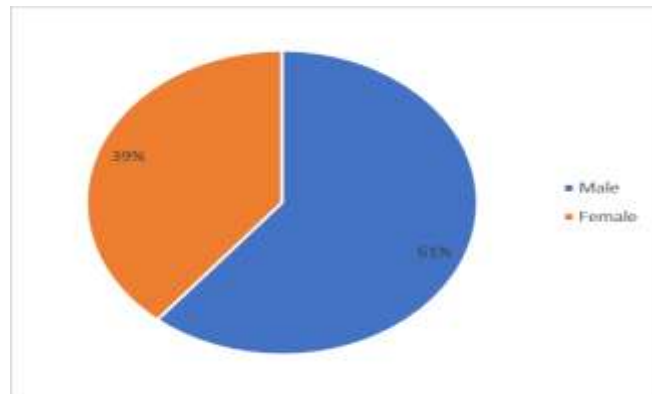
8. DATA ANALYSIS AND INTERPRETATION

FIGURE 1: AGE-WISE CLASSIFICATION OF RESPONDENTS



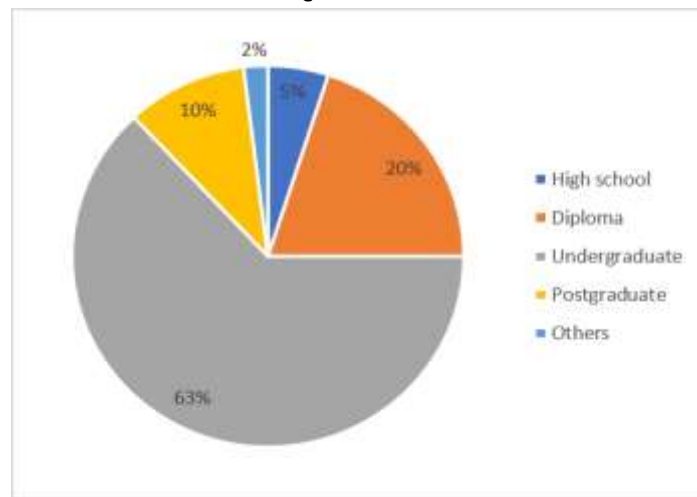
Interpretation: The above figure shows the age distribution of the respondents. It indicates that the majority of the respondents (76%) belong to the 18–25 years age group, followed by 10% in the 30–40 years age group and 8% in the 25–30 years age group. Only 1% of the respondents belong to the Below 18 years age group, while the remaining 1% belong to the Above 40 years age group. Thus, it can be concluded that the majority of the respondents belong to the 18–25 years age group.

FIGURE 2: GENDER WISE CLASSIFICATION OF RESPONDENTS



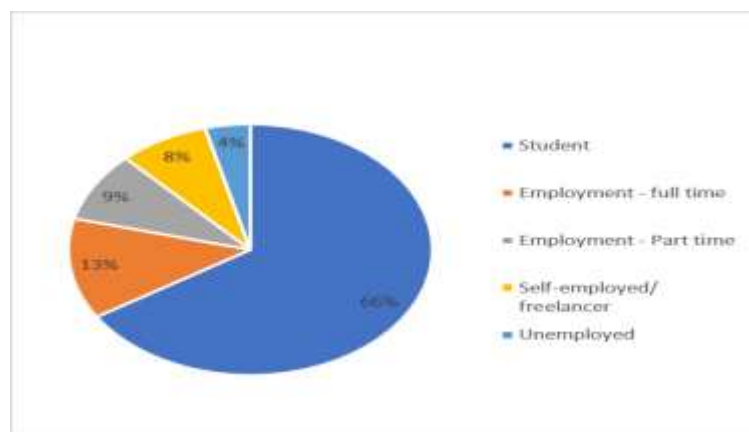
Interpretation: The above figure shows the gender distribution of the respondents. It indicates that 61% of the respondents are male, while 39% are female. Thus, it can be concluded that the majority of the respondents are male.

FIGURE 3: EDUCATIONAL QUALIFICATION OF RESPONDENTS



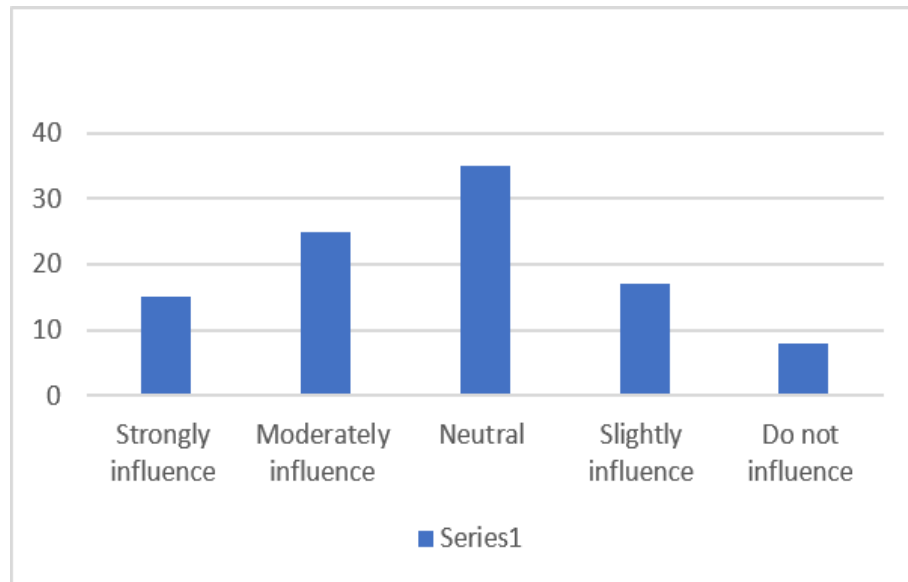
Interpretation: The above figure shows the distribution of respondents based on their educational qualification. It indicates that the majority of the respondents (63%) are undergraduates, followed by 20% who hold a diploma and 10% who are postgraduates. The remaining 7% belong to the other educational qualification category. Thus, it can be concluded that the majority of the respondents are undergraduates.

FIGURE 4: EMPLOYMENT STATUS OF RESPONDENTS



Interpretation: The above figure shows the distribution of respondents based on their occupation. It indicates that the majority of the respondents (66%) are students, followed by 22% who are employed, 8% who are self-employed/freelancers, and the remaining 4% who are unemployed. Thus, it can be concluded that the majority of the respondents are students.

FIGURE 5: INFLUENCE OF VISUAL CONTENT ON PURCHASE DECISIONS



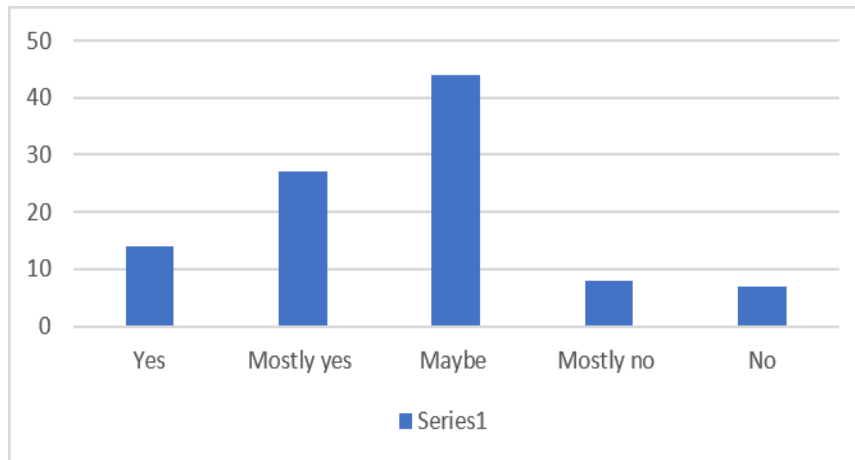
Interpretation: The above figure shows that out of 100 respondents, the highest percentage of respondents, 35%, are neutral regarding the influence factor. About 25% of respondents reported being moderately influenced, while 15% stated they are strongly influenced. Together, 40% of respondents experience a noticeable level of influence. On the other hand, 17% are slightly influenced, and 8% reported that they are not influenced at all, totalling 25% with low or no influence.

TABLE 6: TABLE SHOWING WAYS OF VISUAL CONTENT MATCHING PERSONAL INTERESTS

	No. of respondents	Percentage
Based on my likes and searches	39	39
Based on the pages and brands I follow	26	26
Based on my previous views and interactions	26	26
Based on trending content I engage with	9	9
Total	100	100

Interpretation: The above table shows respondents' perceptions of content personalisation. It indicates that the majority of the respondents (39%) believe that content is personalised based on their likes and searches. An equal proportion (26% each) feel that personalisation is influenced by the pages and brands they follow and their previous views and interactions. Only 9% of the respondents believe that personalisation is based on the trending content they engage with. Overall, the findings indicate that users primarily perceive content personalisation as behaviour-based rather than trend-based.

FIGURE 7: PERCEPTION OF AD PERSONALIZATION ON VISUAL CONTENT



Interpretation: The above figure shows respondents' perceptions regarding the personalisation of advertisements. It indicates that the majority of the respondents (44%) selected "Maybe," reflecting uncertainty about whether advertisements are personalised. This suggests that many users are unsure about how advertisements are tailored to their interests. However, 41% of the respondents ("Yes" and "Mostly Yes") believe that advertisements are personalised based on their preferences and online activities. In contrast, only 15% of the respondents ("Mostly No" and "No") believe that advertisements are not personalised. Overall, the results indicate a slightly positive perception of advertisement personalisation, although a considerable level of uncertainty exists among users.

TABLE 8: TABLE SHOWING ROLE OF VISUAL CONTENT IN BRAND DISCOVERY

Particulars	No. of respondents	Percentage
Shows content I like	20	20
Suggest brands for my age	11	11
Recommends based on my searches	53	53
Highlights trends I follow	8	8
Shows products I need	8	8
Total	100	100

Interpretation: The above figure shows that out of 100 respondents, the majority (53%) believe that visual content recommends brands based on their searches, indicating that search behaviour plays an important role in brand discovery through reels and stories. About 20% of respondents feel that visual content displays products based on their interests and preferences. A smaller percentage (11%) believe that recommendations are based on their age group, while 8% each reported that visual content highlights trending content or products they need. Overall, the findings indicate that visual content mainly influences brand discovery through personalised, search-based recommendations rather than trends or demographic factors.

TABLE 9: TABLE SHOWING INFLUENCE OF VISUAL CONTENT ON FOLLOWING OR ENGAGING WITH BUSINESSES

Particulars	No. of respondents	Percentage
Interesting and creative content	30	30
Clear product or service information	19	19

Attractive offers or discounts	24	24
Trust built through review, behind-the-scenes content	21	21
Frequent and consistent posting	6	6
Total	90	100

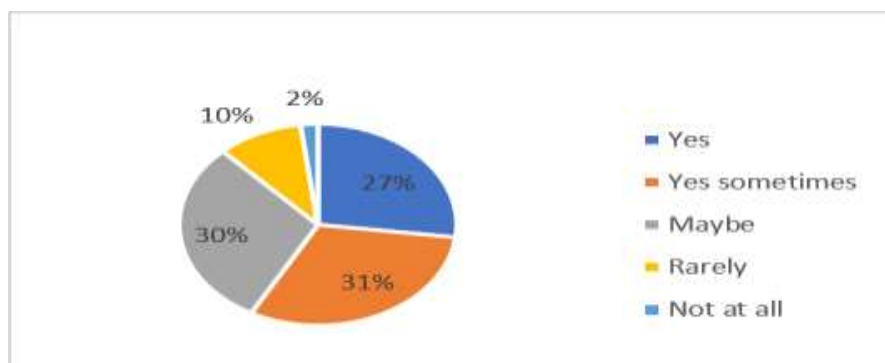
Interpretation: The above table shows that among 100 respondents, interesting and creative content (30%) is the most influential factor encouraging users to follow or engage with a brand. Attractive offers or discounts (24%) and trust-building content such as reviews and behind-the-scenes content (21%) also contribute significantly to engagement. Clear product information influences 19% of respondents, while frequent posting (6%) has the least impact. Overall, the findings indicate that creative, trustworthy, and informative visual content plays an important role in improving brand engagement.

FIGURE 10: IMPACT OF SHORT-FORM CONTENT ON AD LIKING AND RECALL



Interpretation: The above figure shows that short-form content mainly contributes to brand recall (26%) and immediate attention (25%), indicating its effectiveness in creating quick impact and improving brand memory. It also helps in making messages easier to understand (21%) and increases interest in products or services (17%). Only 11% of respondents feel that it enhances advertisement appeal. Overall, the findings indicate that short-form content is more effective in attracting attention and improving brand recall than in increasing overall advertisement appeal.

FIGURE 11: ABILITY OF VISUAL CONTENT TO ATTRACT CUSTOMERS



Interpretation: The above figure shows that 31% of respondents selected “Yes sometimes,” followed by 30% who selected “Maybe,” indicating a moderate perception regarding the effectiveness of visual content in attracting customers. Further, 27% of respondents believe that visual content is effective. Only 10%

selected “Rarely” and 2% selected “Not at all,” showing limited negative perception. Overall, the findings indicate that visual content has a generally positive but moderately perceived impact on attracting customers.

TABLE 12: TABLE SHOWING IMPACT OF VISUAL CONTENT IN CREATING POSITIVE EMOTIONS

Opinion	No. of respondents	Percentage
Yes, very much	13	13
Yes	26	26
Neutral	51	51
Not sure	6	6
Not at all	4	4
Total	100	100

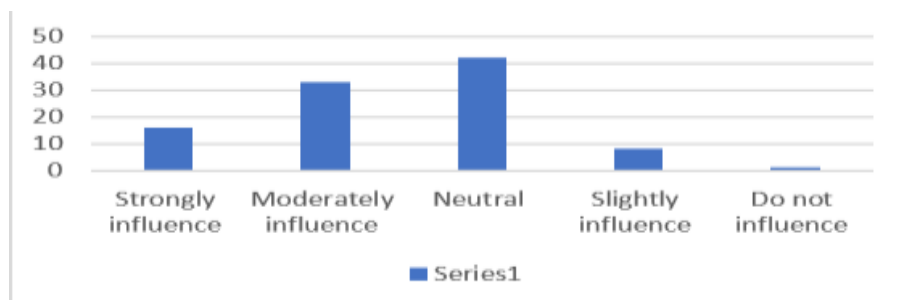
Interpretation: The above figure shows that out of 100 respondents, the majority (51%) remain neutral regarding the impact of visual content in creating positive emotions. However, 39% of respondents expressed a positive opinion, with 13% stating “Yes, very much” and 26% stating “Yes,” indicating that a significant proportion recognises the emotional influence of visual content. Only 10% of respondents are unsure or believe that visual content has no impact. Overall, the findings indicate that although neutrality is high, a considerable number of respondents acknowledge the positive emotional impact of visual content.

TABLE 13: TABLE SHOWING ROLE IN ENHANCING BRAND REMEMBRANCE

	No. of respondents	Percentage
By showing the brand repeatedly	25	25
Through catchy visuals, music or slogans	33	33
By presenting the product in real-life use	27	27
By creating emotional or relatable content	15	15
Total	100	100

Interpretation: The above figure shows that catchy visuals, music, or slogans (33%) are the most important factors influencing brand remembrance. Product demonstrations through real-life use (27%) and repeated brand exposure (25%) also contribute significantly to brand recall. Emotional or relatable content (15%) has comparatively less influence. Overall, the findings indicate that attractive and memorable visual elements play a key role in improving brand remembrance.

FIGURE 14: INFLUENCE ON PRODUCT OR BRAND LINKING



Interpretation: The above figure shows that 42% of respondents remain neutral regarding the influence of visual content on product or brand liking. However, 49% of respondents are moderately or strongly influenced, indicating a positive impact of visual content. Only 9% experience slight or no influence. Overall, the findings indicate that visual content has a considerable influence on enhancing product or brand liking among respondents.

TABLE 15: TABLE SHOWING WAYS TO INCREASE CUSTOMER ENGAGEMENT

Particulars	No. of respondents	Percentage
Capture attention through shorts, visual content	33	33
Increase likes, comments and shares	23	23
Enable direct interaction using polls, queries	15	15
Provide frequent updates and promotions	19	19
Help people remember the brand	10	10
Total	100	100

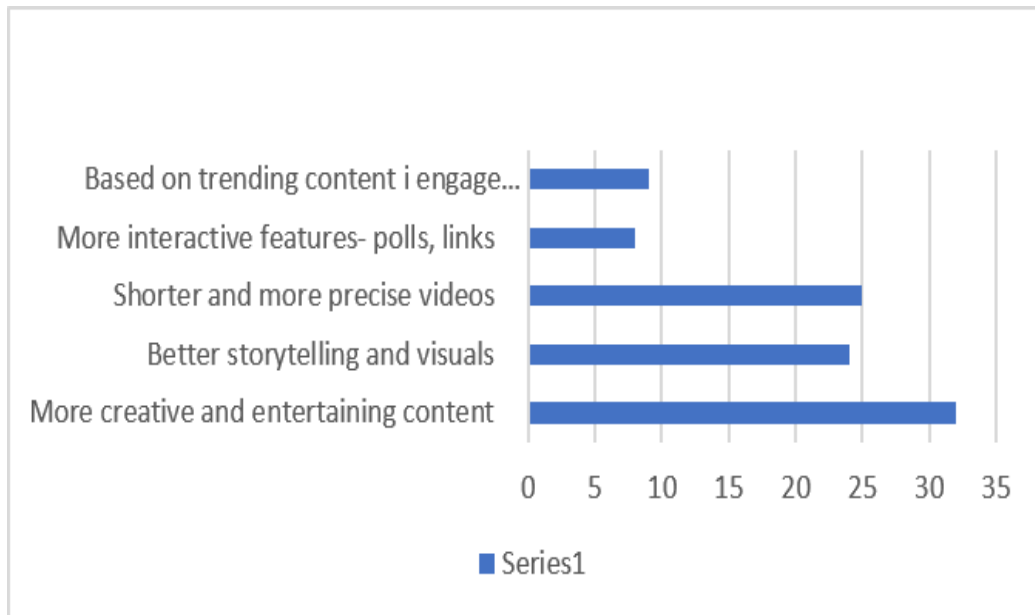
Interpretation: The above figure shows that capturing attention through short and visually appealing content (33%) is the most effective factor in increasing customer engagement. Increasing likes, comments, and shares (23%) and providing frequent updates and promotions (19%) also contribute significantly to engagement. Interactive features such as polls and queries (15%) help improve customer communication, while brand recall (10%) has a comparatively lower impact. Overall, the findings indicate that engaging visual content and interactive strategies play an important role in enhancing customer engagement.

TABLE 16: TABLE SHOWING WAYS TO INCREASE CUSTOMER ENGAGEMENT

Particulars	No. of respondents	Percentage
Like	34	34
Comment	12	12
Share	9	9
Mostly just view	42	42
Interact more with regular posts only	3	3
Total	100	100

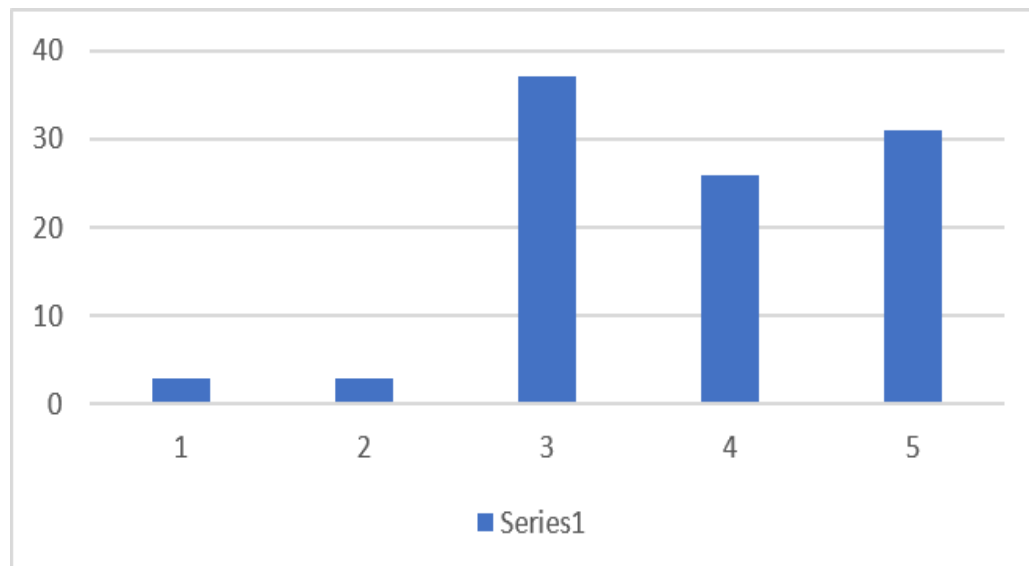
Interpretation: The above table shows that the majority of respondents (42%) mostly view short-form or visual content without actively interacting, indicating that passive engagement is more common than active participation. About 34% of respondents engage through likes, while smaller proportions comment (12%) or share (9%) the content. Only 3% interact more with regular posts. Overall, the findings indicate that visual content effectively attracts attention and views, but active engagement through comments and shares remains comparatively lower.

FIGURE 17: SUGGESTION FOR BETTER AUDIENCE ENGAGEMENT



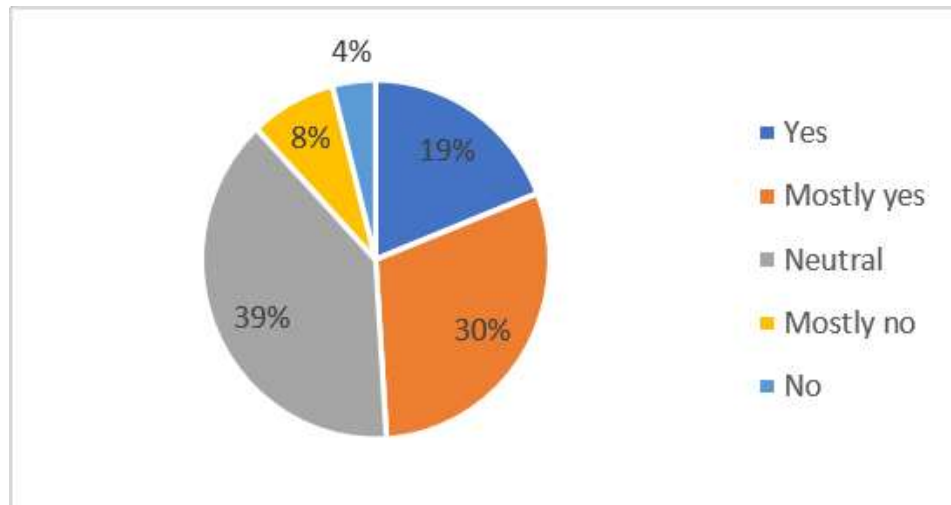
Interpretation: The above figure shows that more creative and entertaining content (32%) is the most effective factor in driving customer engagement. Shorter and more precise videos (25%) and better storytelling with visuals (24%) also contribute significantly to engagement. Personalised content (11%) has a moderate impact, while interactive features such as polls and links (8%) have comparatively less influence. Overall, the findings indicate that creativity, concise messaging, and compelling visuals are the key drivers of customer engagement.

FIGURE 18: RATINGS ON THE OVERALL USER EXPERIENCE / SATISFACTION



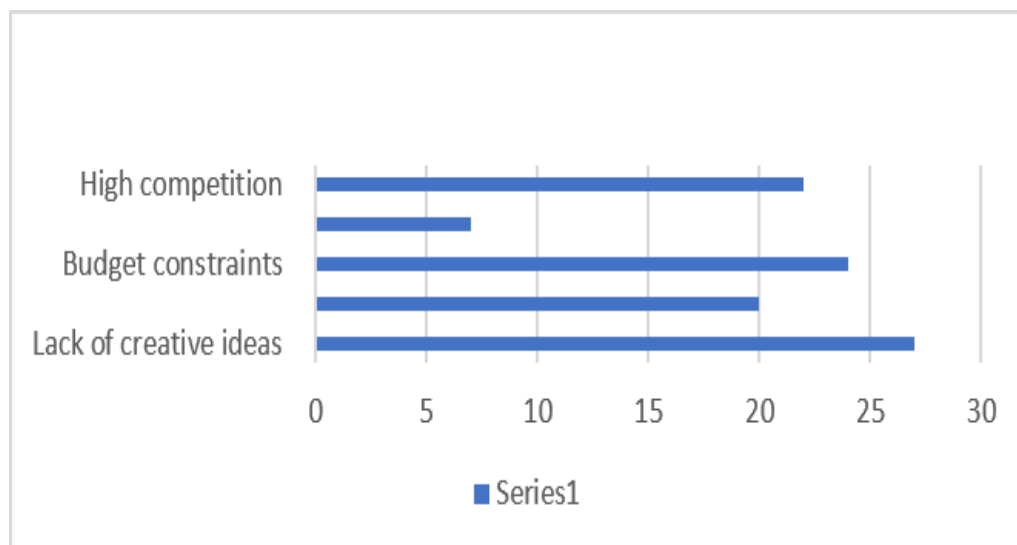
Interpretation: The above figure shows that, out of 100 respondents, 37% rated '3' for their overall user experience/satisfaction with reels and stories, followed by 31% who rated '5' and 26% who rated '4'. Only 3% of respondents rated '2', and the remaining 3% rated '1'. Overall, the findings indicate that the majority of respondents rated '3', representing a neutral level of user experience/satisfaction with reels and stories.

FIGURE 19: PERCEIVED DIFFICULTY FACED BY MARKETERS



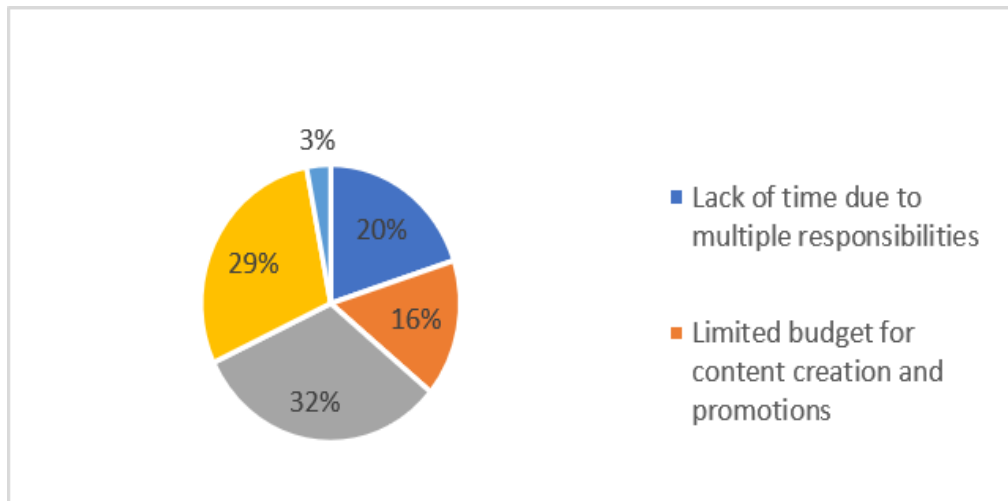
Interpretation: The above figure shows that 39% of respondents remain neutral regarding the risks faced by marketers, while 49% (19% Yes and 30% Mostly Yes) believe that marketers experience risks. Only 12% (8% Mostly No and 4% No) disagree. Overall, the findings indicate that perceived risk among marketers is moderately recognised, although some respondents remain uncertain.

FIGURE 20: MARKETER'S TIME AND RESOURCE CONSTRAINTS ON POSTING CONSISTENCY



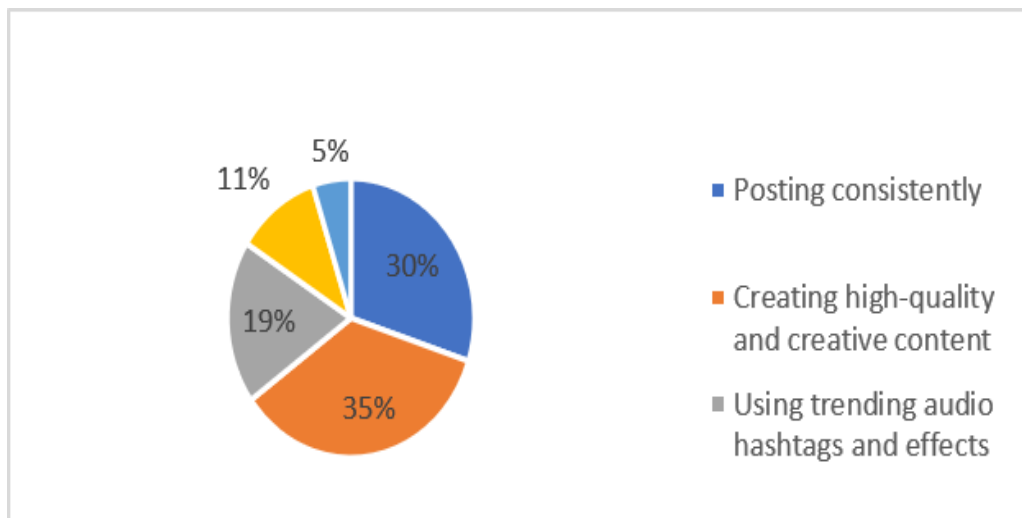
Interpretation: The above figure shows that lack of creative ideas (27%) is the major factor affecting posting consistency, followed by budget constraints (24%) and high competition (22%). Limited time and manpower (20%) also contribute to inconsistency, while difficulty in understanding platform algorithms (7%) has the least impact. Overall, the findings indicate that creative, financial, and resource-related challenges significantly affect consistent posting.

FIGURE 21: MAJOR CHALLENGE FACED BY MARKETERS



Interpretation: The above figure shows that shortage of skilled personnel or creative teams (32%) is the major challenge faced by marketers, followed by difficulty in generating fresh and engaging content (29%). Lack of time due to multiple responsibilities (20%) and limited budget for content creation and promotions (16%) also affect marketers. Inadequate planning tools or content strategy (3%) is the least reported challenge. Overall, the findings indicate that skill shortages and content creation difficulties are the primary challenges faced by marketers.

FIGURE 22: STRATEGIES MARKETERS CAN ADOPT TO OVERCOME CHALLENGES



Interpretation: The above figure shows that creating high-quality and creative content (35%) is the most preferred strategy to overcome marketing challenges. Maintaining consistency in posting (30%) is also considered an important approach. Using trending audio, hashtags, and effects (19%) helps improve reach and visibility, while influencer collaborations (11%) and paid promotions (5%) are less preferred. Overall, the findings indicate that marketers mainly focus on creativity and consistency as effective solutions.

9. LIMITATIONS OF THE STUDY

1. The duration of the study is limited to four months.
2. The study considers only students and employees; therefore, the sample does not represent the entire population.

3. The sample size is limited to 100 respondents.
4. The study uses convenience sampling, which may limit the generalizability of the findings.
5. Some respondents may not have provided complete or accurate responses, which could influence the results.

10. SUGGESTIONS OF THE STUDY

The survey conducted among respondents regarding awareness and perception of digital marketing strategies indicates that a majority of respondents are familiar with the uses and functioning of digital marketing tools such as social media advertising, personalised content, and short-form visual promotions. However, a considerable section of respondents remains either uncertain about their effectiveness or hesitant to actively engage with digital marketing content. This highlights a gap between exposure and meaningful interaction. Therefore, the following suggestions may be beneficial in enhancing awareness, improving engagement levels, and strengthening the overall effectiveness of digital marketing strategies among hesitant or less responsive users.

- **Focus on Creative and High-Quality Content:** Since interesting and creative content (30%) and catchy visuals (33%) highly influence engagement and brand recall, marketers should prioritise originality, storytelling, attractive visuals, and music to capture attention effectively.
- **Strengthen Personalisation Strategies:** As a significant proportion of respondents associate personalisation with their likes, searches, and followed pages, marketers should use data analytics and AI tools to deliver more customised advertisements and reduce uncertainty (44% responded "Maybe" regarding personalisation).
- **Convert Passive Viewers into Active Engagers:** Although 42% of respondents mostly view content without interacting, strategies such as polls, Q&A sessions, contests, and call-to-action techniques should be implemented to increase likes, comments, and shares.
- **Enhance Emotional Appeal:** Since 51% of respondents remain neutral about emotional influence, brands should create emotionally engaging storytelling content that builds stronger customer-brand relationships.
- **Utilise Search-Based Targeting:** As 53% of respondents believe brand recommendations are based on their searches, marketers should optimise SEO, keywords, and search-based advertising to improve brand discovery.
- **Maintain Consistency in Posting:** Since posting consistency (30%) is considered important, marketers should follow a structured content calendar to ensure regular audience engagement.
- **Address Creative and Skill Gaps:** As a lack of creative ideas (27%) and a shortage of skilled personnel (32%) are major challenges, organisations should invest in training programs, strengthen creative teams, or collaborate with digital marketing agencies.
- **Allocate Budget Strategically:** Since budget constraints (24%) affect consistency, marketers should focus on cost-effective digital tools, influencer collaborations, and organic reach strategies.
- **Improve Brand Recall Through Short-Form Content:** As short-form content supports brand recall (26%) and captures attention (25%), brands should continue using reels and stories to create quick and memorable impressions.

11. CONCLUSION

The present study examined the effectiveness of digital marketing strategies, with particular emphasis on short-form visual content such as reels and stories, in influencing consumer engagement and brand

perception. The findings indicate that digital marketing has a significant and moderately positive influence on consumer behaviour, particularly among younger users who represent the largest segment of digital platform users. The study reveals that visually appealing content, including creative visuals, music, slogans, and product demonstrations, plays an important role in attracting attention, enhancing brand recall, and strengthening brand preference. Personalisation also emerged as a key factor influencing consumer perception, as many respondents recognised that advertisements are tailored based on their online searches, interests, and social media activities. Although consumer attention toward short-form content is relatively close, engagement remains largely passive, indicating the need for marketers to focus on strategies that encourage greater interaction and long-term customer relationships. The findings further highlight organisational challenges such as limited creative resources, shortage of skilled professionals, budget constraints, and inconsistency in content creation, all of which affect the effectiveness of digital marketing campaigns. Overall, the study concludes that visually driven and personalised digital marketing strategies represent powerful tools for enhancing customer engagement, strengthening brand perception, and influencing purchase decisions. However, their long-term success depends on continuous creativity, strategic personalisation, consistent content delivery, and ongoing organisational capability development to meet the evolving expectations of digital consumers.

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