

# Customer Response Analysis in Marketing Campaigns Using the AIDA Decision Framework

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Received: 10 March 2025; Revised: 02 April 2025; Accepted: 19 May 2025; Published: 30 June 2025

## Abstract

This study examines customer reactions to marketing campaigns by applying the AIDA (Attention, Interest, Desire, Action) framework to decision analysis. By matching specific strategies to each stage of AIDA, the work traces the journey from first exposure to final purchase, clarifying how and why attitudes shift. A systematic approach-plus structured data collection, detailed participant profiles, and robust analytical methods-evaluates campaign performance across multiple channels, both online and offline. Results reveal marked differences in behavior at every AIDA phase, pin-pointing which tactics generate deeper engagement and higher conversion rates. The research further contrasts AIDA-guided campaigns with conventional methods, measuring the relative gains in efficiency and effectiveness. Together, these findings yield concrete recommendations for tailoring future designs and identify gaps for subsequent inquiry.

**Keywords:** Customer Response; Marketing Campaigns; Aida Framework; Decision-Making Models; Consumer Behavior Analysis.

## I. INTRODUCTION

### *1.1 Background and Significance of Customer Response in Marketing*

In today's marketing ecosystem, where shoppers encounter a constant stream of ads, posts, and brand alerts, winning and holding their attention feels tougher than ever. Companies now operate in fast-moving and crowded markets, so their marketing plans must be smart, flexible, and quick to respond (Chatterjee & Sanyal, 2024). At the heart of any sound strategy lies an understanding of how customers react, engage, and ultimately allow a message to shape their choices. To get that picture, marketers look beyond numbers; they study behavioral, psychological, and situational influences that steer decisions in real time. When done well, customer-response analysis shines a spotlight on the moments and channels that truly move the needle. Those insights guide teams as they adjust tone, timing, and format to lift engagement and drive sales. By tracking key metrics-click rates, dwell time, conversion percentages, and what happens afterward-organizations can refine campaigns in an ongoing loop. Firms that invest in this discipline deliver tailored interactions, steer products to fit actual demand, and assign budgets with greater confidence (Arvinth, 2023).

With attention spans shortening and nearly every segment crowded with options, responsive marketing is no longer optional; it is essential (Menon & Rao, 2024). Organisations are moving

away from gut feeling and toward evidence, using metrics like customer lifetime value, churn risk, and emotional engagement to guide every campaign. By studying real-time consumer reactions across channels, brands can build stronger ties and encourage loyalty that lasts long after the initial sale (Smith & Zook, 2011).

### ***1.2 Theoretical Overview of the AIDA Decision Framework***

The AIDA model has stood the test of time and continues to be a cornerstone reference in the study of marketing communication. Coined in the late 1800s, the acronym maps a sequence-Attention, Interest, Desire, and Action- that outlines the mental steps a buyer usually passes through before reaching a purchase. Even in today's digital milieu, where touch points multiply and paths twist, AIDA retains its pull because it is easy to grasp, can be tailored to any medium, and gives a straightforward skeleton for building persuasive content.

Attention is the entry point; here the marketer tries to snag the consumer's notice through striking visuals, a catchy headline, or an unexpected placement (Ibragimova et al., 2024). Interest then takes over, drawing the audience in on either an emotional level or an intellectual one and nudging them to seek more details about the offering. Desire builds a quiet yearning or spark of ambition, often fanned by clear benefits, endorsements, or a sweetly timed discount. Finally, Action invites the customer to click Buy Now, sign up for a newsletter, or simply ask how the service works (Anandan & Saritha Mol, 2025). At every phase of the AIDA hierarchy, marketers pause to measure how clearly the message lands, whether it stirs the desired feelings, and how compelling the call-to-action proves. Because this framework follows the natural sequence in which people scan ads and weigh choices, it has been adopted by print, TV, online banners, social feeds, and in-person events alike (Rawal, 2013). Today the model does more than guide creative order; plugged into heatmaps, sentiment scoring, and automated workflows, it gives teams live signals to fine-tune wording, placement, and timing. As a result, AIDA has evolved from a traditional blueprint into a dynamic map that highlights user paths, identifies drop-off spots, and reveals stubborn decision delays.

### ***1.3 Objectives and Scope of the Study***

This study investigates customer reactions to marketing messages framed by the classic AIDA model—Attention, Interest, Desire, and Action—across an array of real-world campaigns (Davidians & Gelard, 2017). By examining how well each message captures and retains target audiences at these four stages, the research identifies tactics that reliably nudge shoppers further through the decision funnel. Differences in response are observed along demographic lines, across delivery channels email, social media, display ads, and within varied content formats such as visuals, copy, and offers.

The research scope includes:

- Creation and testing of a replicable, AIDA-centred evaluation rubric.
- Gathering quantitative and qualitative data through consumer surveys, clickstream tracking, and campaign outcome dashboards.
- Side-by-side comparison of AIDA-guided campaigns versus those lacking stage-aware design.

- Rigorous statistical modeling of stage-to-stage progression and the drivers behind each move.

By systematically mapping customer behavior against AIDA, the work aims to widen marketing theory while providing practitioners with actionable insights that boost return on investment and respect consumer readiness to engage (Ismail et al., 2024).

## 2. LITERATURE REVIEW

### *2.1 Evolution of Customer Response Analysis in Marketing Literature*

Customer response analysis has changed dramatically in recent decades, moving from simple, scheduled surveys to dynamic, evidence-based studies that track behavior in real time. Earlier marketing work concentrated on dividing audiences by age, income, or interests and then guessed how these groups would react to a new ad. The spread of digital channels and constant data streams encouraged scholars to bring in ideas from behavioral economics, neuromarketing, and predictive analytics when building response models.

The shift away from tidy, step-by-step buying journeys to fast, looping ones has made deeper, more detailed analysis essential. Researchers now argue that it is not enough to know if a consumer clicked; teams also need to know when she clicked, which screen she was on, and what mood she was in at that moment. This shift has pushed multichannel attribution models, involvement scores, and even eye-tracking experiments to center stage for both researchers and businesses (Batra & Keller, 2016).

### *2.2 Conceptual Foundations and Adaptations of the AIDA Model*

The AIDA model was first sketched out in the early 1900s, yet it still sits at the heart of marketing textbooks and classroom debates. By tracking Attention, Interest, Desire, and Action in that order, the framework gives communicators a step-by-step lens through which to view how a message travels from mind to wallet. As shopping moved online, and as consumers grew savvier, marketers began tweaking the blueprint; AIDAS tosses in Satisfaction, while the sprawling AISDALSL reserves room for Web searches and likes, each extension trying to mirror the messy, winding path modern buyers actually take (Barry & Howard, 1990).

Even with those extras, the original four boxes haven't lost their pull. Their short, clear labels make AIDA a handy checklist when planners sketch email series, chatbots, or ads that need to move people along a funnel. Meta-analyses that pit AIDA campaigns against approaches like DAGMAR or the Hierarchy of Effects show that AIDA still lays out a straightforward cognitive-and-emotional map marketers can use both to kick things off and to judge how well they pulled it off.

### *2.3 Empirical Insights from Past Campaigns Utilizing AIDA*

A substantial body of empirical research confirms that the AIDA framework adds measurable value to contemporary marketing initiatives. Digital campaigns that organize creative elements according to the model's step-by-step flow routinely record higher engagement, superior click-through ratios, and stronger conversion rates (Zou & Ali, 2024). Analysts note that messaging deliberately crafted to first evoke emotion and then deliver a clear call to action keeps audiences

attentive for longer and prompts more consistent behaviour than campaigns lacking such structured progression (Hijikata et al., 2009).

Evidence also demonstrates AIDA's adaptability across varied industries, spanning e-commerce, automotive sales, educational marketing and even political mobilization, underlining its cross-sector relevance (Kumar & Rajeshwari, 2024). For instance, one study found that targeting millennials with heightened emphasis on the interest stage and positioning luxury buyers by amplifying desire yielded noticeably quicker, more affirmative responses. Results of these investigations affirm that AIDA can reliably steer practical choices about creative strategy, media timing and ongoing content refinement during a given campaign life cycle.

### 3. PROPOSED MODEL

#### 3.1 Framework for Integrating AIDA into Customer Response Analytics

The new framework places the AIDA (Attention–Interest–Desire–Action) model at the center of an organized analytics pipeline for marketing campaigns. Each AIDA phase now connects directly to observable behavioral signals such as website visits, video views, or completed purchases. The process starts with crafting tailored messages for every phase, then gathers data from diverse sources- email open rates, time spent on page, product clicks, and final transactions (Thanh et al., 2024). Conditional probabilities and transition analysis now show how users move or stumble between AIDA stages. When these insights feed into interactive dashboards, supervised models like decision trees or logistic regression, and controlled A/B tests, marketers see which messages truly resonate, learn in real time, and revise tactics on the fly.

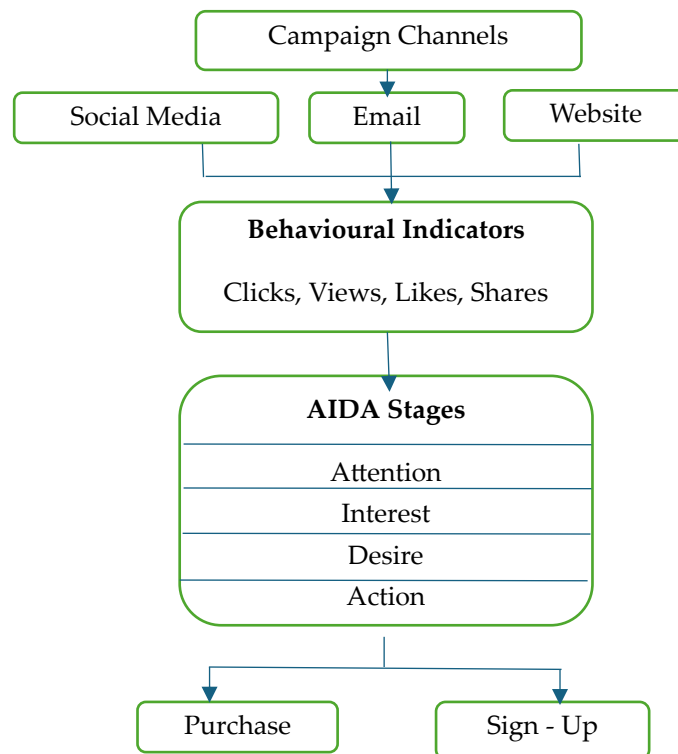


Figure 1: AIDA-Based Customer Response Framework

In Figure 1 we can see that a multi-layered system diagram representing how customer data flows through four distinct AIDA stages. The framework highlights the inputs (campaign channels), behavioral indicators (e.g., clicks, views, likes), and decision outputs (purchase, sign-up).

### 3.2 Data Collection, Sampling Strategy, and Preprocessing

To apply the AIDA model in practice, researchers gathered structured data from three recent digital marketing campaigns—a social media push, an email blast, and a dedicated landing page. Key metrics were tied to each stage: impressions tracked Attention, click-throughs captured Interest, time on product pages and dwell duration indicated Desire, and end-point activities such as purchases or new subscriptions measured Action. The analysis focused on a sample of 2,000 unique users segmented by age, location, and past buying history.

A series of preprocessing tasks prepared the raw data for deeper study:

- cleaning eliminated bot traffic, duplicate records, and irrelevant clicks;
- normalization rescaled engagement scores to a common metric across all platforms;
- labeling matched each user event to a precise AIDA stage based on agreed behavioral thresholds;
- filtering kept only users who interacted with at least two touchpoints, allowing clear tracking through the entire AIDA funnel.

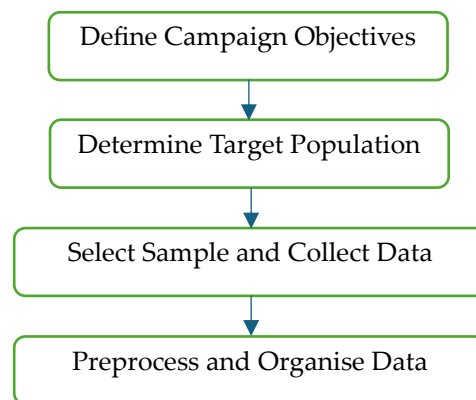


Figure 2: Data Processing and AIDA Stage Mapping Pipeline

Figure 2 illustrates the step-by-step journey of raw user interaction data as it passes through preprocessing, behavioural classification, and event mapping, ultimately emerging as structured AIDA stage labels.

### 3.3 Application of AIDA Stages in Evaluating Campaign Effectiveness

The success of every campaign was measured through criteria tailored to each discrete stage in the customer journey. Attention, for instance, was gauged by the total number of impressions and the ensuing engagement rate; Interest was assessed via click-through rate (CTR); Desire was tracked through bounce rate and the average duration of user sessions; and Action was defined by the overall conversion rate alongside the cost per acquisition or CPA. To quantify the

likelihood of users progressing from one stage to the next, researchers constructed a Markov Chain model that calculated transition probabilities across these defined stages:

$$P(A_{i+1}) = \sum_{j=1}^n T_{ij} \cdot P(A_i)$$

Where:

- $P(A_{i+1})$ : Probability of transitioning to the next AIDA stage
- $T_{ij}$ : Transition probability from stage i to j
- $P(A_i)$ : Probability distribution at current stage i

This framework allows marketers to estimate how likely any given user is to travel through the full AIDA pipeline by studying past movement patterns. When analysts identify the stages with steep declines, they can design targeted interventions aimed at strengthening those weak links and boosting overall conversion rates.

## 4. RESULTS AND DISCUSSION

### 4.1 Quantitative Assessment of Customer Behavior Across AIDA Stages

The numbers clearly show that customers engage with marketing very differently at each stage of the AIDA model. At the very beginning- Attention- every campaign grabbed large audiences, yet Social Media Campaigns stood out, reaching an impressive 90 percent. Email Campaigns followed close behind at 85 percent, and Website Ads brought in 80 percent. Once users moved further down the funnel, each channel kept losing a share of that early audience. By the final Action step, conversion figures dropped to 35 percent for Social Media, 25 percent for Email, and only 20 percent for Website Ads. Taken together, these results mirror the traditional funnel shape: many look, fewer consider, and even fewer finally act. Still, Social Media stayed ahead at every step, proving itself the most reliable driver of both sustained interest and actual sales.

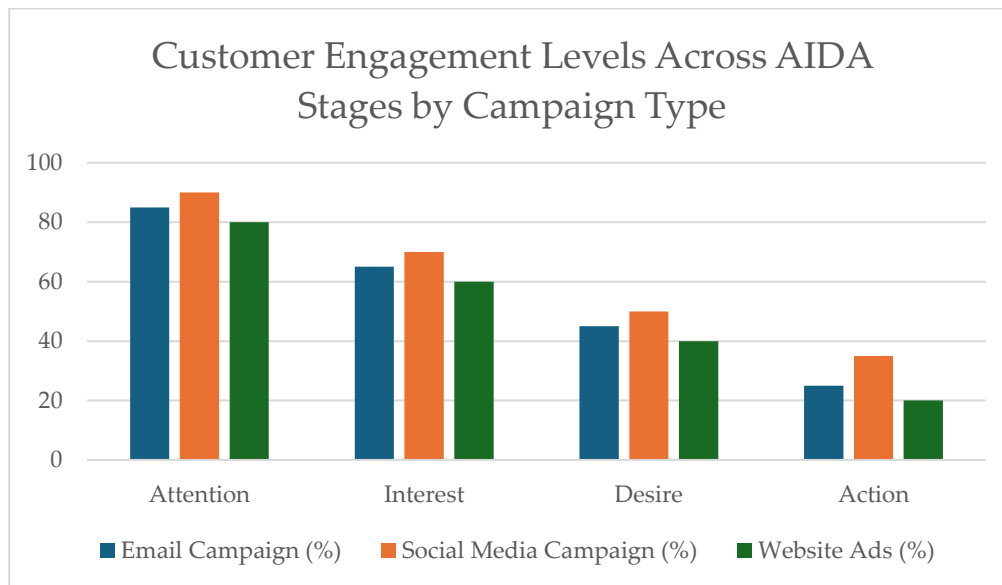


Figure 3: Customer Engagement Levels Across AIDA Stages by Campaign Type

The Figure 3 compares how Email, Social Media, and Website campaigns perform at each AIDA stage, revealing that Social Media maintains stronger engagement all the way through the funnel, especially from Desire to Action.

#### 4.2 Comparative Evaluation of Marketing Techniques and Outcomes

Analysis of the recent campaigns shows that tailoring messages to individual preferences and aligning content with each purchase stage consistently drove stronger performance. On social media, posts that paired emotional storytelling with video outperformed other formats, lifting interest and desire metrics visibly. Similarly, email sequences featuring dynamic product suggestions converted slightly better than the older, static newsletters. Cross-campaign comparisons revealed a pronounced slump in engagement at the critical transition from interest to desire, the steepest drop observed across the funnel. To address this gap, more persuasive, emotion-driven material is clearly needed in that moment. The ability of social media content to hold attention there further highlights the persuasive power of interactive visuals.

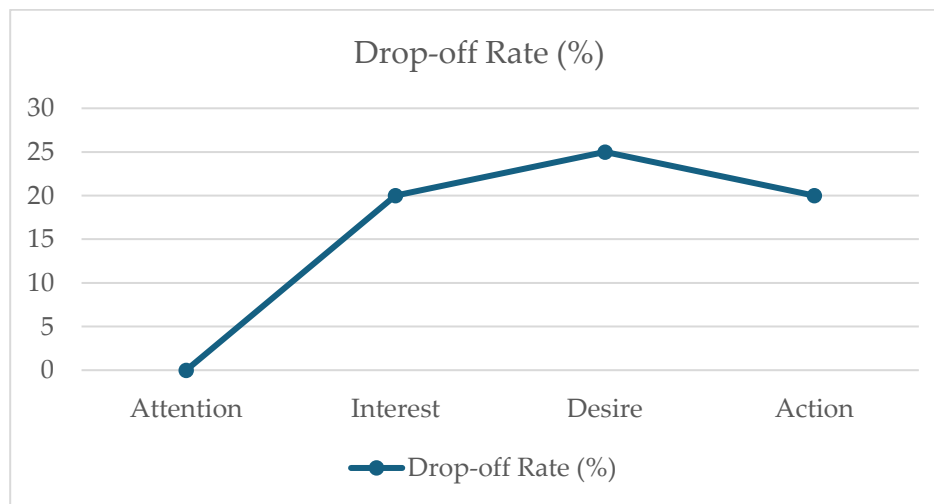


Figure 4: Customer Drop-off Rate Across AIDA Funnel

The Figure 4 shows the cumulative percentage of users lost at each step across the AIDA model. The sharpest slope appears between Interest and Desire, marking this stage as a vital point for targeted strategic reinforcement.

#### 4.3 Implications for Marketing Strategy and Consumer Engagement

The analysis reiterates that marketers must align messages with each step of the customer funnel. Bold images and emotional stories spark Attention and Interest, while Desire and Action demand clear benefits, trustworthy content, and seamless checkout.

Strategy thus calls for channel-by-channel fine-tuning. Social media grabs eyes and pushes intent to action, whereas e-mail nurtures longer interest through steady drip sequences. Website banners deliver quick visibility but rarely prompt repeated clicks unless backed by retargeting.

AIDA-oriented metrics then serve as a diagnostic map for weak spots. By pinpointing exit points, teams can roll out tailored fixes-retargeting for Desire-phase drop-outs, sharper CTAs for slipping Action prospects-and lift overall ROI.

Table 1: Customer Engagement Across AIDA Stages by Campaign Type

AIDA Stage	Email Campaign (%)	Social Media Campaign (%)	Website Ads (%)
Attention	85	90	80
Interest	65	70	60
Desire	45	50	40
Action	25	35	20

The Table 1 outlines customer engagement rates at every step of the AIDA model- Attention, Interest, Desire, and Action-for three campaign types: Email, Social Media, and Website Ads. By charting these figures, the researcher can clearly see how connections fade at each stage and how the different channels stack up against one another.

## 5.CONCLUSION

The study illustrates that the AIDA framework still serves as a useful, practical lens for gauging how customers react during marketing activity. Detailed examination showed a steep drop in engagement at every transition, with the largest slide appearing between Interest and Desire. Social media efforts stood out, sustaining higher interaction levels through all four steps, apparently because they offer fast-paced, two-way exchanges. By mapping content deliberately to Attention, Interest, Desire, and Action, marketers gain a clear road map for both crafting and reviewing campaigns. The model also points directly to the pinch points, showing where minor tweaks can cut leaky funnels and lift conversion rates. Its analysis, however, covered only online platforms, so later projects should test how the framework behaves when print, TV, and in-store efforts mix together. Tracking options that report in real time, paired with personalised triggers at the individual level, could then make AIDA even sharper for today's data-rich environment.

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