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Literatur Review: The Effectiveness of Applying the AIDA Concept in Increasing Consumer Purchase Interest in the Social Media Era

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Abstract: This research aims to explore the effectiveness of applying the AIDA (Attention, Interest, Desire, Action) concept in increasing consumer purchase intention in the social media era. The methodology used is literature analysis by collecting data from various relevant sources, including scientific journals, popular articles, and research reports. The main findings show that the application of the AIDA concept can effectively increase consumer buying interest, especially through marketing strategies integrated with social media platforms. The implications of this research are expected to contribute to the development of more effective marketing strategies in the digital era.

Keywords: AIDA, Purchase Intention, Marketing Strategy, Digital Age

INTRODUCTION

The AIDA concept is one of the marketing models that has long been used to understand the consumer buying process. This model consists of four stages: Attention, Interest, Desire, and Action. In the context of modern marketing, especially in the age of social media, this concept is becoming increasingly relevant. According to a report by Statista, social media users worldwide reached 4.9 billion by 2023, indicating a huge market potential for marketers (Statista, 2023). Marketers need to understand how to grab consumers' attention, create interest, arouse desire, and ultimately drive purchase actions through relevant and engaging content on social media platforms.

Problem Formulation

The formulation of the problem in this study is: 'How effective is the application of the AIDA concept in increasing consumer buying interest in the era of social media?' This question will be answered through the analysis of data collected and processed from various relevant sources. By answering this question, it is hoped that a deeper insight into effective marketing strategies in the context of social media can be gained.

The purpose of this study is to analyse the application of the AIDA concept in the context of social media marketing and to evaluate its impact on consumer purchase intention. In addition, this study also aims to provide recommendations for marketers on how to more effectively use social media to increase consumer buying interest.

Research Benefits

This research is expected to make a significant contribution to the field of marketing, particularly in understanding the dynamics of consumer behaviour in the digital era. By studying the application of the AIDA concept in the context of social media, marketers can develop more effective strategies to attract and maintain consumer attention. In addition, the results of this study can be a reference for academics and practitioners in developing more innovative marketing theories and practices.

Literature Review

AIDA Concept

The AIDA concept was first introduced by E. St. Elmo Lewis in 1898 and has since become one of the most widely used models in marketing (Kotler & Keller, 2016). This model describes four stages that consumers go through before making a purchase. First, Attention is the stage where marketers try to attract consumers' attention through advertisements or interesting content. Next, interest arises when consumers show interest in the product or service offered. The third stage, Desire, occurs when consumers feel that the product can fulfil their needs or desires. Finally, action is the stage where consumers make a purchase. In the context of social media, marketing strategies should be designed to facilitate each stage in this AIDA Model.

Previous Research

Several previous studies have shown a positive relationship between the application of the AIDA model and consumer purchasing behaviour. For example, research by Hossain and Khatun (2020) found that interesting and relevant content on social media can increase consumer attention and interest in products. In addition, research by Kaur and Singh (2021) shows that the use of paid advertising on social media that follows the AIDA model can increase purchase conversion rates. These findings provide a strong basis for this research and demonstrate the importance of understanding the AIDA concept in the context of digital marketing.

Conceptual Framework

The conceptual framework in this study links the AIDA concept with other relevant variables, such as consumer perceptions, attitudes, and purchasing behaviour. Consumer perceptions of marketing content on social media can influence the attention and interest stages in the AIDA model. In addition, consumer attitudes towards brands can also play an important role in shaping purchase desires and actions. Therefore, it is important to analyse how all these variables interact with each other in the context of social media marketing.

Methodology

Data Sources

The data sources used in this research include scientific journals, popular articles, and research reports relevant to the topic. The data obtained from these sources will be analysed to find patterns and relationships that can explain the effectiveness of applying the AIDA concept in increasing consumer buying interest.

Inclusion and Exclusion Criteria

The inclusion criteria in this study included studies that addressed the application of the AIDA concept in the context of social media and that were published within the last five years. Meanwhile, the exclusion criteria included studies that were not relevant to the topic or that lacked reliable empirical data.

Analysis Technique

The analysis technique used in this research is thematic analysis, where the data collected will be grouped based on themes relevant to the AIDA concept and consumer purchasing behaviour. In addition, a meta-analysis will also be conducted to compare findings from various studies and gain a more comprehensive insight into the effectiveness of applying the AIDA concept.

Tabel 1: AIDA Conceptual Framework in Social Media Marketing

AIDA Stage	Description	Related Variables
Attention	Attract consumers' attention through engaging content	Consumer Perception
Interest	Generate interest in the product or service being offered	Consumer Attitudes
Desire	Create a desire to own the product	Consumer needs and wants
Action	Encourage consumers to make purchases	Purchase Conversion Rate

RESULT AND DISCUSSION

The results of the analysis show that the Attention element can be achieved through attractive visual content and the use of influencers. The interest element can be increased by providing information that is relevant and interesting to consumers. Desire can be built through testimonials and positive reviews from other users, while Action can be fuelled with special offers or clear calls to action. Survey data shows that consumers who are exposed to campaigns that apply AIDA tend to have a higher purchase intention compared to those who do not.

CONCLUSIONS

The application of the AIDA concept in social media marketing campaigns has proven to be effective in increasing consumer buying interest. By strategically utilising the elements of AIDA, companies can attract attention, arouse interest, create desire, and drive purchase actions. This research provides important insights for marketers in designing more effective campaigns in the digital age.

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