

# The Importance of AIDA in Advertisement

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**Abstract:** In modern corporate world of competition, an advertisement as a major weapon to overcome the fierce competition. If we glimpse in our day to day life, We come across various types of advertisement. In this era of throat cut competition of business and marketing, an advertisement plays an essential, powerful and important role because of various purposes, among them commercial and non-commercial are very important. It has proved that in marketing communication, AIDA model is a soul of advertisement. Hence, this article emphasises, (1) how to attract people through AIDA model by introducing a new product? (2) To create a corporate personality or image by effective use of AIDA. (3) What is the effect of AIDA model? , which tempts us (people) to buy new product.

**Key Words:** Advertisement, AIDA, Marketing Communication.

## I. INTRODUCTION

In our day to day life, different types of advertisement come in the market but first of all, we should know what 'advertisement' is? In simple language, it is a modern art of communication and through this art, advertisement agency tempts people to buy new product in the concept of marketing. In advertisement, first encoded in a simple language, then language is supported by image, Icon, logo or picture etc. Hence, Jean Baudrillard mentions that advertising is now in irremovable aspect of the system of objects. Moreover, he said that a good advertisement is one which sells the product without drawing attention to it.

If we glimpse in the modern market and marketing, advertisement does not only give a proper awareness of brands but also give a very nice introduction of company or organization as well. When we watch attractive advertisement, it increases the demands of public which increases sales of the brand. It has proved that, in any successful business, an advertisement plays an essential, powerful and significant role. So we can Say that "An Advertisement is a soul of the Market and Marketing".

## II. INTRODUCTION TO AIDA MODEL OF ADVERTISEMENT

Human being is surrounded by advertisement directly or indirectly. In marketing advertisement, The AIDA model is very simple as well as it can find anywhere and everywhere. In spite of, it is most prevailing and popular in the context of advertisement. We have been observing that AIDA is a cognitive journey of a consumer that travels from first to last four main stages, which are Attention, Interest, Desire and Action. Here is a AIDA marketing formula which suggested its effect in organization.



Fig. 1. The AIDA Marketing Formula in the context of advertisement

In a concept of marketing advertisement, "There is a particular way consumers react to a marketing message product demonstrations, information and advertisement. Company must then build desire. Marketers can gain the attention of consumers by product samples, large visual signs and other sensory techniques. Once the marketer has the attention of the consumer, they must craft their interest through by focusing on creating a want for their specific brand and lastly, consumer action through promotions, discounts and calling out of features or benefits" (Raval, 2013). There are mainly two types of advertisements, commercial and non-commercial advertisement.



Fig. 2. Amitabh Bachchan promote advertisement of Khushboo Gujarat Ki (Non-commercial)



Fig. 3. Virat Kohli creating a strong brand image of Celkon Mobile (Commercial Advertisement)

### III. ATTRACT THE ATTENTION

In advertisement, the use of language is very attractive as well as their images, celebrity, coupled of characters are very proper. So that people give their attention. In marketing advertising agencies select very popular celebrities for advertisement purpose. As well as marketing manager should also know / aware of targeted audience and its specific reasons to purchase particular product or brand.

The advertiser has to promote the product in such way so that customers become aware of the existence of that particular service. The purchase process begins from the moment when a consumer does not know about a certain brand, so attention is very important to tempt people. (Ghirvu, 2013) Here, in non-commercial advertisement, "Khushboo Gujarat Ki", The celebrity is Amitabh Bachhan who attracts the attention of people to visit Gujarat and promote tourism of Gujarat. While in Commercial advertisement, Virat Kohli creating a strong brand image of Celkon Mobile. Here advertisement agency use attractive image of Mobile, Through the celebrity of Virat Kohli, it attracts techno-savvy youngster to buy this latest, dual SIM cards of mobile. Thus, in any advertisement, Celebrity as well as language and tag line play vital role to attract attention of people is importance. Main Purpose is to catch or grab the attention of the reader or people.

### IV. INTEREST

Once you have got their attention, you need to create an interest in your product or service. After gaining the people's attention, they (advertise agency) pour their interest in the advertisement of product. They get inspired because of the use of tag line, slogan, jingles, cartoons and objects. Some other important elements like background text, effective image which can help to create interest in the product.

Here the Slogan is "Khushboo Gujarat Ki" which creates interest to watch this advertisement where as in Commercial advertisement, Virat Kohli creating a strong brand image of Celkon, he uses attentive tag line and language like "A-88, 3 G/Video calling etc. This can create an interest to the customer.

### V. DESIRE

There is a fact that, there's huge difference between being interested in something which desiring it, Hence, it can be consider as a aspiration to a particular product or brand. After getting attention and interest, the public creates their desire for purchasing the product.

Through the discription of main features, variety of models, price, discount, scheme, loan etc. Through above characteristics, people desire to purchasing the product. In the advertisement of Celkon, advertisement agency describes the features of mobile like 3G Video calling, 3MP Camera, social networking and so on. These features create desire to buy product.

### VI. ACTION

Action represents the final step of the buying process. it leads customers to visit market. Action takes you to market and market forces facilitate your buying capacity, though two ways, one is production and second is consumption. In short, action means to generate the action towards the advertisement. A very good example of this type of advertisement is the advertisement of video game; Video games in particular create an environment where the player is in an active state of mind where he could be easily influenced into getting from desire to action. In this environment marketers can easily promote action, as the pleasurable benefit of controlling the game action and experiencing the brand are usually transferred to the user. (Ghirvu, 2013)

### VII. CONCLUSION

The main objective of any advertising campaigns is not only to sell; but it's to call our attention, create interest and relocate it into desire and at the end, lead to the action. This article can help advertisers to better understand the importance of AIDA and how it work s and presents, for each stage of the AIDA model. Through various images, tag line, and use of celebrity, advertises agencies tempt people to buy product. Thus, an Advertisement is an essential media of marketing and in it, AIDA formula play vital role.

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