

Research Article

# Aida Consumer Advertising Model On Costumer Loyalty

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## ABSTRACT

This research will try to investigate the effect of the AIDA Consumer Advertising Model on customer loyalty by using SLR (Systematic Literature Review) methodology. The AIDA Model: AIDA stands for Attention, Interest, Desire, and Action, and is used as a framework for marketing strategies. This paper reviews the relevant literature released between 2023 and 2024 and finds patterns, trends, and key outcomes on the use of the AIDA model in terms of customer loyalty. A total of 23 full text articles, which fulfilled all criteria were considered for this review. This was achieved by finding and assessing the literature on digital marketing, consumer behaviour and marketing technology in leading journals. It was noted how the model of the articles that were studied was written and the researcher adopted this part of the theoretical review after an evaluation of research methods used, theory and results of the model and model influence on customer loyalty. Results of Study An analysis of existing literature suggests that the implementation of AIDA Model provided improved customer retention by utilizing-state-of digital tactics. There were the key findings discovered from analyzed articles such as the application of AI technology in enhanced customer centric solutioning, predictive analytics for discerning marketing trends and consumer behaviors, enhanced use of social media and short-form video content to attract customer and prospect interests, the adaptation of an in-app payment service and innovative e-commerce platform for purchase acts, and lastly the ethical consideration in digital marketing for the purpose of building customer trust & brand loyal. By leveraging advanced technology and innovative digital marketing strategies, the AIDA Model can be effectively integrated to enhance customer loyalty. This study makes a significant contribution to the digital marketing literature and offers practical insights for marketers aiming to enhance customer loyalty through a systematic and evidence-based approachs.

**Keywords:** AIDA Model; Customer Loyalty; Digital Marketing; Consumer Advertising; AI Technology

## 1. INTRODUCTION

Customer engagement has been a marketing research priority for decades and several frameworks have attempted to conceptualise the phenomenon (Ris, n.d.). Basically, customers require also education as consumers where the implication can be strong engagement resulting in several desirable behaviours such as word of mouth and increased customer loyalty (Ornelas Sánchez & Vera Martínez, 2021). AIDA stands for Attention, Interest, Desire, and Action, which represents the sequential steps that potential customers are expected to go through when exposed to a product or brand, AIDA is a classic framework in advertising designed to guide the marketing process from the recognition stage to the act of purchase. The model focuses on attracting consumers' attention, arousing their interest, triggering desire, and finally driving action. Effective implementation of the AIDA model not only stops at the act of purchase, but also has the potential to strengthen customer engagement and loyalty (Ganesh\*, 2020).

In the beginning, this model emphasises the importance of grabbing the audience's attention, which is usually achieved through eye-catching visuals, catchy slogans, or attention-grabbing titles. Once the initial Attention is gained, the next step is to arouse Interest, where the marketer must pique the audience's curiosity and provide information about the product's features and benefits. This is often achieved through more detailed ad content or an engaging demonstration. If the audience's Interest is successfully aroused, the third step is to cultivate Desire, where the marketer must convince the audience that the product is desirable and worth acquiring. This can be done by highlighting the product's unique value proposition, emphasising its advantages over competitors, or creating an emotional connection with the target audience (Ganesh\*, 2020). Customers loyalty is one of the most valuable assets for a company, as loyal customers tend to make repeat purchases, give positive feedback, and recommend products or services to others through word of mouth. (Kanje et al., 2020). In the context of the AIDA model, each stage can play an important role in building and maintaining customer loyalty. For example, the 'Attention' and 'Interest' stages can provide relevant and interesting information, while the 'Desire' and 'Action' stages can ensure that the customer experience meets or exceeds their expectations.

Another reason is the importance of the AIDA model in shaping customer loyalty. This model is valuable because it helps in forming a complete workflow designed to provide a more meaningful customer experience. In this case, offering education and engagement at every stage allows companies to create more focused and in-depth interactions with customers.

This helps in not only retaining clients but also creating multipurpose brand advocates. This research is intended to prove how the AIDA model increases customer loyalty and prove its effectiveness in the current conditions. Understanding the relationship between specific AIDA model stages and client behaviour helps companies create more effective advertising strategies and long-term impact.

## 2. RESEARCH METHOD

The research methodology adapts a systematic approach using PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to explore the relationship between the AIDA (Attention, Interest, Desire, Action) model in consumer advertising and customer loyalty. The research will begin with the development of a protocol that includes specific research questions regarding the application and impact of the AIDA model in the context of consumer advertising. A search strategy will be conducted on scientific search platforms such as Google Scholar, PubMed, and Scopus with relevant keywords. After identification of studies that fulfil the inclusion criteria, methodological quality evaluation and extraction of relevant data will be conducted systematically. Results will be synthesised and analysed to explore the implications of using the AIDA model on the formation and maintenance of customer loyalty. The research report will be structured according to the PRISMA structure to ensure clarity and accuracy in reporting key findings. This methodology is expected to provide a deep insight into how the elements of the AIDA model influence consumer behaviour and its impact on customer loyalty in the context of consumer advertising.

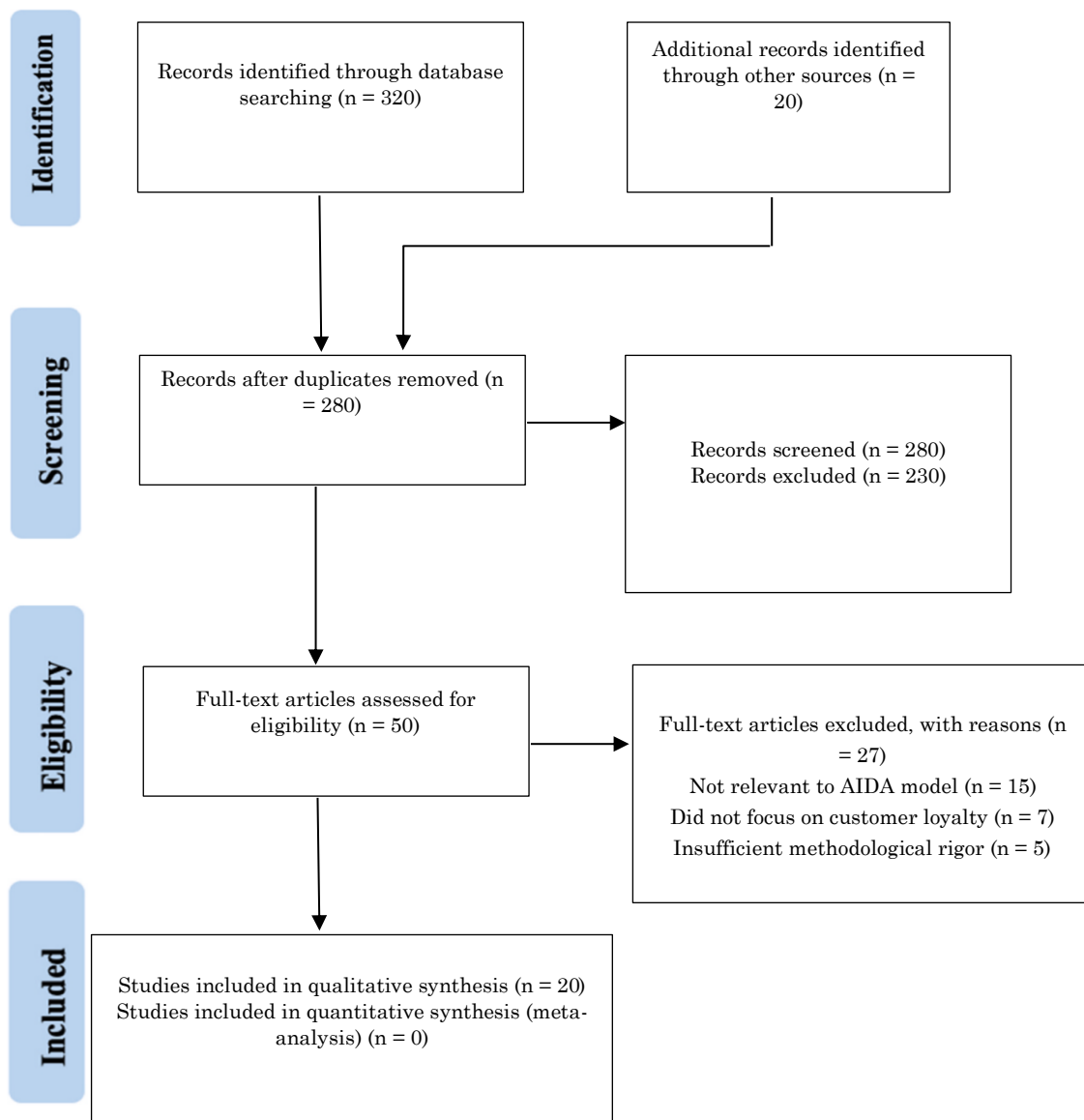


Figure 1. Prisma Model

### 3. RESULTS AND DISCUSSION

#### 3.1 Integration of AIDA with Digital Marketing

The multifaceted approach to consumer engagement discussed in contemporary studies underscores the evolving nature of the AIDA model in the digital age. Digital marketing, AI, and personalized strategies enhance each stage of the AIDA process, from capturing attention to fostering long-term loyalty (Nobile et al., 2021). By integrating these modern techniques, businesses can guide consumers through the AIDA stages more effectively and build enduring relationships that translate into sustained customer loyalty. To provide a comprehensive understanding of the AIDA Consumer Advertising Model and its impact on customer loyalty, the following table lists recent journal articles that offer valuable insights into various aspects of this topic. These studies highlight the application of the AIDA model in different marketing contexts, the role of digital marketing strategies, and the importance of customer engagement in fostering loyalty.

**Table 1.** The Relevant Article for AIDA Consumer Advertising Model On Costumer Loyalty

No	Authors/Year	Journal/Publisher	Title	Keywords	Summary
1.	(Sodiq Odetunde Babatunde et al., 2024)	Journal of Digital Marketing	The Role of AI in Marketing Personalization	AI Personalization, costumer Engineering	Explores how AI technologies are being used to enhance customer personalization in marketing strategies.
2.	(Onasanya et al., 2022)	Marketing Analytics Today	Predictive Analytics for Customer Behaviour: Developing A Predictive Model That Analyzes Customer Data to Forecast Future Buying Trends and Preferences, Enabling Small Business	Predictive Analytics, Digital Marketing	Analyzes the use of predictive analytics to forecast marketing trends and consumer behavior.
3	(Guo et al., 2023.)	International Logistics Journal: Research And Applications	E-commerce supply chain finance for SMEs: the role of green innovation	SME; supply chain finance; e-commerce; coveragebreadth; usage depth	The article investigates how e-commerce supply chain finance (SCF) enhances SME financing, highlighting that coverage breadth significantly impacts performance. Additionally, green innovation positively moderates this effect, optimizing SCF platforms' effectiveness in meeting SMEs' financing needs. The study uses data from 423 Chinese technology-based SMEs from 2011-2020.
4	(Maitri et al., 2023)	Jurnal Minfo Polgan	Recent Trends in Social Media Marketing Strategy	Marketing Strategy, Social Media, Qualitative	analysed the latest trends in social media marketing strategies. Key trends include the use of video content, collaboration with influencers, storytelling, AR and VR technology, content personalisation, UGC, audience engagement, use of data and analytics, privacy management, and adaptation to changing trends and user behaviour.
5	(Kanje et al., 2020)	Journal of Hospitality and Tourism Insights	Customer engagement and eWOM in tourism	Customer engagement, electronic word of mouth	This study reveals a positive relationship between customer engagement (CE) in cognitive, affective, and behavioural processes with eWOM behaviour on tourism websites in Tanzania, highlighting the importance of multidimensional dimensions of CE in online content and management strategies.
6	(Ribeiro et al., 2023)		Consumer and Customer Engagement: A Review of The Decade (2010-2019) and Future Directions	consumer engagement, customer engagement	presents an overview of consumer and customer engagement over the decade 2010-2019 and its future direction in marketing strategies and company interactions with customers.

7	(Ornelas Sánchez & Vera Martínez, 2021)	British Food Journal	The more I know, the more I engage: consumer education's role in consumer engagement in the coffee shop context	consumer education, consumer engagement, coffee shop	The study shows that consumer education positively influences engagement in the coffee shop context.
8	(Jain et al., 2024)	Journal of Consumer Behaviour	Artificial intelligence consumer behavior: A hybrid review and research agenda	artificial intelligence, consumer behavior, hybrid review	This article provides a hybrid review of AI's impact on consumer behavior and outlines a research agenda
9	(Perez Benegas & Zanfardini, 2023)	European Journal of Management and Business Economics	Customer engagement and loyalty: the moderating role of involvement	customer engagement, loyalty, involvement	The study explores how customer engagement and loyalty are moderated by the level of involvement.
10	(Lobb & Pahl, 2021)		Does a mindfulness intervention have a significant effect on preference for intrinsic or extrinsic benefits of environmentally friendly behaviours?	mindfulness, intrinsic benefits, extrinsic benefits, eco-friendly behaviors	The research examines the effects of mindfulness interventions on preferences for intrinsic or extrinsic benefits of eco-friendly behaviors.
11	(Alarape et al., 2020)		Running Head: The Effects Of Visual Elements On Fashion Branding 1 The Use Of Elaboration Likelihood Model And Brand Identity Model: The Effects Of African Visual Elements On Fashion Branding	visual elements, fashion branding, elaboration likelihood model, brand identity model	This article investigates the impact of African visual elements on fashion branding using the Elaboration Likelihood and Brand Identity Models.
12	(Dawam & Sholeh, 2022)	Abdi: Jurnal Pengabdian dan Pemberdayaan Masyarakat	Pelatihan Strategi Digital Marketing Home Industry Terdampak COVID-19 di Desa Bandang Daja	digital marketing, COVID-19, home industry, training	The study details a digital marketing strategy training for home industries affected by COVID-19 in Bandang Daja village.
13	(Nobile et al., 2021)	International Journal of Fashion Design, Technology and Education	A review of digital fashion research: before and beyond communication and marketing	digital fashion, communication, marketing	The article reviews digital fashion research, focusing on areas beyond communication and marketing.

14	(Budiyanto et al., 2023)	Jurnal Ekonomi Manajemen	Pengaruh Media Sosial Terhadap Minat Beli Dan Keputusan Pembelian Konsumen: Analisis Bibliometrik	social media, buying interest, purchase decisions, bibliometric analysis	This study analyzes the influence of social media on consumer buying interest and purchase decisions using bibliometric analysis.
15	(Papageorgiou et al., 2020)	2020 IEEE Communication Strategies in Digital Society Seminar (ComSDS)	Towards the Development of a Digital Marketing (DM) Competencies Framework	digital marketing, competencies framework	The article aims to develop a competencies framework for digital marketing.
16	(Shindy & Hariandja, 2021)	Journal of Economics, Business, & Accountancy Ventura	The Influence of Brand Credibility towards Words of Mouth of Fashion Brand	brand credibility, word-of-mouth, fashion brand	The study examines how brand credibility influences word-of-mouth for fashion brands.
17	(Prakash & Spann, 2022)	Journal of Business Research	Dynamic pricing and reference price effects	dynamic pricing, reference prices, consumer behavior	The article investigates the effects of dynamic pricing and reference prices on consumer behavior.
18	(Zhang et al., 2021)	Data Science and Management	The impact of consumer perceived value on repeat purchase intention based on online reviews: by the method of text mining	consumer perceived value, repeat purchase intention, online reviews, text mining	The research explores how perceived value affects repeat purchase intentions, utilizing text mining of online reviews.
19	(Kim et al., 2023)	Telematics and Informatics	Immersive interactive technologies and virtual shopping experiences: Differences in consumer perceptions between augmented reality (AR) and virtual reality (VR)	immersive technologies, virtual shopping, augmented reality, virtual reality	This article compares consumer perceptions of augmented reality (AR) and virtual reality (VR) in virtual shopping experiences.

	(Ki et al., 2020)			
20	Journal of Retailing and Consumer Services	Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs	The study highlights how social media influencers act as human brands, fulfilling follower needs and achieving positive marketing outcomes.	influencer marketing, social media influencers, human brands, marketing results

Based on the [Table 1](#), an overview of various research articles focusing on themes related to consumer engagement, marketing strategies, digital transformation, and the integration of advanced technologies in marketing. Each entry includes the authors, publication year, journal name, article title, a concise summary, and relevant keywords. The AIDA model Attention, Interest, Desire, and Action has long been a cornerstone in understanding consumer behavior in advertising. This model outlines the cognitive stages a consumer goes through before making a purchase decision. Let's explore how the insights from the provided articles can enhance our understanding of the AIDA model's impact on customer loyalty.

**Attention:** Capturing consumer attention is the first critical step in the AIDA model. Articles such as (Maitri et al., 2023) highlight the importance of innovative social media strategies, including the use of video content and influencer collaborations, to draw consumer attention. These techniques are essential for making the initial connection with potential customers, ensuring that the brand stands out in a crowded market.

**Interest:** Once attention is captured, sustaining interest is crucial. According to (Sodiq Odetunde Babatunde et al., 2024), AI personalization plays a significant role in keeping consumers engaged by tailoring content to their specific preferences. This targeted approach helps maintain consumer interest over time, as personalized marketing resonates more deeply with individual needs and desires. **Desire:** Building desire involves transforming interest into a strong preference for a brand. The study by (Shindy & Hariandja, 2021) demonstrates how brand credibility can influence consumer desire. When consumers perceive a brand as credible, they are more likely to develop a favorable attitude towards it, increasing their likelihood of choosing that brand over competitors. **Action:** The final stage, action, is where the consumer makes a purchase decision. The work of (Onasanya et al., 2022) on predictive analytics shows how understanding consumer behavior can lead to more effective marketing strategies that drive purchasing actions. By anticipating consumer needs and behaviors, businesses can create compelling calls to action that result in higher conversion rates. **Customer Loyalty:** Beyond the AIDA model, fostering customer loyalty is about ensuring repeated actions and sustained engagement. (Perez Benegas & Zanfardini, 2023) explore how customer engagement, moderated by involvement, directly impacts loyalty. High engagement levels, supported by personalized interactions and consistent positive experiences, lead to stronger customer loyalty. The multifaceted approach to consumer engagement discussed in these articles underscores the evolving nature of the AIDA model in the digital age. Digital marketing, AI, and personalized strategies are enhancing each stage of the AIDA process, from capturing attention to fostering long-term loyalty. By integrating these modern techniques, businesses can not only guide consumers through the AIDA stages more effectively but also build enduring relationships that translate into sustained customer loyalty.

In conclusion, the AIDA model remains a relevant framework in understanding consumer behavior, especially when augmented by contemporary marketing strategies. The integration of personalized content, credible branding, predictive analytics, and innovative social media techniques ensures that businesses can effectively capture attention, sustain interest, build desire, and drive action, ultimately leading to increased customer loyalty.

In this study, VOSviewer software was utilized to perform network visualization on the collected articles. VOSviewer is a widely recognized tool in bibliometric analysis, enabling researchers to identify collaboration patterns, relationships among keywords, and thematic distributions within the literature. Through the generated network visualizations, this research was able to reveal connections and interactions between various concepts and authors relevant to the field of the AIDA Consumer Advertising Model on Customer Loyalty. The use of VOSviewer facilitates the presentation of data in a more intuitive and informative manner, providing deep insights into the structure and dynamics of the existing research. This approach enhances the understanding of the development of knowledge within this domain and assists in identifying future research trends. The visual representations created by VOSviewer highlight key areas of focus, the interconnectedness of different studies, and the emerging themes that are shaping the discourse on customer loyalty through the lens of the AIDA model.

For instance, network visualizations can show which keywords frequently co-occur, indicating prevalent topics and how they are interrelated. Similarly, author collaboration maps can illustrate the extent of interdisciplinary work and the most influential researchers or research groups in this area. By interpreting these visualizations, scholars can gain a comprehensive overview of the academic landscape, uncover gaps in the literature, and propose new avenues for investigation. Overall, the application of VOSviewer in this context supports a more sophisticated and detailed analysis of the bibliometric data, reinforcing the robustness and depth of the literature review. This methodological approach not only enhances the clarity of the research findings but also contributes to a more strategic and informed exploration of how the AIDA model influences customer loyalty. By leveraging VOSviewer's capabilities, this study offers a nuanced and comprehensive understanding of the interplay between consumer advertising and customer loyalty, paving the way for future research and practical applications in marketing strategies. For example, see [Figure 1](#).

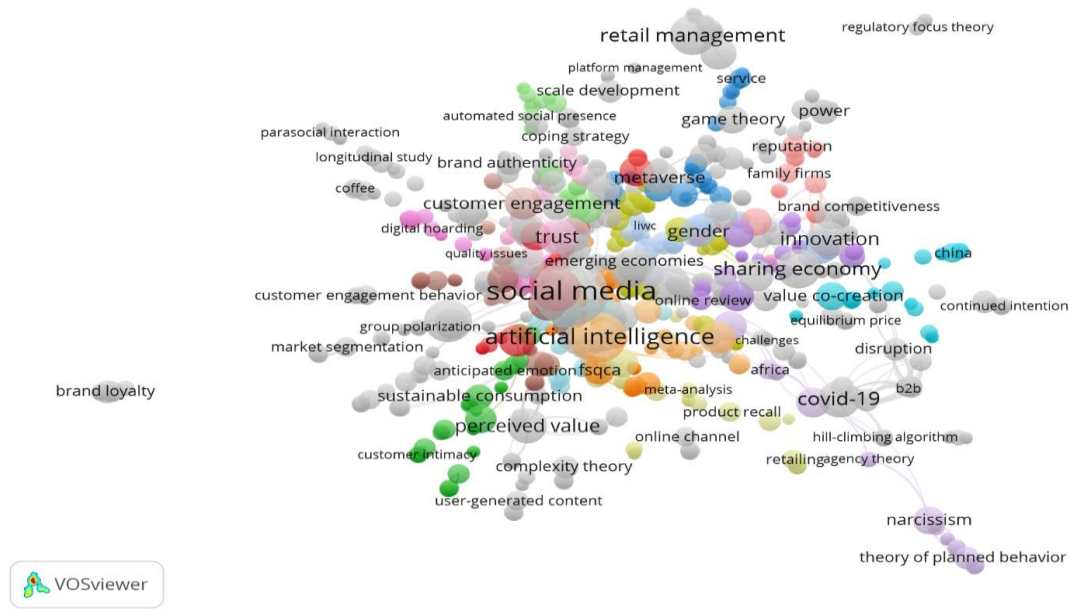


Figure 1. Processed Vosviewer

## 3.2 Discussion

Several studies have explored the role of digital technologies, particularly artificial intelligence (AI) and social media, in influencing the stages of the AIDA model (Attention, Interest, Desire, Action) within marketing strategies. Sodiq Odetunde Babatunde et al. (2024), in the *Journal of Digital Marketing*, highlighted how AI technology enhances the personalization of customer experiences, especially during the "Interest" and "Desire" stages. Similarly, Onasanya et al. (2022), in *Marketing Analysis Today*, developed a predictive analysis model to forecast future consumer purchasing behavior, emphasizing the relevance of digital marketing strategies to the "Interest" and "Action" stages. Budiyanto et al. (2023), through a bibliometric analysis in the *Journal of Management Economics*, revealed the influence of social media on consumer interest and purchasing decisions, directly linking to the "Interest" and "Desire" stages. Jain et al. (2024), in the *Journal of Consumer Behavior*, further examined the impact of AI on consumer behavior and outlined a future research agenda, clarifying how such technologies shape the "Desire" stage to enable more personalized and effective marketing strategies. Lastly, Perez Benegas and Zanfardini (2023), in the *European Journal of Management and Business Economics*, explored the relationship between customer engagement and loyalty, demonstrating how engagement moderates the interaction between the "Desire" and "Action" stages, ultimately reinforcing long-term brand–customer relationships.

### 3.2.1 Discussion The Effect of Artificial Intelligence (AI) Technology on the "Interest" and "Desire" Stages of the AIDA Model by (Sodiq Odetunde Babatunde et al., 2024)

The future of marketing is contingent upon the creation of genuine connections with consumers. The advent of AI has provided the tools to personalise the customer journey at every touchpoint. However, this personalisation must be implemented ethically and responsibly, ensuring a positive future for both brands and consumers. AI, the Personalised Marketing Powerhouse with Ethical Considerations While AI has the potential to revolutionise the field of marketing, it lacks the human touch of storytelling. Effective marketing goes beyond simply knowing what a customer wants; it is about connecting with them on an emotional level. The objective of effective marketing is not merely to comprehend the desires and preferences of customers; it is a multifaceted endeavour that necessitates a more profound level of engagement and connection. The formation of emotional associations with a brand represents a highly effective tool for enhancing brand motivation and fostering enduring connections between consumers and the products they use. Emotions play a pivotal role in the shaping of consumer attitudes and behaviours. For example, Netflix's use of AI-powered personalisation represents a compelling case study. By employing AI to comprehend individual preferences and curate content in accordance with those preferences, Netflix has created a dynamic and engaging user experience. It seems likely that other streaming services and entertainment platforms will adopt a similar approach in order to remain competitive in a rapidly evolving landscape. As AI technology continues to develop, the future of entertainment promises an even more personalised and immersive experience.

### 3.2.2 Predicting Consumer Behaviour

The term "predictive analytics" is used to describe a technique that employs machine learning algorithms to process and analyse large volumes of customer data. The system employs a variety of algorithms, including linear regression, decision trees, and artificial neural networks, to identify patterns and trends in historical customer data. By employing data derived

from purchase histories, demographic information, customer interactions, and behavioural tracking, these models are capable of anticipating consumers' future purchasing patterns (Onasanya et al., 2022). In the ever-evolving landscape of consumer behavior, the ability to accurately predict consumer actions has become increasingly crucial for businesses to optimize their marketing strategies (Sankaran, 2019). The AIDA (Attention, Interest, Desire, Action) model, a widely adopted framework in the marketing field, relies heavily on the accurate prediction of consumer behavior to enhance the effectiveness of its crucial stages: Interest and Action (Sjell5(4)71-79.Pdf. Crdownload, n.d.). Artificial Intelligence (AI) and data-driven analytics have emerged as powerful tools in empowering consumer research and enabling more precise predictions of consumer behavior. Through the analysis of vast datasets, AI-powered predictive models can identify patterns, trends, and underlying drivers of consumer decision-making, allowing businesses to tailor their marketing efforts more effectively.

### 3.2.3 Impact of AI on Consumer Behaviour

The impact of AI enables companies to provide highly personalised experiences to consumers. With deep data analysis, AI can understand individual preferences and offer relevant product recommendations, content, and promotions. This increases consumer satisfaction and engagement. The ability to accurately predict consumer behavior has become increasingly crucial for businesses seeking to optimize the effectiveness of their marketing strategies. Advancements in artificial intelligence (AI) have significantly enhanced the capacity to forecast consumer actions, particularly in the critical stages of the AIDA (Attention-Interest-Desire-Action) model (Hicham et al., 2023).

### 3.2.4 Customer Engagement and Loyalty

Customer engagement plays a pivotal role in the interaction between the "Desire" and "Action" stages of the AIDA model. Customer engagement may be defined as the level of activeness and emotional commitment of customers to a brand or product. It is more probable that highly engaged customers will convert their desire into action (purchase) due to the strength of their emotional and cognitive connection with the brand (Perez Benegas & Zanfardini, 2023). There are some specific strategies that can be implemented to increase customer engagement so as to strengthen customer loyalty. Here are some of the ways to strengthen customer loyalty personalised communication, consistent customer experience, loyalty and rewards programmes, Social and Community Interaction, relevant and valuable content, Use of AI Technology and Chatbots, and feedback (Perez Benegas & Zanfardini, 2023).

### 3.2.5. Contribution to Customer Loyalty

The AIDA (Attention, Interest, Desire, Action) model is a classic marketing model that describes the stages that consumers go through from when they first become aware of a product until they finally take action to buy. This concept remains relevant and can influence customer loyalty in a variety of industry contexts and marketing technologies today. Here is a summary of how AIDA influences customer loyalty based on various studies in different contexts.

### 3.2.6 Attention

AI in Personalised Marketing (Sodiq Odetunde Babatunde et al., 2024): AI enhances the ability to capture customer attention through highly personalised advertising, relevant to individual interests and needs. Social-Media (Budiyanto et al., 2023; Maitri et al., 2023): Trends such as collaboration with influencers and the use of video content on social media are highly effective in attracting user attention.

### 3.2.7 Interest

Predictive Analytics (Onasanya et al., 2022): Using predictive analytics, companies can identify customer trends and preferences, thus creating more engaging and relevant campaigns. Immersive Technology (Kim et al., 2023): Virtual shopping experiences with AR and VR can generate higher interest compared to traditional shopping as it provides a more immersive and interactive experience.

### 3.2.8 Desire

Customer Engagement (Kanje et al., 2020; Ribeiro et al., 2023): Strengthening customer engagement through educational and engaging content can increase their desire to buy. For example, consumer education in coffee cafes (Ornelas Sánchez & Vera Martínez, 2021) increases engagement and the desire for further interaction with the brand. Green Innovation in Supply Chain Finance (Guo et al., 2023): Adopting green innovations in e-commerce supply chain finance can increase small and medium-sized enterprises' desire to engage due to the resulting performance benefits.

### 3.2.9 Action

Dynamic Pricing (Prakash & Spann, 2022): Dynamic pricing and price references can influence customer purchase decisions, driving action through attractive offers at the right time. E-WOM and Brand Credibility (Shindy & Hariandja, 2021; Ki et al., 2020): Brand credibility and electronic word-of-mouth (eWOM) reviews are highly influential in driving purchase actions, especially in the fashion and tourism industries.

### 3.2.10 *The influence of customer loyalty is a topic worthy of further investigation*

Sustained engagement is a state of continued involvement with a brand or product. When companies are able to attract attention, arouse interest, create desire, and drive action effectively, they are likely to build sustained customer engagement. A review of the literature on customer engagement reveals that sustained engagement is a key factor in long-term loyalty (Kanje et al., 2020; Ribeiro et al., 2023). The concept of a personalised experience is one that is becoming increasingly important in the context of customer engagement. The utilisation of AI in marketing personalisation serves to enhance the relevance of customer interactions, which in turn contributes to customer satisfaction and loyalty (Sodiq Odetunde Babatunde et al., 2024). Meaningful interactions are those that are perceived as valuable by the customer. The use of immersive technologies and innovations in customer interactions, such as augmented reality (AR) and virtual reality (VR), as well as data-driven approaches and analytics, has been shown to create richer and more satisfying experiences, which in turn increase customer loyalty (Kim et al., 2023; Maitri et al., 2023). In conclusion, the AIDA model remains a valuable tool in contemporary marketing strategies, assisting in the creation of a clear path to achieve and maintain customer loyalty across a diverse range of industries.

## 4. CONCLUSION AND RECOMMENDATIONS

The application of AI technologies has the potential to significantly enhance the ability to capture customer attention through the use of personalised advertising. This personalisation is particularly effective in the "Interest" and "Desire" stages of the AIDA model, as evidenced by studies from Babatunde et al. (2024) and the case of Netflix. It is of the utmost importance that the ethical implementation of AI in personalisation be maintained in order to ensure the continued positive brand-consumer relationship. As discussed by Onasanya et al. (2022), predictive analytics are of critical importance for the understanding and anticipation of customer preferences and trends. These insights are of paramount importance for the creation of engaging campaigns and effective marketing strategies, which in turn influence the "Interest" and "Action" stages. The capacity to accurately predict consumer behaviour enhances the efficiency of marketing efforts, resulting in increased consumer satisfaction and engagement. As highlighted by Perez Benegas & Zanfardini (2023), strong customer engagement is pivotal in converting desire into action. Those customers who are engaged with a brand are more likely to develop loyalty, due to the emotional and cognitive connection they have with the brand. Strategies such as personalised communication, loyalty programmes, and consistent customer experiences have been demonstrated to be effective in fostering customer engagement. The utilisation of immersive technologies, such as augmented reality (AR) and virtual reality (VR), has the potential to significantly enhance customer interest and engagement, as observed by Kim et al. (2023). These technologies facilitate the creation of interactive and immersive shopping experiences that are perceived as more appealing than traditional methods. Dynamic pricing and eWOM reviews are influential in driving purchasing decisions, especially when combined with credible brand positioning. Sustained customer engagement is essential for long-term loyalty. Consistent efforts in attracting attention, maintaining interest, creating desire, and driving action build a lasting relationship with the customer (Kanje et al., 2020; Ribeiro et al., 2023). Personalised experiences powered by AI further contribute to customer satisfaction and loyalty by making interactions more relevant and meaningful. The ethical use of AI in business is a matter of great importance. It is imperative that businesses implement AI in marketing in a responsible manner, ensuring transparency and ethical practices in order to build trust with consumers. This encompasses the protection of consumer data and the provision of transparent information regarding the functioning of AI-driven personalisation. It is recommended that companies invest in robust predictive analytics tools in order to gain a deeper understanding of consumer behaviour. Such tools can assist in the tailoring of marketing strategies to be more relevant and engaging, particularly in the "Interest" and "Action" stages. Enhancing customer engagement is a key objective for businesses utilising AI in their marketing strategies.

It is recommended that companies implement strategies to enhance customer engagement, including the use of personalised communication, the implementation of loyalty programmes, and the provision of consistent and valuable content. These strategies facilitate the formation of emotional and cognitive bonds between the brand and the customer. It is recommended that immersive technologies, such as augmented reality (AR) and virtual reality (VR), be adopted in order to create engaging and interactive customer experiences. The utilisation of these technologies has the potential to significantly enhance customer interest and desire, as they offer a unique and immersive shopping experience. It is of paramount importance to focus on long-term engagement. It is of paramount importance to prioritise sustained customer engagement through ongoing and meaningful interactions. This necessitates the continuous adaptation of marketing strategies in order to remain responsive to evolving consumer preferences. Furthermore, the utilisation of AI is essential for the effective personalisation of these interactions. It is of the utmost importance to implement a system of continuous monitoring and adaptation. It is of paramount importance to monitor the effectiveness of marketing strategies on a regular basis and to adapt them based on consumer feedback and behavioural data. This continuous improvement approach ensures that marketing efforts remain relevant and effective in fostering customer loyalty. The integration of these recommendations allows businesses to leverage the AIDA model more effectively in order to enhance customer loyalty in the context of the dynamic marketing environment.

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## AUTHOR'S CONTRIBUTIONS

Dian Laili Rahmawati was responsible for formulating the research concept, collecting and analysing data, and drafting the manuscript. Rino provided direction, theoretical insights, and conducted critical reviews to improve the quality of the research. Both Dian Laili Rahmawati and Rino collaborated in interpreting the findings and ensuring academic rigour in the study. All authors have read and approved the final manuscript.

## CONFLICT OF INTEREST

The authors declare that there is no conflict of interest in the research and writing of this manuscript.

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