

Examine the Influence of Social Media Advertising on Consumer Purchase Intention through AIDA Model

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Abstract

Social media has become a way for companies to talk to customers and sell products and services. More and more people use sites such as Instagram, YouTube, Facebook, LinkedIn and X. This has changed how people see ads and make buying choices. This study looks at how people react to ads on media using the AIDA Model. The AIDA Model includes Attention, Interest, Desire and Action. The study wants to look at how ads get people's Attention make them interested create a Want and get them to do something. A descriptive study was done using a -sectional survey. Data was collected from 120 peoples who use media. A structured questionnaire with a five-point scale was used. People who were available were selected to take part. The data was examined using statistics such as Cronbach's Alpha, correlation, regression and mediation analysis. The results show that people had reactions in all four AIDA areas. The average scores were 4.13 for Attention 4.08 for Interest 4.09 for Desire and 4.07 for Action. The Cronbach's Alpha of 0.889 shows the research tool was reliable. Regression showed that Desire was the sign of Action with a beta of 0.391. The mediation analysis showed that Attention, Interest and Desire all help the link, between ads and Action. The study says that good Social Media Advertising should take people through all four AIDA steps to get interaction and better buying behaviour.

Keywords: Social Media Advertising, AIDA Model, Consumer Behaviour, Attention, Interest, Desire, Action, Purchase Behaviour.

Introduction

The rapid advancement of information and communication technology has revolutionized the way businesses communicate with consumers. The widespread adoption of the internet, smartphones, and digital platforms has shifted marketing practices from traditional media to digital channels, enabling organizations to reach consumers more effectively and efficiently. Among the various digital marketing tools, social media advertising has emerged as one of the most influential strategies for promoting products and services, creating brand awareness, and influencing consumer purchasing behaviour. Platforms such as Facebook, Instagram, YouTube, X (formerly Twitter), LinkedIn, and Snapchat have become integral to consumers' daily lives, providing organizations with unprecedented opportunities to engage directly with their target audiences.

Objectives of the Study

- To analyse the effect of social media advertising on consumers' attention towards products and brands.

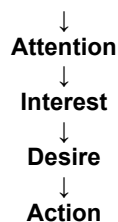
- To examine the influence of consumer attention on the development of interest in social media advertisements.
- To investigate the effect of consumer interest on the formation of consumer desire for advertised products and services.
- To assess the influence of consumer desire on consumers' action towards purchasing the advertised products or services.
- To determine the direct effect of social media advertising on consumer response
- To examine the mediating roles of Attention, Interest, and Desire in the relationship between social media advertising and consumer response

Conceptual Framework and Review of Literature

The present study uses the AIDA model to explain the process through which social media advertising influences consumer behaviour.

Conceptual Framework

Social Media Advertising



The conceptual framework assumes that social media advertising first captures consumer attention. Attention subsequently develops into interest, interest develops into desire, and desire ultimately encourages consumers to take action. The framework also examines the direct influence of social media advertising on consumer response and the mediating role of the AIDA stages.

Review of Literature

Kumar et al. (2020) examined how social media advertising affects consumer's buying decisions. The authors explained that social media platforms have become powerful marketing tools because they allow businesses to communicate directly with customers. Their study found that advertisements shared on platforms such as Facebook and Instagram increase brand awareness, improve customer engagement, and build trust among consumers.

Grewal, Hadi, and Stephen (2020) explored the growing role of social media in modern marketing. The study highlighted that consumers no longer use social media only for communication but also for gathering product information and interacting with brands. The researchers concluded that personalized advertisements, engaging content, and active communication with customers help businesses capture consumer attention, create interest, and strengthen purchase intention.

Sriram, Namitha, and Kamath (2021) investigated the impact of social media advertising on consumer buying behaviour in India. The findings revealed that creative and informative advertisements attract consumers' attention and increase their awareness of products. As consumers become more interested in the advertised products, they develop a stronger desire to purchase them.

Ao, Bansal, Pruthi, and Khaskheli (2023) studied how different social media marketing activities influence consumers' intention to purchase products. The researchers found that advertisements that are entertaining, informative, interactive, and trustworthy encourage consumers to engage with brands. This engagement increases consumer interest and desire, leading to a higher likelihood of making a purchase.

Neriawan et al. (2024) reviewed the effectiveness of the AIDA model in the context of social media marketing. The authors explained that successful social media advertisements first create awareness among consumers, then generate interest, build desire for the product, and finally encourage purchase action.

Sardar and Vijay (2025) reviewed previous research on social media influencers and consumer purchase intention. Their study found that influencers with high credibility, expertise, and trustworthiness have a strong influence on consumers' purchasing decisions. The authors also explained that consumer trust and engagement play an important role in strengthening the relationship between influencer marketing and purchase intention.

Lee (2025) examined how the value of social media advertisements affects consumer behaviour through the AIDA model. The study found that advertisements that provide useful information, are entertaining, and are perceived as credible are more successful in attracting consumer attention and generating interest. These positive experiences gradually create desire and increase consumers' willingness to purchase the advertised products.

Research Methodology

Research design is the overall plan that guides the researcher in collecting, measuring, analysing, and interpreting data to achieve the research objectives. It provides a systematic framework that improves the quality and credibility of the research findings. The present study adopts a descriptive research design as it aims to examine consumer responses towards social media advertising through the AIDA model. The descriptive research design is appropriate because it focuses on describing consumers' opinions, attitudes, perceptions, and behavioural responses without manipulating any variables

Sources of Data

The study used both primary and secondary data. Primary data were collected from social media users using a structured questionnaire. Secondary data were gathered from books, journals, research articles, conference proceedings, websites, and other relevant published sources to support the study.

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The study was conducted among 120 respondents who use social media and are exposed to social media advertisements

Research Instrument

A structured questionnaire was used as the primary data collection instrument. The questionnaire consisted of demographic questions and statements relating to the AIDA dimensions.

A five-point Likert scale was used to measure respondents' opinions.

Variables

The major variables of the study were:

- Social Media Advertising
- Attention
- Interest
- Desire
- Action

Analysis and Discussion

Demographic Profile

S. No.	Demographic Variable	Category	Percentage	Interpretation
1	Age	21–30 years	51.7%	More than half of the respondents are young adults between 21 and 30 years of age.
2	Gender	Female	50.0%	Female respondents account for half of the respondents in the study.

3	Education	Postgraduate	40.0%	Postgraduate respondents form the largest group based on educational qualification.
4	Occupation	Student	31.7%	Students represent the largest occupational group among the respondents.
5	Most Used Social Media Platform	Instagram	29.2%	Instagram is the most commonly used social media platform among the respondents.

The demographic results show that most respondents are adults between 21 and 30 years old. These young adults make up fifty-one point seven percent of all respondents. Half of the respondents are females. Forty percent of respondents finished university study. Students are the job group for thirty-one point seven percent of respondents.

Instagram is the media site selected by twenty-nine point two percent of respondents. The demographic results show that the study represents educated media users. Instagram is a platform, for reaching this group through social media advertising.

Reliability Analysis

During the analysis, used Cronbach's Alpha to test how consistent each construct was. Cronbach's Alpha revealed that each value was, above the 0.70 level that people usually consider acceptable. The overall instrument reliability score of 0.889 shows that the questionnaire was built well. The instrument reliability score indicates consistency across all items.

S. No	Dimension	Number of Items	Cronbach's Alpha Value
1	Attention	9	0.842
2	Interest	9	0.861
3	Desire	9	0.854
4	Action	9	0.873
	Overall Reliability	36	0.889

The reliability check used Cronbach's Alpha to see how well the questionnaire items matched each other. The results show that Attention has a Cronbach's Alpha of 0.842 Interest has 0.861 Desire has 0.854 and Action has the highest at 0.873. Each of the four variables has nine items making a total of thirty-six items. The Cronbach's Alpha is 0.889 which shows that the items are quite consistent. Thus the items that measure the four stages of the AIDA model are reliable, for analysis.

Correlation Analysis

Correlation analysis was performed to examine the relationship among social media advertising, Attention, Interest, Desire, and Action. Pearson's correlation coefficient was used to identify the strength and direction of relationships between the variables.

Variables	Social Media Advertising	Attention	Interest	Desire	Action
Social Media Advertising	1				
Attention	0.624**	1			
Interest	0.681**	0.712**	1		
Desire	0.705**	0.658**	0.736**	1	
Action	0.748**	0.642**	0.701**	0.769**	1

The results show that social media advertising has a link with every stage of the AIDA model. Social media advertising is clearly tied to consumers' attention, interest, desire and action. Among all these ties the strongest link is, between desire and action ($r = 0.769$). Overall the findings suggest that social media advertising can help attract consumers' attention grow their interest and desire and push them to take action.

Multiple Regression Analysis

Multiple regression analysis was conducted to examine the influence of social media advertising and AIDA dimensions on consumer response (Action). The analysis determines the extent to which Attention, Interest, and Desire predict consumer action towards advertised products and services.

Table: Model Summary

Model	R	R Square	Adjusted R Square	Interpretation
1	0.812	0.659	0.650	The model shows a strong overall fit and explains 65.9% of the variation in Action.

Table: Regression Coefficients

Variable	Beta (β)	t-value	Significance	Interpretation
Attention	0.214	3.126	0.002	Attention has a positive and statistically significant effect on Action, although its influence is the smallest among the three predictors.
Interest	0.287	4.215	0.000	Interest has a positive and statistically significant relationship with Action, showing a moderate influence.
Desire	0.391	5.632	0.000	Desire has a positive and statistically significant effect on Action and shows the strongest influence among the three predictors.

The regression results show that Attention, Interest and Desire all have an significant effect on consumer Action. The model explains 65.9% of the variation in consumer action ($R^2 = 0.659$). Among the three factors Desire has the influence ($\beta = 0.391$) followed by Interest ($\beta = 0.287$) and Attention ($\beta = 0.214$). Since all three factors have significance values below 0.05 their influence is statistically significant. This means that when consumers pay attention feel more interest and develop more desire for a product, through social media advertising they are more likely to take action.

Mediation Analysis

The study examined whether Attention, Interest and Desire transmit the effect of Social Media Advertising to consumer Action following the path: Social Media Advertising $\rightarrow$ Attention $\rightarrow$ Interest $\rightarrow$ Desire $\rightarrow$ Action.

Relationship	Direct Effect	Indirect Effect	Result	Interpretation
Social Media Advertising $\rightarrow$ Attention $\rightarrow$ Action	0.624	0.134	Significant	Attention explains a smaller part of the effect of Social Media Advertising on Action.
Social Media Advertising $\rightarrow$ Interest $\rightarrow$ Action	0.681	0.192	Significant	Interest accounts for a moderate part of the effect of Social Media Advertising on Action.
Social Media Advertising $\rightarrow$ Desire $\rightarrow$ Action	0.705	0.276	Significant	Desire accounts for the largest part of the effect of Social Media Advertising on Action.

The results show that social media advertising has an significant relationship with consumer action through Attention, Interest and Desire. The direct effects are 0.624 for Attention, 0.681 for Interest and 0.705 for Desire while the corresponding indirect effects are 0.134, 0.192 and 0.276. Among the three dimensions Desire shows the direct and indirect effect. This means that developing consumers desire through social media advertising is closely associated with their movement towards action. Desire shows the direct and indirect effect.

Hypothesis Testing Summary

H1	Social media advertising significantly influences consumer attention.	Accepted
H2	Consumer attention significantly influences consumer interest.	Accepted
H3	Consumer interest significantly influences consumer desire.	Accepted
H4	Consumer desire significantly influences consumer action.	Accepted
H5	Social media advertising significantly influences consumer response.	Accepted
H6	Attention, Interest, and Desire significantly mediate the relationship between social media advertising and consumer response.	Accepted

The hypothesis testing results show that all six hypotheses were accepted. The findings indicate that social media advertising significantly influences consumer attention. This attention then helps develop consumer interest. Interest in turn leads to consumer desire. Desire also has an impact on consumer action. In addition social media advertising is closely linked to consumer response. The results further show that attention, interest and desire play a mediating role, between social media advertising and consumer response. Overall the findings support the AIDA model. They suggest that social media advertising can effectively guide consumers from gaining attention to taking action.

Findings and Suggestions

Findings

- Young: adults aged 21–30 form the largest respondent group.
- Instagram is the most frequently used platform among respondents.
- Social media: advertising effectively captures consumer attention.
- Interactive content such as Reels, Stories and Polls increases consumer interest.
- Promotional offers and discounts strongly influence consumer desire.
- Social media advertising positively influences consumer action.
- The overall reliability of the questionnaire is high at 0.889.
- Social media advertising has a strong positive relationship with consumer action.
- Desire is the strongest predictor of consumer action.
- Attention, Interest and Desire significantly mediate the relationship between social media advertising and consumer action.

Suggestions

- Use attractive images, videos and creative designs.
- Increase interactive advertisements through Reels, Stories, Polls and live sessions.
- Use personalized advertising based on consumer interests.
- Use authentic reviews, testimonials and credible influencers.
- Provide discounts and promotional offers.
- Use clear calls-to-action such as Buy Now, Learn More and Visit Website.
- Regularly monitor reach, engagement, clicks and conversions.
- Design campaigns according to the AIDA stages.
- Maintain transparency and authenticity.
- Collect customer feedback continuously.

Conclusion

In conclusion Social media advertising has an effect on consumers when Social media advertising follows the AIDA process. Social media advertising grabs attention, then sparks interest builds desire and finally pushes the consumer to act. The statistical findings back up the links between these stages and the regression and mediation tests show that Desire is especially crucial in turning Social media advertising exposure into consumer action. Therefore the AIDA model is a tool, for anyone who wants to understand how Social media advertising shapes consumer behaviour

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