How Digital Marketing Shapes Consumer Decision-Making Employing (AIDA) Model with Respect to Consumer Knowledge and Consumer Experience

Muddassar Sarfraz[1], Barween Al Kurdi[2] and Muhammad Rafiq[3]

[1]School of Management, Zhejiang Shuren University, PR China.
[2]Department of Marketing, School of Business, The University of Jordan, Amman, Jordan.
[3]Department of Management, College of Business Administration, University of Sharjah, UAE.

ARTICLE DETAILS	ABSTRACT
Article History Published Online: March 2025 **Keywords** Digital marketing Consumer experience Customer knowledge Awareness Interest Desire Action **JEL Codes:** D91, M31 & M37 **Corresponding Author** Email: muddassar@zjsru.edu.cn	This study aims to investigate the impact of digital marketing on consumer experience and knowledge in our current landscape. As we increasingly rely on online platforms, digital marketing has become an essential tool for businesses aiming to connect with and inform their customers. This research studies how a number of digital strategies, like social media marketing, content marketing, email campaigns, and search engine optimisation, affect how consumers perceive brands and make decisions. To achieve this, a qualitative research approach was taken, using thematic analysis to review existing academic literature, industry case studies, and secondary sources. The analysis is organised using the AIDA model (Awareness, Interest, Desire, Action) to help interpret results at various stages of consumer journey. Findings show that digital marketing boosts consumer awareness by enhancing visibility on digital platforms, sparks interest and desire through targeted and personalised content, and encourages action with user-friendly interfaces and engagement tools. This study offers marketers valuable insights into how digital strategies influence consumer learning and improve the overall experience.

1. INTRODUCTION

1.1. Background

The emergence of digital technologies has brought a substantial shift in the marketing environment. Digital marketing tools have taken over the traditional marketing, which was previously print, broadcast, and outdoor advertisement-based (Al Kurdi, 2024; Deek et al., 2025). According to Kotler et al. (2022), digital marketing is the process of promoting goods and services over internet-enabled platforms like websites, social media, search engines, email, and mobile applications. This revolution has made it possible for marketers to engage with customers in an interactive and personalised manner, track their behaviour in real time, and quickly respond to their opinions and preferences (Chaffey & Ellis-Chadwick, 2019). Vinerean, Cetina, Dumitrescu, and Tichindelean (2013) have suggested that the internet and online socialization platforms are now central to consumer behaviour and also offer organisations with previously unimaginable potential to interact and influence target markets.

1.2. Key concepts and definitions

Two aspects of consumer behaviour which are influenced by internet marketing are consumer experience and consumer knowledge (Alshurideh et al., 2012; Nuseir et al., 2023; Irshaidat et al., 2024). Consumer experience is the sum of all the interactions, emotions, and impressions that a customer develops while engaging with digital touchpoints of a brand (Lemon & Verhoef, 2016). Personalised ads, AI-powered customer support, and viral social media campaigns have revolutionised the ways through which brands create experience for conumsers (Verhoef et al., 2009; Abuhashesh et al., 2024). On the other hand, consumer knowledge is the awareness and understanding of individuals regarding products, services, or brands that they trade with (Aldaihani et al., 2023; Al-Quran et al., 2023). This is usually a function of their exposure to online content, including user reviews, influencer sponsorships, and brand storytelling (Chen & Xie, 2008). In addition, digital marketing refers to the strategic use of internet-based platforms, technologies, and digital channels to promote products, services, and brands, aiming to engage consumers, create value, and drive purchases (Chaffey & Ellis-Chadwick, 2019). Consumer

experience is important because positive digital interactions strengthen customer satisfaction, loyalty, and long-term engagement with brands (Al-Faouri et al., 2023; Alquqa et al., 2023). Similarly, consumer knowledge plays a vital role by empowering individuals to make informed and sound decisions which increases their trust and reduce perceived risk. Both are supported by digital marketing as brands connect with consumers by targeted, interactive, and measurable methods to transform value creation and purchasing behaviours in the modern marketplace.

1.3. Research gap
It should be acknowledged that there is well documented information on digital marketing's influence on consumer experience and knowledge. However, there is limited literature offering an in-depth view of how particular approaches shape consumer attitude throughout the various stages of the purchasing process. The literature either presents general findings or case-specific research, which constraints the possibility of making more generalised conclusions (Chaffey & Ellis-Chadwick, 2019). In addition, there is a lack of organised framework that facilitate the systematic study of the different touchpoints on which digital marketing affects consumers' journey.

1.4. Research objectives
The study aims to address above-mentioned gaps by analysing the effect of digital marketing on consumer experience and consumer knowledge. The primary objectives are:
• To give an overview of the study main concepts which are digital marketing, consumer experience and consumer knowledge.
• To examine how digital marketing plays its role in shaping consumer experience and consumer knowledge.
• To utilise a structured analytical model (AIDA) in order to study the influence of digital marketing at each phase of the consumer journey (Strong, 1925).

1.5. Problem statement
Even though digital marketing is adopted across various industries and businesses, there is still limited understanding when it comes to how and to what extent the strategies affect consumers' awareness and experiences. Lack of a structured analysis model are likely to cause businesses to struggle in understanding the immediate effects of their online campaigns. This may translate into ineffective marketing strategies and missed opportunities for engaging consumers (Kotler et al., 2022).

2. LITERATURE REVIEW

2.1 Digital marketing: An overview
As internet technologies offer businesses unique opportunities to connect with consumers in innovative ways, the field of digital marketing has quickly emerged as a crucial component of modern business practices. (Kotler et al., 2022). According to Chaffey and Ellis-Chadwick (2019), digital marketing comprises of range of online tools, such as content marketing, search engine optimisation (SEO), social media marketing, email marketing, and digital advertising. These practices enable companies to engage with even larger audiences, interact with them more personally, and customise their experience (Chaffey & Ellis-Chadwick, 2019; Amponsah, 2024). Digital marketing, unlike offline marketing, provides an instant, data-driven approach, which gives businesses the ability to monitor customer behaviour in real time and alter their strategies accordingly (Alshurideh, 2024; Sukkari, 2024).

2.2 Consumer experience in the digital era
Consumer experience, which is often described as the overall perception and emotional response that a consumer has during their interaction with a brand, is a key concept in the context of digital marketing (Lemon & Verhoef, 2016). Digital marketing offers an opportunity to deliver a consistent and personalised experience across various digital touchpoints. This experience has been enriched by incorporating artificial intelligence (AI), chatbots, and data analytics softwares, while also enabling marketers to create extremely personalised communication channels and even predict consumer needs (Verhoef et al., 2009; Ozturk, 2024). For instance, product recommendations based on individual preferences, user-friendly websites, and tailored promotional emails tend to develop a sense of familiarity and understanding with customers, which in the end causes satisfaction and loyalty to rise (Lemon & Verhoef, 2016). The increased use of social media and mobile applications radically changes consumer experiences, making them more interactive and participatory in nature. Verhoef et al. (2009) notes that the fact consumers can now engage in a two-way communication with brands through social media sites has made the consumer-brand relationship more dynamic and relationship-oriented in nature.

2.3 Consumer knowledge in the context of digital marketing
Consumer knowledge, or the the information and awareness that people might have regarding products, services, or brands, has a significant contribution to decision-making (Chen & Xie, 2008). Online marketing initiatives, specifically content-based ones, have led to a substantial rise in consumer knowledge. Consumers in today's marketplace have the ability to obtain a large amount of information from various sources, such as online reviews, comparison sites, as well as user-generated content, which helps them make more informed decisions. Vinerean et al. (2013) maintain that social media websites, specifically, have had a profound impact on consumer behaviour through facilitating easier access to peer opinions, hence reducing information asymmetry and tilting the power in favour of consumers from companies. The heightened access to information, coupled with the ease by which consumers can retrieve it, has caused consumers to adopt a more selective and critical approach when making their purchasing decisions (Chen & Xie, 2008). Therefore, for marketers, it is essential that information provided is not only relevant but also educational to establish credibility and trust over time. Hence,

incorporating learning content, including instructional guides, product comparisons, and reviews, has become necessary in contemporary digital marketing strategies as organisations aim to educate, interact, and establish long-term relations with consumers (Kotler et al., 2022).

2.4 The role of digital marketing in consumer decision-making
The digital space has radically changed the way consumers go through the decision-making process. Strong's (1925) AIDA model, which covers Awareness, Interest, Desire, and Action, provides a useful framework for understanding how digital marketing strategies influence consumer behaviour at each stage of the buying process.

• **Awareness:** Digital marketing strategies, particularly SEO and content creation, are significant in generating awareness. Through optimised content and targeted advertising, businesses are able to create awareness of their products and services amongst consumers (Kotler et al., 2022).

• **Interest**: When consumers express interest in a product or a category, online softwares like email marketing and social media campaigns present tailored content and interactive experiences to engage consumers (Chaffey & Ellis-Chadwick, 2019).

• **Desire:** Following the generation of interest, the use of personalisation and customised offerings is key to developing desire. Data-driven initiatives, including retargeting advertisements, personalised product suggestions, and influencer marketing are intended to appeal to both the emotional and logical aspects of consumer decision-making (Verhoef et al., 2009; Zahra, 2024).

• **Action:** Ultimately, digital marketing persuade consumers to perform a variety of actions, such as purchasing products, registering for services, or forwarding content. The ease of use of e-commerce platforms and the use of promotional strategies like limited-time offers and streamlined checkout procedures simplify the process for consumers to follow through with their intentions (Lemon & Verhoef, 2016).

2.5 Thematic analysis in digital marketing research
Thematic analysis has become a leading qualitative method to examine secondary data in digital marketing research. It entails the identification, investigation, and reporting of patterns (themes) in the data (Braun & Clarke, 2006). Thematic analysis in digital marketing enables researchers to uncover repeating patterns in consumers' behaviour, tastes, and attitudes as stated in online discussions and other digital points of contact. Researchers are able to identify main findings regarding the impact of digital marketing on consumer experience and knowledge at a number of stages within the consumer journey. They can do this by analysing secondary data, such as case studies, industry reports, and academic literature. One such example is the integration of AIDA model analysis with thematic analysis, which can help gain in-depth insight into how digital marketing strategies enhance engagement at each stage. Businesses can streamline their strategies to better serve consumers and improve their experiences through identifying the themes that capture consumer attention at each stage (Kotler et al., 2022).

3. METHODOLOGY

3.1 Research philosophy and approach
This research adopts an interpretivist epistemology that accepts that consumer experiences and knowledge are shaped by social contexts and are optimally accessed through subjective interpretation. This position allows the researcher to investigate in-depth the meanings within digital marketing practices and consumer reactions (Saunders et al., 2019). A qualitative and exploratory research design was chosen in order to analyse the complex effects of digital marketing on consumer perceptions. This approach is helpful for addressing "how" and "why" questions of consumer behavior in digital environments (Creswell & Poth, 2018).

3.2 Research strategy and conceptual framework
The study employs a conceptual framework (shown in figure 1 below) founded based on the AIDA model (Awareness, Interest, Desire, Action) to facilitate thematic analysis. This model was chosen because of its continued applicability in the explanation of consumer reactions to marketing incentives (Kotler et al., 2022). Themes identified through analysis are mapped to the four stages of AIDA, thus providing precise insights about consumer behavior at each phase of the decision-making process.
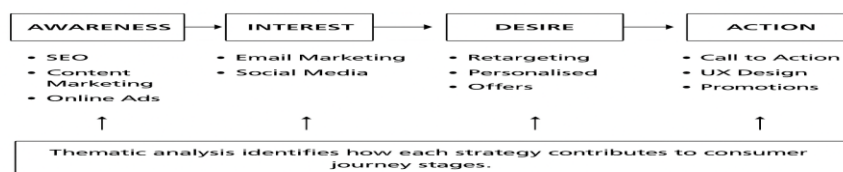

Figure 1. Research strategy and conceptual framework

3.3 Data sources and sampling logic
This study is not based on primary data collection so its current research engages in an analytical combination of published academic literature, marketing case studies, and industry reports from the last decade. Sources were selected for their focus on research issues, credibility (peer-reviewed or issued by reputable marketing institutions), and thematic depth. The inclusion criteria were:

- Relevance to at least one phase of the AIDA model.
- Factual findings on online marketing plans and consumer feedback.

- Descriptive detail relevant for thematic analysis.

This purposive sampling approach guarantees that just thematically detailed and methodologically correct studies are chosen for the review (Bryman, 2016). Below and as seen in figure 2, which prepared a pie chart showing various research papers, case studies and articles gathered from different sources, such as Google Scholar, Academia.edu and Google Books. This adds credibility to the sources and research project.
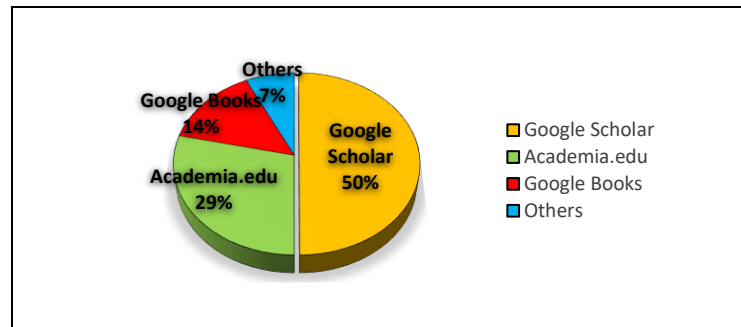

Figure 2. Sources of references in the research

3.4 Analytical method: Thematic analysis
The primary method to analyse the data in this study is thematic analysis, following the six-step procedure proposed by Braun and Clarke (2006):

Step 1: Familiarise with data: It means detailed reading of chosen texts to develop initial understanding.
Step 2: Generate initial codes: It asks to identify major concepts related to digital marketing strategies and consumer responses.
Step 3: Search for themes: It enatils grouping similar codes as per theme of each AIDA stage.
Step 4: Review themes: It means verifying the themes for coherence and consistency across a number of data sources.
Step 5: Define and Name themes: This asks to define the role which each theme plays in generating consumer experience and knowledge.
Step 6: Produce a report: It asks to present findings in line with AIDA to give theoretical correct insights.

The analysis aims to extract the prevailing narratives on how digital marketing affects awareness creation, interest generation, desire creation, and action evocation among consumers.

3.5 Quality assurance
To enhance accuracy of research, the following strategies were utilised:
- Triangulation: Crosschecking of results was done across different academic, professional, and case study sources.
- Theoretical grounding: AIDA model was applied to maintain conceptual consistency.
- Transparency: Detailed documentation of analytical steps was done together with thematic justification.
- These measures will ensure reliability, credibility, and consistency of the results (lincoln & guba, 1985).

4. FINDINGS

4.1 Awareness
During the Awareness stage, consumers are initially exposed to a brand without necessarily a direct contact. Brand visibility is increased by digital marketing methods such as SEO, paid digital advertising, and content marketing. Chaffey and Ellis-Chadwick (2019) argue that search engine optimisation (SEO) and display ads are the most effective methods of creating brand awareness. These methods make sure that the content of brand is widely available on various media platforms. The extensive presence is generally the outcome of repetitive exposure to digital content, which encourages consumer recognition of the brand.

Table 1. Impact of digital strategies on consumer awareness

Variables	Theme Identified	Digital Strategy	Impact on Consumer
Visibility	Brand visibility through search	SEO and Ads	Rise in product and brand awareness, leading to initial brand recall.
Consistency of Exposure	Extensive presence across platforms	Display Ads and Social Media Content	Higher brand recall and recognition.
Content Reach	Informative content creation	Blogs, websites and YouTube	Further engagement through exposure to product information.

Variables	Theme Identified	Digital Strategy	Impact on Consumer

Table 1 above illustrates how digital marketing strategies work in synergy to maximise consumer awareness. SEO and targeted ads imrpove visibility, while repeated exposure to content enhances brand recall (Kotler et al., 2022). This stage is specifically for generating initial awareness, hence, it is essential to ensure that further engagement opportunities are utilised so consumers can remember and recognise the brand (Chaffey & Ellis-Chadwick, 2019). In the Table 2 below, it has been shown that as per several authors, visibility, consistency of exposure, and content reach are key drivers in building awareness. Chaffey and Ellis-Chadwick (2019) and Keller (2009) emphasized that higher visibility leads to faster brand recognition. Kotler et al. (2022) supported that consistent exposure strengthens memory and recall, making the brand more recognizable over time. Belch and Belch (2018) further reinforced that repeated messaging improves top-of-mind awareness. For content reach, Armstrong and Kotler (2017) and Chen and Xie (2008) highlighted how wide distribution across multiple platforms increases initial consumer exposure, improving the chance of awareness creation.

Table 2. Authors contributions linking visibility, consistency of exposure, and content reach to awareness

Authors/References	Visibility	Consistency of Exposure	Content Reach
Chaffey & Ellis-Chadwick (2019)	✓	✓	X
Kotler et al. (2022)	✓	✓	✓
Keller (2009)	✓	X	✓
Belch & Belch (2018)	X	✓	X
Armstrong & Kotler (2017)	X	X	✓

4.2 Interest
After awareness, the second stage is called Interest. At this stage, consumers are more interested and start seeking for additional information regarding the product. This phase is highly impacted by personalisation and targeting. According to Lemon and Verhoef (2016), email marketing, social media engagement, and educational content are key to building interest in this phase.
Online marketers usually utilise personalised email messages, segmented campaigns, and interactive content in order to enhance consumer engagement. This personalisation is necessary to maintain the consumer's interest by presenting content that resonates with their preferences and needs.

Table 3. Impact of digital strategies on consumer interest

Variable	Theme Identified	Digital Strategy	Impact on Consumer
Engagement	Two-way interaction	Social Media, Email Marketing	Active consumer engagement, higher brand exploration.
Relevance of Content	Tailored communication	Personalised Emails and Targeted Ads	Increased consumer interest builds higher brand value.
Educational Content	Informational value	Reviews, Videos and Product Guide	Gives them functional knowledge.

As per Table 3, brands are able to use personalisation to push tailored messaging that stimulates consumer attention. As a result, consumers progress from simple awareness to more active interactions by searching for more details that reflect with their individual tastes (Verhoef et al., 2009). For connecting engagement, relevance of content, and educational content to rising interest in consumers, I have drawn a Table 4 below . In that table, Lemon and Verhoef (2016) showed that active engagement deepens curiosity and leads consumers to explore more about the brand. Verhoef et al. (2009) and Smith and Zook (2016) explained that relevance of content captures attention by meeting the personal needs of users. Educational content, discussed by Calder, Malthouse and Schaedel (2009) and Hollebeek and Macky (2019), builds rational interest by providing consumers with useful knowledge, encouraging further interaction with the brand.

Table 4. Authors contributions linking engagement, relevance of content, and educational content to interest

Authors/References	Engagement	Relevance of Content	Educational Content
Lemon & Verhoef (2016)	✓	✓	X
Calder, Malthouse & Schaedel (2009)	✓	X	✓
Smith & Zook (2016)	X	✓	✓
Vinerean et al. (2013)	✓	X	X
Hollebeek & Macky (2019)	X	X	✓

4.3 Desire

After interest is captured, then comes the Desire phase. This stage shifts the focus from purely informational content to fostering emotional and value-driven connections with potential customer. The primary objective here is to establish a profound emotional bond and cultivate a sense of necessity for the product or service in the consumer's mind. Key digital strategies employed during this phase include personalized retargeting advertisements, marketing through influencers, and the utilization of user-generated content (UGC). These approaches help in reinforcing the product's relevance by addressing both emotional and practical aspects of the consumer's decision-making process (Chaffey & Ellis-Chadwick, 2019).

Table 5. Impact of digital strategies on consumer desire

Variable	Theme Identified	Digital Strategy	Impact on Consumer
Emotional connection	Intimate connection	Influencer Marketing and UGC	Creation of brand preference based on sense of need and emotional connection.
Personalisation	Behaviour-based targeting	Ads and Smart Recommendations	Higher consumer desire based on individual needs and preferences.
Social Validation	Trust through online content	Reviews and Testimonials	Increased confidence and reduced risk associated with products.

Table 5 above shows that the creation of more intimate and relatable connection between consumers and the product or service brings consumers more closer to the brand (Lemon & Verhoef, 2016). In addition, Table 5 below shows that as per several writers emotional connection, personalization, and social validation are essential in creating desire for a brand. Chaffey and Ellis-Chadwick (2019) and Keller (2009) discussed how emotional storytelling strengthens the emotional bond between the brand and the consumer, leading to stronger desire. Lemon and Verhoef (2016) highlighted that personalized messaging makes consumers feel individually valued, increasing emotional pull. Social validation, reinforced by Cialdini (2007) and Vries, Gensler and Leeflang (2012), shows that peer approval and user-generated content enhance trust and build stronger emotional need toward the brand.

Table 5. Authors contributions linking emotional connection, personalisation, and social validation to desire

Authors/References	Emotional Connection	Personalisation	Social Validation
Chaffey & Ellis-Chadwick (2019)	✓	X	✓
Lemon & Verhoef (2016)	✓	✓	X
Keller (2009)	✓	✓	X
Cialdini (2007)	X	X	✓
Vries, Gensler & Leeflang (2012)	X	X	✓

4.4 Action

The final stage is Action, during which the consumer makes a decision to purchase, subscribe to a service, or engage with the brand. Now the consumer has moved beyond thinking and is prepared to act. The efficacy of the conversion process and the presence of urgency-inducing elements are crucial here. Table 6 below shows that digital marketing tactics, including implementation of UX/UI design, e-commerce platforms, and time-sensitive promotions (such as flash sales or countdown timers) significantly impact the consumers' possibility to complete transactions. These methods serve to mitigate potential barriers in the purchase process and increases the likelihood of immediate action.

Table 6. Impact of Digital Strategies on Consumer Action.

Variable	Theme Identified	Digital Strategy	Impact on Consumer
Ease of Use	Simplified conversion process	UX/UI Design and user friendly website	Higher likelihood of purchase and completed transactions.
Motivation to Act	Urgency and exclusivity	Flash Sales and Countdown Timers	Rapid decision-making and immediate action.
Trust and Assurance	Trust in the purchase process	Secure Checkout and Return Policies.	Reduced hesitation and increased customer assurance.

A straightforward purchase experience and strategic use of calls-to-action, plays an important role in reinforcing the consumer's decision-making process and increases overall conversion rates. Such factors also provide consumers with a sense of assurance to complete their transactions. Moreover, Table 7 below also depicts that ease of use, motivation to act, and trust and assurance directly influence a consumer's decision to take action. Strong (1925) and Davis (1989) confirmed that simplicity and smooth processes are critical for encouraging fast purchases. Motivation to act, as discussed by Kotler et al. (2022) and Cialdini (2007), is strengthened through urgency tactics like limited-time offers. Finally, trust and assurance, highlighted by Kotler et al. (2022) and Pavlou (2003), reduce consumer hesitation and increase the likelihood of completing the purchase.

Table 7. Authors contributions linking ease of use, motivation to act, and trust and assurance to action

Authors/References	Ease of Use	Motivation to Act	Trust and Assurance
Strong (1925)	✓	✓	X
Kotler et al. (2022)	X	✓	✓
Cialdini (2007)	X	✓	✓
Davis (1989)	✓	X	X
Pavlou (2003)	X	X	✓

Furthermore, as seen in table 8, the study prepared a frequency table that is a concise summary of key variables influencing consumer behaviour through digital marketing across different stages of the AIDA model. each variable has been matched to relevant scholarly references and highlighted its specific impact on consumers. Additionally, the structured presentation of frequency counts and consumer impacts helps in identifying the most influential strategies and offers a clearer basis for future strategic marketing recommendations.

Table 8. Frequency table

Variable	Writers/References	Frequency	Impact on Consumer
Visibility	Chaffey & Ellis-Chadwick (2019); Kotler et al. (2022); Vinerean et al. (2013)	3	Rise in product and brand awareness, leading to initial brand recall.
Consistency of Exposure	Chaffey & Ellis-Chadwick (2019); Kotler et al. (2022)	2	Higher brand recall and recognition.
Content Reach	Chaffey & Ellis-Chadwick (2019); Kotler et al. (2022); Chen & Xie (2008)	3	Further engagement through exposure to product information.
Engagement	Lemon & Verhoef (2016); Verhoef et al. (2009); Vinerean et al. (2013)	3	Active consumer engagement, higher brand exploration.
Relevance of Content	Lemon & Verhoef (2016); Verhoef et al. (2009); Chaffey & Ellis-Chadwick (2019)	3	Increased consumer interest builds higher brand value.
Educational Content	Lemon & Verhoef (2016); Chen & Xie (2008); Vinerean et al. (2013)	3	Gives consumers functional knowledge.
Emotional Connection	Chaffey & Ellis-Chadwick (2019); Lemon & Verhoef (2016); Verhoef et al. (2009)	3	Creation of brand preference based on sense of need and emotional connection.
Personalisation	Chaffey & Ellis-Chadwick (2019); Lemon & Verhoef (2016); Verhoef et al. (2009)	3	Higher consumer desire based on individual needs and preferences.
Social Validation	Chaffey & Ellis-Chadwick (2019); Lemon & Verhoef (2016); Chen & Xie (2008); Vinerean et al. (2013)	4	Increased confidence and reduced risk associated with products.
Ease of Use	Lemon & Verhoef (2016); Kotler et al. (2022); Strong (1925)	3	Higher likelihood of purchase and completed transactions.
Motivation to Act	Lemon & Verhoef (2016); Kotler et al. (2022); Strong (1925)	3	Rapid decision-making and immediate action.
Trust and Assurance	Lemon & Verhoef (2016); Kotler et al. (2022); Chen & Xie (2008)	3	Reduced hesitation and increased customer assurance.

5. DISCUSSION

5.1 Digital marketing's influence on consumer experience and knowledge

The results indicate that digital marketing positively influences consumer experience at each stage of the AIDA model, which in turn impacts consumer knowledge. The first stage, that is, awareness, originates from digital tools like SEO, social media marketing, and content marketing. The use of these methods enables the customers to be knowledgeable about new products or services and increases the brand visibility . This is also what Kotler et al. (2022) discussed in their work that awareness is crucial to start the customer journes. After this, the interest stage is sustained through personalised content. These include email marketing, social media engagement, and targeted ads, through which brands provide the relevant information to consumers. The point is keeping consumers engaged while also enhancing their knowledge about the product or brand. Meanwhile, guiding them through the decision-making process reamins important as well (Chaffey & Ellis-Chadwick, 2019). Also, when consumers have reached to the desire stage, emotionally active content creates stronger connection with the brand, with the help of influencer marketing and user-generated content . These methods aim at affecting consumers' feeling directly and increasing desire by making products feel more personal and reliable. In addition, individual offers and targeted ads

support the conversion of interest into a more profound emotional connection, which is much needed at the final stage of the purchasing process (Verhoef et al., 2009).

The final stage of action is made viable by utilising user-friendly platforms, smooth payment options, and urgency tactics like limited-time offers. Such strategies facilitate consumers' decision to purchase, and, in turn, lead to a higher conversion rate. Digital marketing also communicate consumer confidence through trust elements in the form of reviews and secure payment systems, which make the transition from interest to action easy and hassle-free (Lemon & Verhoef, 2016). Overall, digital marketing imrpoves consumer knowledge by giving opportunity to businesses to consistently give relevant and educational content at each stage to consumers. Not only this informaton reveal product features and benefits to consumers, but also enables them to make purchases more confidently. Through the use of personalised and targeted strategies, brands can ensure that consumers get the information they need at the right time, improving their overall experience.

5.2 Implications for marketers

These findings emphasise the benefits of utilising digital marketing mechanisms to direct consumers along the AIDA model and enlighten them with knowledge. It should drive marketers to provide relevant, personalized, and attractive content, as well as to educate consumers, while letting them build trust and emotional connections with the brand. Ultimately, It will be possible to create such a positive consumer experience that they can make informed decisions about the brand and eventually become long term loyal customers.

6. CONCLUSION

This study highlights just how essential digital marketing is in shaping how consumers experience brands and gain information. By looking at the impact of digital strategies through the AIDA model, this research shows that digital marketing not only raises awareness and generates interest but also builds stronger emotional connections and encourages action. Marketers can significantly influence how consumers perceive, understand, and decide on purchases by utilising targeted and personalised content together with smooth digital interactions, which was not possible in traditional marketing situations. Also, a major takeaway from this research is the power of personalised engagement techniques. The use of email campaigns, social media outreach, or retargeting has enabled businesses to enhance consumer knowledge and create a more satisfying customer journey. Today's shoppers demand relevant and value-adding information that supports them in their buying choices. Hence, it is important to educate consumers through content-driven marketing. Further, the findings practically give the message that marketing professionals will have to adjust their strategies in such a way as not only to capture attention but also to build trust, increase knowledge, and create long term connections with consumers. Brands that center on a digital-first approach can be assured of consumer retention and sustainable growth. As we look ahead, future studies could explore new technologies like artificial intelligence (AI) and augmented reality (AR). These innovations are playing a substantial role in how digital marketing influences consumer behavior and knowledge. In addition to it, investigating how digital marketing affects different consumer groups and industries could provide meaningful insights for companies looking to customize their strategies for particular audiences. Accordingly, digital marketing can be stated as a crucial tool for influencing both consumer experiences and knowledge. Businesses need to find new ways to connect with and educate their consumers as technology keeps advancing, which will ultimately reshape the landscape of marketing in our digital world.

To conclude, this research has evaluated the effect of online marketing on consumer experience and knowledge via the AIDA model (Awareness, Interest, Desire, and Action). The article has presented a variety of different digital instruments like SEO, social media marketing, email campaigns, and content marketing as different channels that businesses may use to interact with consumers at different points in the buying process. In addition, the results indicate that digital marketing has a major positive impact on the consumer experience which is seen in the way the brands provide consumers with the information, product, and services that they need at the right time, place, and situation, making them feel they are partial owners of the brands, instead of just customers, and that the brands are there to help out. The research also revealed that digital marketing not only made it possible for people to learn but also empowered them with all the knowledge they need to make sound decisions. The combination of personalised content and easy access to reviews, comparisons, and other educational materials can be particularly labeled as useful also.

References

Aaker, D. A. (1996). Building strong brands. Free Press.

Abuhashesh, M., Momani, D. A., Omeish, F., Badran, R., & Alshurideh, M. T. (2024). The Impact of Artificial Intelligence Adoption on Jordanians' Customers Satisfaction. In International Conference on Advanced Intelligent Systems and Informatics (pp. 221-234). Springer, Cham.

Aldaihani, F. M. F., Al-Quran, A. Z., Al-hourani, L., Alkhawaldeh, M. I. G., Al-Adamat, A. M., Mohammad, A. A. S., ... & Al Kurdi, B. (2023). The effect of marketing knowledge on competitive advantage in the food industries companies in Jordan. In The effect of information technology on business and marketing intelligence systems (pp. 1761-1778). Cham: Springer International Publishing.

Al-Faouri, A. H., Al-Bazaiah, S. A., Alnsour, M. S., Abuanzeh, A. A., & Alshurideh, M. T. (2023). The digital adoption of blockchain technology in the project management information systems: A value creation mediation model. International Journal of Data & Network Science, 7(2).

Al Kurdi, B. (2024). Social media addiction: Youths' perspectives. International Journal of Management and Marketing Intelligence, 1(1), 1-10.

Alquqa, E. K., Al Kurdi, B., Alshurideh, M. T., Hamadneh, S., & Alzoubi, H. M. (2023, March). The Impact of Digital marketing and Digital Procurement on Operations Performance. In 2023 International Conference on Business Analytics for Technology and Security (ICBATS) (pp. 1-6). IEEE.

Al-Quran, A. Z., Ababneh, R. I., Al-Safadi, M. H. H., Alshura, M. S. K., Eldahamsheh, M. M., Al-Azzam, M. K. A., ... & Al-Hawary, S. I. S. (2023). The effect knowledge creation process on organizational innovation in social security corporation in Jordan. In The effect of information technology on business and marketing intelligence systems (pp. 1743-1759). Cham: Springer International Publishing.

Alshurideh, M. (2024). Utilize internet of things (IOTs) on customer relationship marketing (CRM): An empirical study. International Journal of Management and Marketing Intelligence, 1(1), 11-19.

Alshurideh, M., Nicholson, M., & Xiao, S. (2012). The effect of previous experience on mobile subscribers' repeat purchase behaviour. European Journal of Social Sciences, 30(3), 366-376.

Amponsah, C. (2024). The Effects of Pros and Cons of Applying Big Data Analytics to Enhance Consumers' Responses. International Journal of Management and Marketing Intelligence, 1(3), 1-8.

Armstrong, G., & Kotler, P. (2017). Marketing: An introduction (13th ed.). Pearson.

Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. Psychology & marketing, 32(1), 15-27.

Belch, G. E., & Belch, M. A. (2018). Advertising and promotion: An integrated marketing communications perspective (11th ed.). McGraw-Hill Education.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. Journal of service research, 14(3), 252-271.

Bryman, A. (2016). Social research methods (5th ed.). Oxford University Press.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. Qualitative Research in Psychology, 3(2), 77–101.

Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An experimental study of the relationship between online engagement and advertising effectiveness. Journal of Interactive Marketing, 23(4), 321–331.

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation, and practice (7th ed.). Pearson.

Chen, Y., & Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. Management Science, 54(3), 477–491.

Cialdini, R. B. (2007). Influence: The psychology of persuasion. Harper Business.

Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry and research design: Choosing among five approaches (4th ed.). SAGE Publications.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319–340.

Deek, A., Mansour, A., Alshurideh, M., Aldrous, W., Asfour, B., Alshaketheep, K., & Al-Ahmed, H. (2025). The Role that Brand Personality Plays in Digital Purchasing Decisions. In Big Data in Finance: Transforming the Financial Landscape: Volume 1 (pp. 549-561). Cham: Springer Nature Switzerland.

Fill, C., & Turnbull, S. (2016). Marketing communications: discovery, creation and conversations (7th ed.). Pearson.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. MIS Quarterly, 27(1), 51–90.

Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. Journal of interactive marketing, 45(1), 27-41.

Irshaidat, R., Abuhashesh, M., Sweis, N., Ghesh, N., & Alshurideh, M. T. (2024). A Quantitative Analysis of Persuasion Resistance by Jordanian Youths: Persuasion Knowledge Model and Facebook Advertisements. In International Conference on Advanced Intelligent Systems and Informatics (pp. 346-358). Springer, Cham.

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. Journal of Marketing Communications, 15(2-3), 139–155

Kotler, P., Armstrong, G., & Opresnik, M. O. (2022). Principles of marketing (18th ed.). Pearson.

Kotler, P., Keller, K. L., Hoon, A. C., & Wee, C. H. (2022). Marketing management: An Asian perspective (7th ed.). Pearson Education.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. Journal of Marketing, 80(6), 69–96.

Lincoln, Y. S., & Guba, E. G. (1985). Naturalistic inquiry. SAGE Publications.

McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. Information Systems Research, 13(3), 334–359.

Nuseir, M. T., El Refae, G. A., Aljumah, A., Alshurideh, M., Urabi, S., & Kurdi, B. A. (2023). Digital marketing strategies and the impact on customer experience: A systematic review. The effect of information technology on business and marketing intelligence systems, 21-44.

Ozturk, I. (2024). Factors influencing the use of the Internet of Things (IoT) to enhance customer relations and customer experience. International Journal of Management and Marketing Intelligence, 1(2), 1-9.

Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. International Journal of Electronic Commerce, 7(3), 101–134.

Percy, L., & Rosenbaum-Elliott, R. (2016). Strategic advertising management (5th ed.). Oxford University Press.

Pulker, C. E., Trapp, G. S., Scott, J. A., & Pollard, C. M. (2018). What are the positionings of online grocery retailers in Australia? Health Promotion International, 33(2), 191–202.

Saunders, M., Lewis, P., & Thornhill, A. (2019). Research methods for business students (8th ed.). Pearson Education.

Smith, P. R. (2017). Marketing communications: Integrating offline and online with social media (6th ed.). Kogan Page.

Smith, P. R., & Zook, Z. (2016). Marketing communications: Offline and online integration, engagement and analytics(6th ed.). Kogan Page.

Strong, E. K. (1925). Theories of selling. Journal of Applied Psychology, 9(1), 75–86.

Sukkari, L. (2024). The impact of big data analytics on customers' online buying. International Journal of Management and Marketing Intelligence, 1(2), 10-19.

Tuten, T. L., & Solomon, M. R. (2017). Social media marketing (2nd ed.). SAGE Publications.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2009). Introduction to the special issue on interactive and online marketing. Journal of Interactive Marketing, 23(3), 211–220.

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics, and management strategies. Journal of Retailing, 85(1), 31–41.

Vinerean, S. (2013). The effects of social media marketing on online consumer behaviour. The Journal of Contemporary Economic Studies, 8(14), 66–79.

Vinerean, S., Cetina, I., Dumitrescu, L., & Tichindelean, M. (2013). The influence of social media marketing on online consumer behaviour. The Journal of Contemporary Economic Studies, 4(2), 29–34.

Vries, L. de, Gensler, S., & Leeflang, P. S. H. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. Journal of Interactive Marketing, 26(2), 83–91.

Zahra, A. (2024). Using intelligent information systems to enhance customers' knowledge. International Journal of Management and Marketing Intelligence, 1(3), 9-16.