



Stimulating Sales Through AIDA: A Review Of Theoretical And Empirical Insights

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Abstract

The AIDA model (Attention, Interest, Desire, Action) has been one of the earliest building blocks of marketing communication and sales strategies. The purpose of this review paper is provide an overview of the conceptual and empirical use of the AIDA model for stimulating sales performance in various industries. AIDA is grounded in psychological and behavioral theories of consumer decision-making, organized in a step-by-step progression that leads potential customers through the steps of a purchasing funnel. The AIDA model has developed from a simple hierarchy to be a strategically nimble, multi-channel approach to marketing as the traditional marketing promotion landscape continues to evolve to digital and consumer-oriented environments. This paper concludes that a synthesis of over five decades of academic research highlights the progression of the AIDA model. The review organizes findings into two primary streams: (1) Theoretical CLOUD Developments of AIDA - criticisms of, and applications of, and (2) Empirical Applications of AIDA using Traditional and Digital Media. There is a special emphasis on how the AIDA model is relevant in online marketing, social media advertising, and integrated marketing communication (IMC). In order to determine effectiveness of each stage in the AIDA model we use the important metrics of customer engagement, conversion rates, and return on investment (ROI). The other important aspects are the new permutations of the model, such as AIDAS (including satisfaction), as well as CAB (Cognitive-Affect-Behavioral), based on evolving behavioral analytics. The review highlights that while AIDA is still an essential construct in marketing practice today, one must recognize that it is a static implicit model that must be adapted and framed in energy and vibrancy through modern data-driven and customer-centric models to add maximum value. Consideration should also be given to future directions of research to align AIDA with AI-enhanced personalization and omnichannel marketing environments.

Keywords: AIDA Model, Sales Stimulation, Marketing Communication, Consumer Behavior, Digital Advertising, Attention-Interest-Desire-Action, Purchase Funnel.

1. Introduction

Sales and marketing strategies have changed a lot in the last 100 years. They have transitioned from simple, product-focused advertising towards complex, consumer-led, behavioral psychology ads, digital transformation, and everything in between. In the early stages of advertising, the focus was on informing consumers of the existence of product and services [1]. Advertisers conveyed direct messages to consumers with coverage from newspapers, radio, television, and sometimes personal forms of communication. Then, during the mid-20th century, marketing developed as a strategic discipline, and the need to understand not how to "reach" customers but how to also "devise" the decision-making process, emerged [1]. Clearly, there was an organized form of communication that was instantiated to replicate and facilitate a customer's journey from being aware to purchasing [2].



Figure 1. Sales and Advertising Strategies

A model that came about in this regard is the AIDA model. AIDA being an acronym which means Attention, Interest, Desire, and Action. AIDA shaped and positioned the sequential steps of consumer behaviour [3]. The model highlights the importance of attention to capture a customer's focus, then interest to create interest in the product, next desire for the product, ultimately culminating in action through a purchase [3]. The importance of these models is that they further streamline and structure an abstract psychological process and allow marketers to create a systematic approach for building communication and forming campaigns and improving effectiveness. AIDA, along with many other models, has become a staple in theory and practice, informing everything from the design of advertisements to customer relationship management.

In this review paper, we focus on the theoretical underpinnings and empirical use of the AIDA model in the role of sales stimulation [4]. We critically review those changes and evolutions of the model, and, in particular, how the model has evolved over time, including how it has been applied, adapted, and tested through digital transformation and the expectations of consumers. We review the literature and case-based evidence to develop a better understanding of how the AIDA model is still relevant in classical and changing marketing contexts. Further, we seek to understand the emerging trends and area of research that may be useful in the development of the model and its role within contemporary sales approaches.

A. Objectives of the Review

The primary objective of this literature review paper is to:

- In order to conceptualize the AIDA model in context and study it historically and theoretically.
- To assess AIDA as a model for the stimulation of consumer behaviour in the purchasing process.
- To examine the use of AIDA in both traditional and digital marketing contexts.
- To compare the benefits and limitations of AIDA as a model.
- To consider possible changes and extensions of the AIDA model to add relevance for contemporary use.

The paper will do this with the intention to be a practical source for, researchers, marketing practitioners and business strategists with useful insights on the application of the AIDA model for purposes of stimulating sales, thus improving the targeting and effectiveness of marketing communications and the planning of strategies in the traditional and digital space.

2. Theoretical Foundations of the AIDA Model

AIDA is an acronym for Attention, Interest, Desire and Action. It is one of the first and most important concepts in marketing communication and consumer psychology and is framed in the context of understanding the consumer journey [5]. E. St. Elmo Lewis, who was an American advertising advocate, introduced AIDA toward the end of the 19th century as a means to explain the method employed by a salesperson to compel a potential customer linearly toward a buying decision [5]. Over the years, the AIDA model developed from a heuristic about selling to a principle of marketing and advertising that is accepted by practically everyone. AIDA is universally accepted as part of both theoretical frameworks in academia or a feature of everyday practice [6].

AIDA consolidates the consumer path into four distinct phases. A = Attention and includes the creation of awareness and comprehension (by using imagery, color, design, some level of engagement and/or emotional appeal) among the target audience. I = Interest and engages the consumer with relevance and shocking information sustained enough to hold their interest. D = Desire and builds anticipation by linking the product with some kind of benefits (or utility) that satisfies a need and/or alleviates a problem (reasons to believe) [6]. Desire is the preferred state in the consumer's mind; this preference is essentially among the best interests of the companies' objectives. The fourth stage is A = Action and dictates a commitment by assuming the consumer leads to an action step (purchase, payment, subscription, future engagement). At this stage, the primary task is to prompt the consumer to take the next step (purchase, subscription, action), using a clear, direct, and prompt call to action [7].

AIDA is based on a theoretical foundation from psychological and behavioral theories of decision making, especially in terms of stimulus response behavior, cognitive processing and motivation theory [8]. AIDA embodies a linear hierarchical process that necessitates the consumer navigate the various stages to arrive at a purchase decision. While this may appear reductive given the complexity of consumer behavior, AIDA offers a useful approach and foundation for marketers to determine marketing efforts in structured ways [8]. Moreover, as mentioned above, there are other theoretical frameworks that have emerged in the last number of years which either complement or challenge AIDA. The CAB model (Cognitive-Affective-Behavioral) exemplifies an example of a tri-dimensional structure based on psychological processing. The DAGMAR model (Defining Advertising Goals for Measured Advertising Results) focuses on communication objectives in measurable terms. The Hierarchy of Effects model, like AIDA, outlines a multi-staged from awareness to loyalty [9].

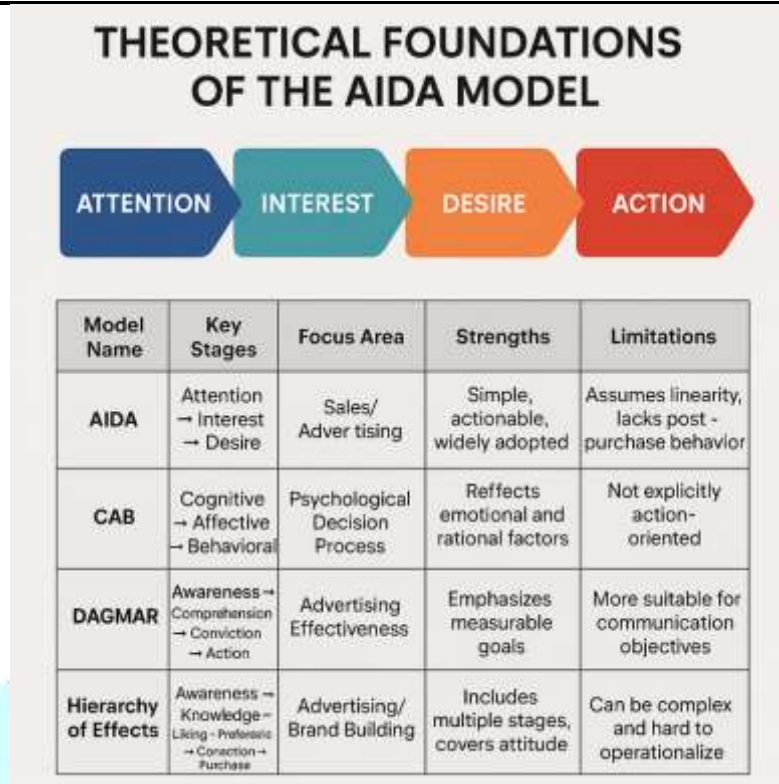


Figure 2. Theoretical Foundations of the AIDA Model

The table below outlines some of the main distinctions AIDA had based on other influential models:

Table 1: Comparison of AIDA with Other Consumer Behavior Models

Model Name	Key Stages	Focus Area	Strengths	Limitations
AIDA	Attention → Interest → Desire → Action	Sales/Advertising	Simple, actionable, widely adopted	Assumes linearity, lacks post-purchase behavior
CAB	Cognitive → Affective → Behavioral	Psychological Decision Process	Reflects emotional and rational factors	Not explicitly action-oriented
DAGMAR	Awareness → Comprehension → Conviction → Action	Advertising Effectiveness	Emphasizes measurable goals	More suitable for communication objectives
Hierarchy of Effects	Awareness → Knowledge → Liking → Preference → Conviction → Purchase	Advertising/Brand Building	Includes multiple stages, covers attitude	Can be complex and hard to operationalize

In summary, the AIDA model offers foundational insight into germinating and modifying consumer behavior. This organized, staged approach made it a great fit for designing a marketing strategy that connected with stages of customer engagement. Nonetheless, changing marketplaces and consumer behavior have necessitated combining and juxtaposing it with other models to have a more rounded and adaptive framework.

3. Critiques and Limitations of AIDA

Although the AIDA model [10] has been celebrated for its design simplicity and pragmatic potential within marketing and sales communication, it has faced considerable criticism and attack within both academic and professional domains [10]. A major criticism is found in its linear model. AIDA thinks through consumer behavior in a sequential and rational manner; it represents a systematic model where sequential phases of Attention, Interest, Desire, and Action through which all consumers take, are predictable. But even in traditional consumer engagement approaches, the model is overly simplistic. The customer journey is often thought to be a much longer and considerably less sequential and linear approach. As part of omnichannel marketing, consumers are using many touchpoints and various platforms to conceptualize and get to know brands and consumer products. Elements of physical stores, social communities, and liberalized information can influence consumer decision-making, causing consumers to skip stages altogether, or circle back to previously contemplated stages. Non-linear behavior is not captured through AIDA's sequential process [11].

A key limitation of AIDA is its diminishing relevance for consumers operating within a digital and interactive media sphere. Today's consumers are highly engaged and proactive in space, and on platforms like social media, websites, and mobile applications. Consumer interaction is often instantaneous, multi-focal, multi-channel, and user-configured, while the AIDA model is one way communication and passive. In these environments, users can co-create content, participate in peer review, and be influenced and informed through algorithmic engagement. These user-led activities are lost under AIDA's organizing framework [12].

In addition, the AIDA model has been criticized for its singular focus on the communications process without thinking about the feedback loops and post-purchase aspects of human behavior, such as satisfaction, loyalty, advocacy, and repurchase intentions. These aspects are hugely important for managing relationships with customers and building long-term value in a brand but none were included in the original AIDA model, which is why it falls short of informing retention and lifetime customer value strategies because those action stages were not accounted for [12].

Finally, critics charge that AIDA's inflexibility and rigidity cannot adapt to the many facets of the complexities of consumer psychology and media dynamism. Audiences are increasingly becoming more fragmented yet empowered as consumers increasingly demand custom marketing models anymore [13]. AIDA in its original form does not offer enough flexibility in order to consider different buyer personas, cultural contexts, or technology-induced behaviors therefore it either needs fundamental changes to the model or can be underpinned by other models to drive a broader and more comprehensive communication strategy.

Table 2: Critiques and Limitations of the AIDA Model

Limitation	Description	Impact on Marketing Practice
Linear Structure	Assumes a fixed, sequential consumer journey through A → I → D → A	Fails to reflect the non-linear, cyclical behavior of real-world consumers
Limited Digital Applicability	Designed for one-way, traditional media; lacks support for interactive or digital engagement	Inadequate for social media, influencer marketing, and user-generated content
No Feedback/Post-Purchase Stage	Does not consider satisfaction, loyalty, or advocacy after action is taken	Ignores customer retention, lifetime value, and brand loyalty strategies
Rigidity and Lack of Personalization	Cannot easily adapt to complex buyer behavior or personalized messaging	Restricts use in AI-driven, data-personalized marketing approaches
Over-Simplification of Consumer Behavior	Reduces complex psychological processes to four simplistic stages	Limits depth of consumer insight and behavior prediction

4. Evolution and Extensions of AIDA

The AIDA model [14] has long been credited with laying the foundation for marketing communication over the years. The original AIDA model has evolved alongside the internet and changing media usage and consumer behavior. Marketers have embraced the linear aspect of AIDA, but recognized that it did not provide for a post-purchase stage. Various versions of the AIDA model have surfaced, including AIDAS, which adds the fifth activity, "Satisfaction". The focus of Satisfaction is on the role of consumer satisfaction/loyalty after the post-action [14].

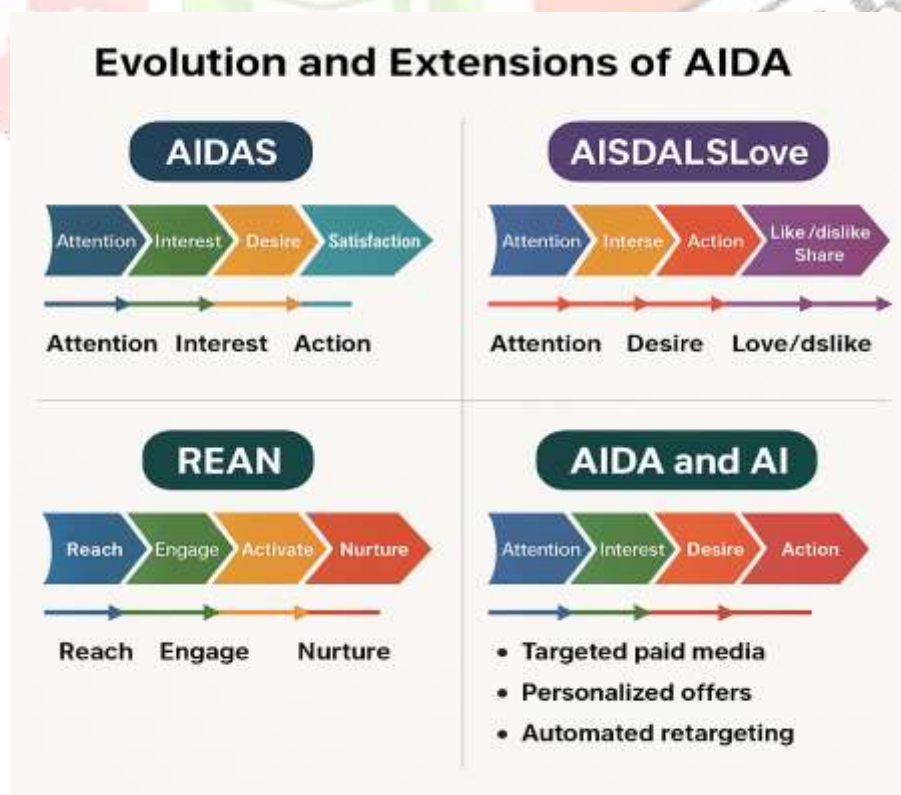


Figure 3. Evolution and Extensions of the AIDA Model in the Digital Marketing Era

The next development in the AIDA journey was in the development of AISDALSLove (Attention, Interest, Search, Desire, Action, Like/dislike, Share, and Love/hate), which added the more emotional engagement, social sharing and post-purchase engagement that any extant consumer had. Because of these elements, the AISDALSLove perspective is uniquely structured to fit today's digital and social media marketing campaigns. Similarly, the introduction of the REAN model (Reach, Engage, Activate, Nurture) illustrated the ongoing nature of digital campaigns and a shift from a transactional focus to one that emphasizes engagement and long-term nurturing of both prospective and existing customers [14].

These frameworks afford marketers a better opportunity to use the AIDA model in relation to the customer journey map and the many touch points that may occur across on- and offline platforms. Unlike the traditional AIDA or other linear funnel arrangements for situations, the modern customer journey is ultimately dynamic and highly personalized. At times, a consumer will encounter a brand in multiple stages simultaneously—becoming aware through a social post, developing interest through visiting a website, and being compelled to action through an influencer video review. Extending AIDA entail mapping the entire consumer journey to ensure consistent messaging and optimized experience at each stage and touchpoint [15]. It is important to recognize that the relevance of AIDA and its modern hybrids has also been redefined through its synergy with artificial intelligence (AI), data-driven marketing, and hyper-personalization. Marketers now have the ability to engage customers using behavioral data, as well as deliver predictive analytics using machine learning (ML) to create personalized content corresponding to the consumer's position in the funnel. For instance, we can create awareness through targeted paid media advertisements, build desire through personalized offers, and compel action through automated retargeting campaigns. The AI-enabled adaptation of the AIDA structure has been proven to be effective in enhancing consumer engagement, lead conversion, and return on investment (ROI) [15]. At last, AIDA's roles in omnichannel and inbound marketing are very noticeable. In an omnichannel system, customers engage by interacting across a website, mobile app, email, in a physical store and more. It's essential that the progression along the AIDA continuum be consistent and seamless. Models like REAN or AISDALSLove are much more appropriate for omnichannel scenarios because they account for continuous interaction, give weight to emotional resonance and even account for advocacy. And in inbound marketing, where marketers and brands focus on "inbound" effectively means they attract customers, using value-based content, rather than communicating advertisements, AIDA frameworks still establish a sense of direction in strategy - especially when applied across topical content creation, SEO implantation strategies and customer/nurturing workflows.

Table 3: Modern Extensions of AIDA and Their Key Features

Model	Expanded Stages	Purpose / Strengths	Ideal Application
AIDAS	Attention → Interest → Desire → Action → Satisfaction	Incorporates customer satisfaction and loyalty	Traditional & service-based marketing
AISDALSLove	Attention → Interest → Search → Desire → Action → Like → Share → Love	Reflects digital and emotional engagement, social sharing	Social media, influencer, and content marketing
REAN	Reach → Engage → Activate → Nurture	Focuses on the full customer lifecycle and long-term relationships	Digital campaigns, B2B, SaaS marketing
CAB	Cognitive → Affective → Behavioral	Emphasizes psychological depth and emotional response	Branding and consumer behavior studies
4A Model	Aware → Attitude → Act → Act Again	Focuses on repeat behavior and brand advocacy	Customer retention and loyalty programs

These frameworks/definitions are changing, and demonstrate that AIDA has real value and stakes claim in the future, all while demonstrating that we must continuously evolve AIDA strategically to stay relevant according to technological development and continuing changes in consumer expectations for an increasingly digital-friendly world.

5. Empirical Insights and Applications

Research has been essential to the furthering and affirmation of the AIDA model's [16] real-world applications across marketing platforms and audiences. When traditional media was the sole method of marketing message design in television, radio and print advertising, the AIDA model served to design messages, to select, and allocate advertisement placement and call to action. Several studies conducted between the 80s and 90s have confirmed that advertisements that employed a triadic AIDA conforming appearance had a superior retention-rate and subsequent influencer for consumer action, for example utilising a large head of text that the viewer can envisage from memory in print advertisements set the architecture off Attention > Interest > Desire > Action however, advertisers add a structure if they see fit for compelling linear advertising. In commercials on the television network course the application of visually-stimulating images and jingles has drawn "Attention" and interest, while descriptions or story-based advertising delivers emotional persuasion and desire [16].

The advent of digital marketing has seen an adaptation to empirical application of AIDA including web data analytics and performance metrics. For instance in Search Engine Optimisation (SEO) [17] the Attention and Interest stage are achieved through data driven Keyword and creative meta-descriptions, and in Pay-Per-Click and "Cost-Per-Click/Impression (PPC)" marketing the combined headline to grab Attention relies on website landing page content to Interest them, and to lead them to Desire the call to action and then measures the Action-click through rate (CTR) and the viewer conversion rate. Social media marketing highlights the relevance of AIDA: Instagram and Facebook capture attention with eye-catching visuals, generate interest with hashtags and captions, create desire through influencer marketing, and produce action through the swipe-up link/purchase button [17].

In regard to B2B/B2C purposes, studies suggest that while AIDA is still applicable in both cases, B2B firms generally implement AIDA differently than B2C firms. In B2C (Business-to-Consumer) contexts, AIDA tends to target emotional triggers, storytelling, and impulse buying actions. Most B2B (Business-to-Business) marketing of products, incorporates AIDA in a more rational and information-rich fashion [18]. The Interest and Desire stages for B2B tend to include long-form whitepapers, product demonstrations, ROI calculations, and the like, meaning that B2B decisions are typically longer and more planned. AIDA could also include nurturing through email sequences and professional networks such as LinkedIn in B2B.

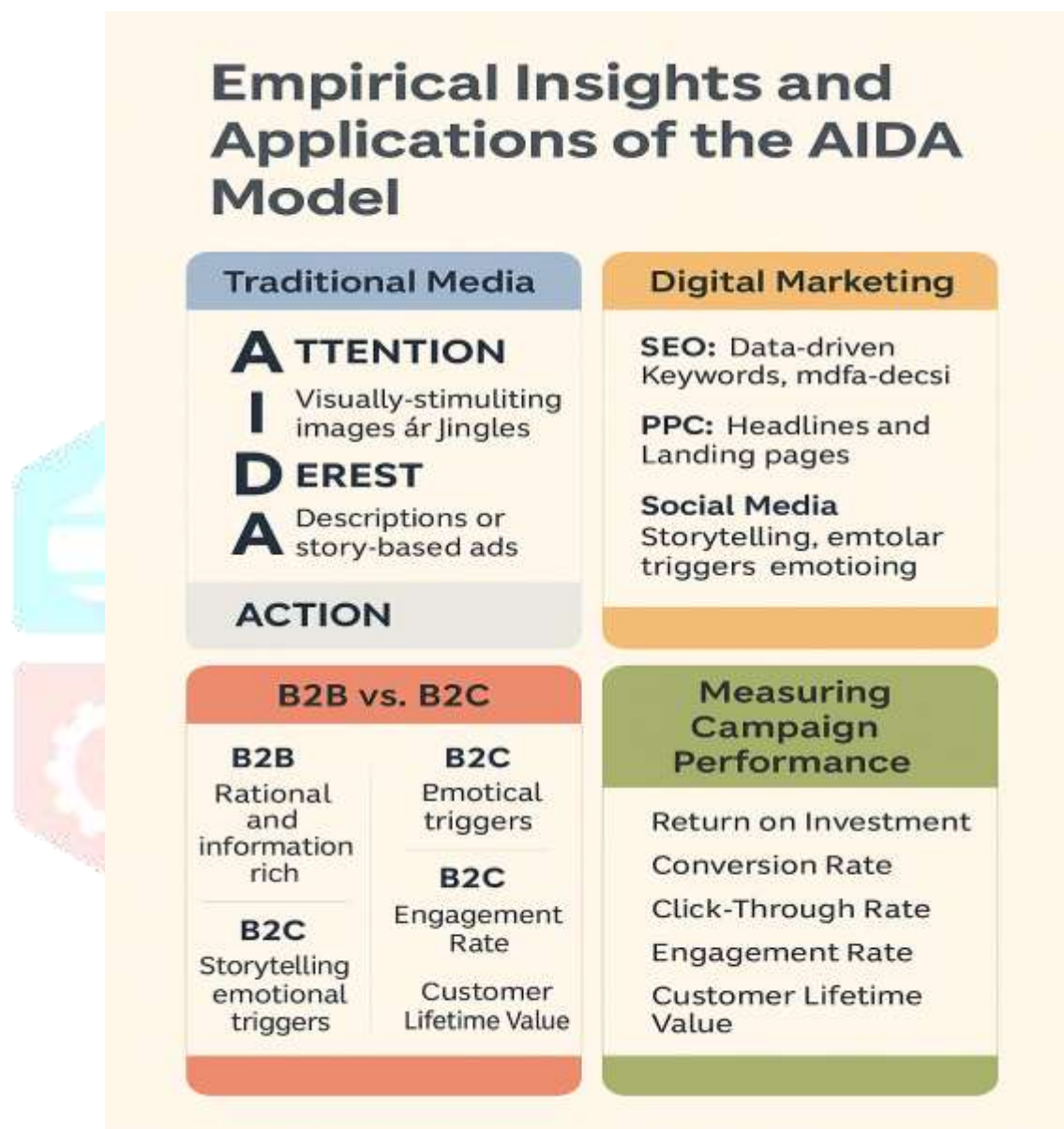


Figure 3. Empirical Applications of the AIDA Model Across Traditional and Digital Marketing Channels

AIDA's practical value from a measurement perspective is how the general idea of it provided marketers a way to track campaign performance by using metrics of Return on Investment (ROI), Conversion Rate, CTR, Engagement Rate and CLV. Marketers often create groupings of metrics related to specific phases of the AIDA process, so they can assess what factors of their campaign are working. For example, if a marketer had a high CTR, but a low conversion rate, it could indicate the Desire & Action phases have issues. Marketers may also use the bounce rate and time-on-page metrics to evaluate levels of interest on websites. This mapping and evaluation of data will provide opportunities for iterative improvement of campaigns and will provide a greater likelihood of targeting the right audience [18].

Table 4: Empirical Applications of AIDA Across Channels and Settings

Context	Application of AIDA	Metrics Used	Remarks
TV/Radio/Print Ads	Structured messaging from headlines to CTAs; emotional appeal in desire stage	Ad recall, purchase intent, brand recognition	Effective in brand awareness but harder to track conversions
SEO & PPC	Attention via keywords/ads; desire via compelling content; action via CTAs	CTR, CPC, Bounce Rate, Conversion Rate	Data-driven and measurable; allows A/B testing and refinement
Social Media	Attention through visuals; interest with stories; desire via influencers/testimonials	Likes, Shares, Follower Growth, Engagement Rate	Excellent for AIDA-driven storytelling and viral marketing
B2C Marketing	Focus on emotions, urgency, and simplified CTAs	Sales volume, CTR, Ad engagement	Works best with fast-moving consumer goods and retail
B2B Marketing	Rational messaging; detailed info for desire stage; nurturing through email and demos	Lead conversion, MQL to SQL ratio, Email CTR	Suits longer sales cycles and consultative buying behavior

Data indicates that although the AIDA model has its challenges and limitations, this model is still a flexible and useful model for a wide variety of marketing channels and business types. It remains a credible method for evaluating and designing marketing campaigns using AIDA as it is flexible and aligns with measurable KPIs. The AIDA model format can also be adapted for social media campaigns in the digital space as well as traditional models like brochures, traditional media (TV/Radio), and digital media.

6. AIDA in Contemporary Marketing Strategy

The AIDA model has served as the foundation for replacing the old, outdated marketing strategies with the new marketing models while evolving for the modern marketing age. AIDA is now being deployed through content marketing and storytelling. Brands are no longer using AIDA simply as the sequential roadmap for conversion, but rather the framework for creating a story that builds the emotional connection. With content marketing, the attention is gained through a headline or thumbnail, interest is gained by providing informative or entertaining content, desire is gained by providing value or benefit with storytelling, and action is gained by using CTA buttons or lead forms in strategic locations. Storytelling, in complete, humanizes the brand message and helps the consumer connect with products and services to achieve retention and emotional connection [19]. AIDA can be used as an important part of any GUI/UX design or website funnel. Many user interfaces are now designed with AIDA in mind. For example, we typically see a hero banner (Attention) on the landing page, followed by feature highlights and testimonials (Interest and Desire), and will finish with purchase/subscribe buttons or lead forms (action). Color schemes, typography, whitespace, and interactive elements are all optimized to reduce friction at each stage of the funnel. Web heatmaps, and A/B testing, are sometimes also employed to show how a UI enables the AIDA flow and where users drop off the flow [19].

In addition to design, AIDA makes a meaningful contribution to identifying customer engagement and retention strategies. Although the AIDA model originally ends at Action, some contemporary extensions include post-action behavior, such as Satisfaction, Advocacy, and Loyalty. Many CRM and loyalty programs are structured to maintain Desire, and incite repeated Action. Therefore, marketers can drive users re-engaging with personalized content, email automation, and retargeting strategies back into the funnel, reinforcing brand affinity over time [20].

Table 5: AIDA in Contemporary Marketing Strategies

Application Area	AIDA Stage Focused	Modern Tools/Methods	Purpose & Impact
Content Marketing	All stages	Blogs, videos, infographics, social media posts	Build trust, educate audience, generate leads
UI/UX Design	Attention to Action	Heatmaps, A/B testing, conversion funnel design	Optimize user flow and increase conversion rates
Customer Engagement	Desire, Action, Loyalty (extended)	Email marketing, retargeting, loyalty programs	Enhance brand relationships and repeat purchases
Behavioral Analytics	Attention to Action (measured)	Clickstream, eye-tracking, session recordings	Validate AIDA flow, uncover friction points, inform design strategies

Finally, behavior analytics tools, such as clickstream analysis, eye-tracking, and heat mapping, provide quantitative evidence of how consumers are moving through AIDA. Clickstream studies are a good example of how users are moving from awareness to conversion across digital touchpoints. Eye-tracking studies are highly useful for designers seeing the behavior of Attention and sustained Interest. Hence, this is why AIDA can be measured empirically for data analytics, but not just conceptually through the framework, thereby converting AIDA from an idea to a data-based model that is adaptable for user behavior. The strategic adaptability of AIDA in online environments, means it is likely to remain consistently relevant. In a digital world, once you take into consideration modern marketing tools and the consumer behaviour insights we have available, AIDA tends to shift from a linear communication model to a robust, cyclical approach to strategy development that focuses on sustainable business growth.

7. Conclusion

The AIDA model has been around for over 100 years but is still important in theory and practice today. AIDA's sequential process model is an organized model that moves consumers through the four stages: Attention, Interest, Desire, Action. Specifically, AIDA is a simple model for establishing an organized theory for creating marketing communications. This review has discussed the development of AIDA as a model and as a theory as well as a summary of empirical work that has used aspects of the AIDA process model across the traditional and digital space. The simplicity of the AIDA model is an advantage but it is also a limitation from the perspective of today's complex nonlinear and immensely interactive consumer path. The modern extensions of the AIDA model: AIDAS, AISDALSLove, and REAN, have successfully provided the three components to accommodate emotional engagement, social sharing, and post purchase behavior enhancing the application of AIDA in an omnichannel contemporary AI driven marketing environment. Furthermore, containing AIDA with contemporary marketing modes of thinking: content marketing, user experience, and behavioral analytics makes it flexible and useful in steering the marketer's real time data and evidence informed decision making.

AIDA continues to be validated through empirical evidence in both B2B and B2C contexts that affirms the importance of the AIDA framework to influence campaign impacts, alter consumer engagement levels, and stimulate sales. To continue being effective, marketers must remember to treat AIDA as a framework, not as a formula, evolving and growing as adequate rather than fixed. Marketers must be able to include feedback cycles, personalization, and across platform integration into AIDA, to meet the evolution of changing consumer expectations and digital cycles of behaviors. Future studies should attempt to explore the usefulness of the model in predictive analytics, emotional intelligence, and cross-cultural consumer behaviors. This can help to ensure that AIDA continues to be both a relevant tool for marketers as they develop their strategies, bridging classical models of marketing with cutting edge, contemporary practice.

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