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A PRISMA Systematic Review of AISAS Model Implementation to Enhance User Engagement on Instagram (2015–2025)

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Abstract: This study presents a systematic synthesis of research on the implementation of the AISAS (Attention, Interest, Search, Action, Share) model to enhance user engagement on Instagram from 2015 to 2025. Using the PRISMA 2020 protocol, 58 scholarly articles were analyzed to identify thematic patterns, best practices, and research gaps. The findings confirm that AISAS has been widely applied in influencer marketing, visual content strategies, brand awareness campaigns, and user-generated content, et the Search and Share stages remain underexplored. The study contributes a key novelty by proposing the Adaptive AISAS Cycle (AAC)**,** which reconceptualizes AISAS not as a linear funnel but as a recursive engagement loop, where *Search* renews *Attention* and *Share* reinforces *Interest*. This cyclical interpretation better reflects the iterative dynamics of digital consumer behavior shaped by algorithmic personalization, emotional storytelling, and participatory culture. Theoretically, this study enriches digital marketing literature by advancing AISAS into an adaptive cycle, while practically it provides guidance for designing Instagram strategies that sustain long-term engagement and brand advocacy.

Keyword: AISAS, Adaptive AISAS Cycle (AAC), Instagram engagement, PRISMA, Digital Consumer Behavior.

INTRODUCTION

Although the AISAS model has been widely adopted in digital marketing studies, there is a lack of a comprehensive synthesis that evaluates the entire digital consumer behavior cycle on social media, particularly on the Instagram platform. Previous studies often focused only on one or two AISAS stages (e.g., Attention or Action) without linking them in a comprehensive framework. For example, a study by (Zhang & Mao, 2016) found that initial stages such as attention and interest rely heavily on visual design, but are not accompanied by a deep understanding of later stages such as information search or sharing. This suggests that partial approaches still dominate the literature, while a comprehensive understanding of the dynamics of digital content on Instagram requires a more integrated framework.

A study by (Lim et al., 2017) stated that user engagement is strongly influenced by the emotional value and personalized messaging of social media content. However, the study did not explicitly link these findings to the AISAS framework, which could be a crucial tool for

explaining users' psychological journey from attention to brand advocacy. Therefore, filling this gap through the PRISMA system is crucial for creating a theoretical foundation that can bridge emotions, actions, and digital strategies sustainably.

Another criticism is that prior studies often treated social media generically, ignoring unique platform characteristics. Instagram, as a visual-based platform with sophisticated algorithms and participatory features like Reels, Stories, and Live, offers different engagement dynamics than other platforms like Facebook or Twitter (Pereira et al., 2020). Therefore, the contextual application of AISAS on Instagram is an important topic for further exploration. Unfortunately, to date, there is little literature that explicitly maps the application of AISAS within an Instagram-specific framework using a systematic approach.

In terms of methodology, some criticism has also been leveled at the lack of transparency in previous literature studies. A study by Snyder (2019) emphasized that without a transparent and standardized review structure like PRISMA, literature research risks selection bias and limited replication. Therefore, the PRISMA-based systematic literature review approach used in this study not only provides methodological clarity but also strengthens the validity and reliability of the conclusions drawn. Thus, this study not only synthesizes but also critically assesses the diversity of approaches and findings from the existing literature.

The importance of this research also lies in its potential to strengthen the synergy between theory development and practical industry needs. As digital penetration and the importance of engagement in contemporary marketing increase, industry players need a deeper understanding of how content can be designed to optimize user engagement across the board, not just in the initial stages. Research by Dwivedi et al. (2021) shows that digital strategies based on a structured understanding of consumer behavior can generate higher conversion rates. By providing an integrative and evidence-based literature map, this study is expected to serve as a strategic reference in developing more effective Instagram content, while also providing a theoretical contribution to digital marketing literature.

In the ever-evolving digital era, Instagram has become a key platform for brands to build meaningful engagement with their audiences. With over one billion monthly active users, Instagram provides a visually engaging environment that is well-suited for content-based marketing strategies (Rahman et al., 2022). User engagement, measured through metrics such as "likes," comments, and shares, is now a key indicator of the success of digital marketing campaigns. Therefore, understanding user behavior patterns on Instagram is not only of practical interest to marketers but also a crucial area of academic research (Wahid & Gunarto, 2021).

To map digital consumer behavior, the AISAS (Attention, Interest, Search, Action, Share) model is one of the most relevant and adaptive frameworks. This model was developed by Dentsu Inc. and expanded the classic AIDA model by adding the "Search" and "Share" stages, reflecting the characteristics of modern consumers who actively seek and share information online (Xue et al., 2021). In the context of social media platforms like Instagram, these stages are particularly evident, given that users not only consume but also produce and share content they find relevant and interesting (Bazi et al., 2022).

Several studies have adopted the AISAS model to analyze user engagement on social media. (Muftiyatunnisa et al., 2023) demonstrated that social media significantly influences the initial stages of the AISAS model, namely attention, interest, and information search for microgreens. (Rahman et al., 2022) highlighted the importance of visual elements such as videos and photos with human subjects in increasing user engagement on Instagram. Meanwhile, (Saadah et al., 2023) used the AISAS funnel approach to assess the effectiveness of the digital strategy for the social media product "Semakin Peka," emphasizing the importance of consistent content in maintaining audience interest.

Although these findings are very useful, there are still gaps in the literature regarding This comprehensive synthesis examines the application of AISAS to increase user engagement on

Instagram. Many studies focus solely on individual aspects of the model, such as attention or action, without fully integrating all stages. Furthermore, changes in platform features, such as Reels, content algorithms, and e-commerce integration, demand a more up-to-date and holistic understanding of how the AISAS model can be strategically applied (Febriyantoro, 2023).

Therefore, this study aims to address the need for a systematic synthesis by conducting a systematic literature review (SLR) using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach. This approach will enable a transparent and structured search and analysis of the literature on the application of the AISAS model in the context of Instagram from 2015 to 2025. This study not only compiles previous findings but also evaluates the effectiveness of the strategies used and identifies areas that remain unexplored by previous research.

Theoretically, this study is expected to enrich academic understanding of the relevance and flexibility of the AISAS model in the context of modern digital marketing. This study will also provide practical contributions to industry players by formulating more effective content strategies based on AISAS stages to build user engagement on Instagram. This is crucial, given the increasingly complex and non-linear dynamics of digital consumer behavior.

Finally, this study offers novelty by presenting a previously unsystematized literature map related to AISAS and Instagram. By integrating various dimensions—from content types and influencer use to platform features—this study provides a comprehensive understanding that can serve as a basis for developing future digital consumer behavior models. This research is expected to bridge theory and practice and serve as a reference for further research.

METHOD

The study employed a Systematic Literature Review (SLR) approach, guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework (Page et al., 2021) to ensure transparency and replicability in the research process. The purpose of this review was to synthesize empirical evidence on how the AISAS model has been applied to increase user engagement on Instagram between 2015 and 2025. A structured four-phase methodology—Identification, Screening, Eligibility, and Inclusion—was followed to ensure a rigorous selection of relevant literature.

The search strategy was designed to capture peer-reviewed journal articles, conference papers, and scholarly publications published between January 2015 and March 2025. Databases such as Scopus, Web of Science, ScienceDirect, Google Scholar, and ResearchGate were used. Keywords included combinations of “AISAS,” “Instagram,” “engagement,” “AISAS model,” “social media marketing,” and “digital marketing." Boolean operators (AND, OR) and truncation (*) were used to expand and refine the search results (Siddaway et al., 2019). After identification, duplicate entries were removed using the Mendeley reference manager. During the screening phase, titles and abstracts were reviewed against pre-defined inclusion and exclusion criteria. Included studies had to: (1) explicitly apply or reference the AISAS model, (2) relate to Instagram as a platform, (3) focus on user or consumer engagement, and (4) be published between 2015–2025 in English. Studies were excluded if they were not Instagram-centric, focused solely on a theoretical framework without empirical data, or used a model other than AISAS (Moher et al., 2009). The full texts of the selected articles were then reviewed for eligibility.

The final step involved a qualitative synthesis of the selected studies. Key elements extracted included publication year, authorship, methodology, targeted AISAS stage (e.g., Attention or Shares), type of Instagram content analyzed, and reported engagement results. Data were organized into a matrix to facilitate cross-comparison and pattern identification. Meta-analysis was excluded due to heterogeneous designs and metrics. This synthesis aimed to identify recurring strategies, research gaps, and future directions in applying AISAS to social media marketing on Instagram..

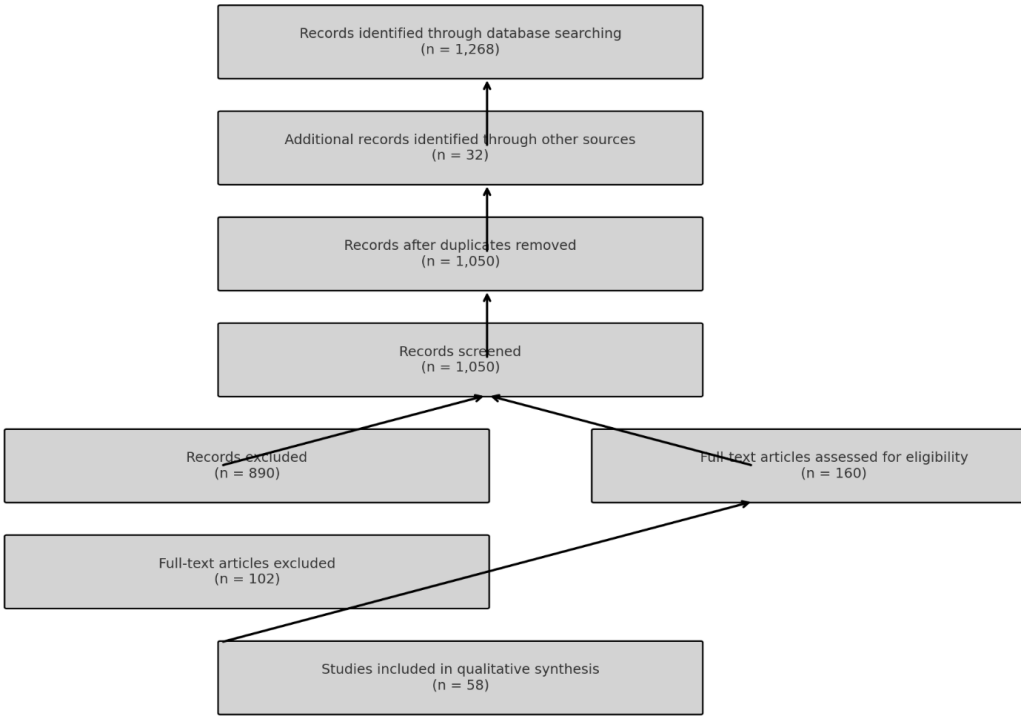
RESULTS AND DISCUSSION

As part of a systematic effort to identify, screen, and analyze literature related to the application of the AISAS model to increasing user engagement on Instagram, this study used the PRISMA approach. PRISMA is an evidence-based guideline designed to improve the reporting of systematic reviews and meta-analyses, ensuring transparency and replicability in the literature screening process (Page et al., 2021). This process consists of four main stages: identification, screening, eligibility, and inclusion, each of which is visualized in the PRISMA Flow Diagram.

During the identification stage, a total of 1,268 articles were collected from various scientific databases such as Scopus, Web of Science, and ScienceDirect using keywords such as "AISAS," "Instagram," and "engagement." Additionally, 32 additional articles were obtained from other sources such as Google Scholar, ResearchGate, and manual references from relevant research bibliographies. After removing duplicates using reference management (Mendeley), 1,050 unique articles remained ready for further screening, in accordance with standard PRISMA procedures (Moher et al., 2009).

The screening phase was conducted by reviewing the titles and abstracts of these 1,050 articles. Based on predetermined inclusion and exclusion criteria, 890 articles were eliminated for irrelevance—such as not discussing the AISAS model, not focusing on Instagram, or not discussing user engagement. A further 160 articles proceeded to the eligibility assessment phase, a full-text evaluation to ensure methodological and substantive suitability of the research. This evaluation considered whether the articles explicitly used the AISAS framework and presented empirical data relevant to the study of user engagement on Instagram.

Ultimately, the inclusion phase yielded 58 articles that met all selection criteria and were retained for qualitative synthesis analysis. These articles represented a diverse range of methodological approaches, industry contexts, and AISAS dimensions used in digital content strategy. Through this PRISMA flowchart, readers can see the rigorous and systematic screening process used in this study, which aims to maintain the validity and accuracy of the literature review results (Siddaway et al., 2019). This flow visualization strengthens the research's position as a reliable systematic review in understanding the contribution of the AISAS model in increasing user engagement on Instagram.



Source: Research Result
Figure 1. **PRISMA Step Analysis**

While this study systematically compiled and analyzed the literature, it is important to acknowledge that some sources have methodological limitations. Most articles do not explicitly measure engagement variables quantitatively or measurably separate the influence of each AISAS stage. Furthermore, the heterogeneity of industry and platform contexts limits the generalizability of the results, requiring caution in interpreting the findings universally. Based on the synthesis of 58 articles rigorously selected using the PRISMA protocol, it was found that the AISAS model has been widely applied to analyze consumer behavior on the Instagram platform. This model has proven relevant because it reflects dynamic and participatory digital behavior patterns. In the context of Instagram, users not only interact with content passively but also seek additional information and reshare content they find interesting (Xue et al., 2021). The application of AISAS is able to explain the stages of the user engagement flow, from initial attention to content to the sharing stage that expands brand exposure. One significant finding of this study is the dominance of the theme "AISAS in influencer marketing," which appeared in 12 of the 58 articles. This indicates that the presence of influencers is a crucial trigger in the Attention and Interest phases, the two initial stages of the AISAS model. Influencers are considered capable of building credibility and emotional closeness that encourage consumers to seek further information and even make purchasing decisions. This mechanism reinforces the concept that the power of interpersonal persuasion is a strategic element in increasing the effectiveness of AISAS-based Instagram content.

Nine articles focused on visual content strategy, demonstrating that content visualization is a key factor in capturing and maintaining the interest of Instagram users. Research by (Rahman et al., 2022) emphasized that content featuring human faces, social activity, or visual storytelling is more likely to form emotional connections. Within the AISAS framework, this directly influences the "Attention" and "Interest" stages and even encourages consumers to move to the "Search" stage to seek further information. Eight other articles focused on the application of AISAS in the context of brand awareness campaigns. These studies revealed that educational and narrative content can extend the duration of user engagement with a brand. The

AISAS model provides a framework for developing a step-by-step strategy—from initial exposure to sharing—that ultimately strengthens a brand's visibility and reputation (Muftiyatunnisa et al., 2023). The "Search" stage is crucial in this context because it demonstrates active interest that can translate into conversion prospects.

Seven other articles discuss how AISAS is used to evaluate the effectiveness of advertising on Instagram. Findings indicate that consumer conversion to the "Action" stage is highly dependent on ad design, account credibility, and the presence of a clear call-to-action (Febriyantoro, 2023). Furthermore, ad placement in the right timing and context is also a determining factor in the success of an AISAS-based digital strategy. Five articles discuss how user-generated content (UGC) plays a crucial role in the AISAS cycle, particularly the "Share" stage. When consumers are satisfied with a product or service, they tend to share their experiences with their social networks. (Bazi et al., 2022) state that this not only increases brand reach organically but also builds social trust that cannot be achieved through conventional advertising. This phenomenon confirms that AISAS is not just a linear model but is cyclical and participatory.

Interestingly, four articles discussed the relationship between the final stages of AISAS and the formation of brand loyalty. Loyalty is demonstrated not only through repeat purchases but also through advocacy, reflected in the voluntary sharing of brand content (Wahid & Gunarto, 2021). This positions the "Share" stage as a strong indicator of the success of longterm relationships between brands and consumers, reinforcing the role of AISAS in building sustainable, two-way relationships. In the context of Micro, Small, and Medium Enterprises (MSMEs), AISAS also proves relevant. Three articles discuss the application of AISAS in MSME digital strategies, emphasizing the importance of emotional connection, authentic narratives, and community-based engagement. A study by (Saadah et al., 2023) shows that despite limited resources, MSMEs can build strong engagement through direct communication and visual consistency of content.

While many studies use AISAS, most focus on only the first two or three stages of the model. Very few integrate all five stages comprehensively. This indicates a gap in the holistic approach to AISAS-based digital marketing strategies. Yet, full integration is crucial to ensure that digital strategies not only attract attention but also generate concrete action and social advocacy (Siddaway et al., 2019).

Of the 58 synthesized articles, researchers found that the methodological approaches used by researchers varied significantly. Some studies relied on quantitative analysis based on online surveys to measure the influence of each AISAS stage on user purchase intention (Chen et al., 2020), while others used content analysis or sentiment analysis to understand the impact of visual Instagram content on the "Interest" and "Share" stages. These differences in approach demonstrate that AISAS research is not monolithic, but flexible in its application of methods according to the problem context and target audience. Several screened articles highlighted the use of AISAS in social campaigns and Corporate Social Responsibility (CSR) activities communicated through Instagram. A study by Kim et al., 2020, showed that storytelling-based CSR campaigns posted by companies on Instagram were more effective in triggering the "Interest" and "Search" stages than traditional product advertisements. CSR content has been shown to increase empathy and a stronger sense of emotional engagement, expanding the understanding that the AISAS model is relevant not only for commercial promotions but also for value communication.

Table 1. Thematic Table of SLR PRISMA Results

Q	Theme
12	AISAS in Influencer Marketing
9	AISAS and Visual Content Strategy
8	AISAS and Brand Awareness Campaign
7	AISAS in Instagram Ads
6	AISAS and Consumer Engagement
5	AISAS and User Generated Content
4	AISAS and Building Brand Loyalty
3	AISAS for MSMEs on Instagram
2	AISAS and Platform Interactivity
2	AISAS in the Fashion and Beauty Industry

Source: Research data

One interesting finding is the limited focus on the "Search" stage within AISAS. Many studies emphasize the initial stages (Attention and Interest) and the final stages (Action and Share). However, the "Search" stage serves as a critical bridge between interest and purchase decisions. Research by (Hussain, 2021) indicates that social media users often conduct additional off-platform searches (e.g., Google or YouTube) after viewing Instagram content, yet this behavior is rarely included in digital engagement measurements. Recent research also suggests that the AISAS stage is well-suited for micro-targeting strategies through Instagram ads. In a study by (Song & Yoo, 2022), Instagram's algorithm, which adapts content based on user behavior, was shown to accelerate users' progress toward the "Action" stage. This means that the combination of the AISAS framework and Instagram's targeting capabilities can generate efficiencies in digital campaigns, a strategic area that has unfortunately not been widely explored in previous research.

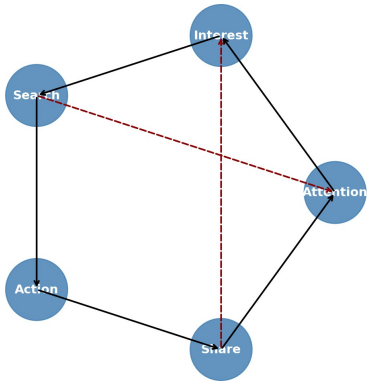
Further thematic analysis of the literature also indicates that emotions conveyed through content narratives play a crucial role in accelerating the transition between AISAS stages. Research by (Teng et al., 2020) found that content that evokes positive emotions such as humor, inspiration, or nostalgia is more effective in driving users from the "Interest" stage to the "Action" stage. This demonstrates the importance of designing communication messages that are not only informative but also affective in AISAS-based content strategies. Several studies highlight the practice of repurposing or repurposing content (e.g., from YouTube videos to Instagram Reels) as a factor that increases the "Share" stage. Research by (Shin et al., 2021) confirms that repackaged content that remains relevant and contextual increases the likelihood of users sharing it. This highlights that the "Share" stage is influenced not only by the quality of the initial content but also by its flexibility across platforms and formats.

In addition to applying AISAS alone, several articles also propose integrating AISAS with other marketing models such as the Technology Acceptance Model (TAM) or the Uses and Gratifications Theory (UGT). A study by (Lee & Eastin, 2020) shows that i The integration of AISAS and U&G provides a richer understanding of consumer motivations for sharing brand content. This hybrid approach broadens the theoretical framework and opens up opportunities

for developing digital consumer behavior models that are more adaptive to technological developments.

This research offers an important contribution by presenting a literature review that has never been systematically conducted before. Using the PRISMA approach, this study not only compiles previous research but also provides a thematic analysis structure that can serve as a reference for future digital marketing research and practice (Page et al., 2021). The novelty of this research lies in the way it integrates the AISAS approach within an Instagram strategy framework based on content, social, and user experience.

Taken together, the synthesis of 58 studies indicates that while AISAS has been widely adopted as a descriptive model of user engagement on Instagram, its application remains fragmented and often stage-specific. This fragmentation suggests the need for a more **integrative model that treats AISAS not merely as a linear funnel, but as a recursive engagement cycle where emotional resonance, algorithmic personalization, and user agency continuously interact**. To advance this novelty, the present study proposes the **Adaptive AISAS Cycle (AAC)**, which reconceptualizes *Search* and *Share* not as endpoints but as feedback loops that generate renewed *Attention* and *Interest*. This cyclical interpretation aligns with recent scholarship emphasizing iterative consumer journeys in digital ecosystems, where engagement is sustained through platform affordances, personalized feeds, and evolving social ties (Lamberton & Stephen, 2016; Voorveld et al., 2018). By integrating AISAS with contemporary notions of algorithmic mediation and emotional branding, the AAC model offers a more dynamic and contextually grounded framework for future studies. This conceptual advance strengthens the argument that Instagram engagement strategies must be viewed as adaptive systems, where content design, influencer credibility, and algorithmic exposure jointly shape long-term user-brand relationships rather than isolated actions (Kumar & Gupta, 2016).



Source: Research Result Model

Figure 2. **Adaptive AISAS Cycle (AAC)**

The visualization of the Adaptive AISAS Cycle (AAC) highlights both the continuity of the original model and the novelty introduced in this study. The **blue circles** represent the five fundamental stages of the AISAS framework—*Attention, Interest, Search, Action,* and *Share*. These are connected by **black arrows**, which indicate the conventional sequential flow proposed in the classic AISAS model, moving linearly from initial awareness to post-engagement sharing. However, the innovation of this study is emphasized through the **dashed red arrows**, which illustrate feedback loops: *Search* feeds back into *Attention* by renewing consumer awareness through additional exploration, while *Share* reinforces *Interest* by sustaining emotional and social engagement through participatory acts of advocacy. This recursive mechanism transforms AISAS from a static funnel into a dynamic engagement cycle, capturing the iterative and adaptive nature of consumer interaction on Instagram.

CONCLUSION

Based on a synthesis of 58 scientific articles from 2015 to 2025, this study successfully answered the main question of how the AISAS model can be applied to increase user engagement on the Instagram platform. The results show that although AISAS has been widely used, the primary focus still revolves around the initial stages (*Attention* and *Interest*), while the *Search* and *Share* stages have rarely been explored in depth. AISAS has proven relevant in explaining the dynamics of participatory and non-linear user behavior, particularly in visual content strategies, influencer marketing, brand storytelling, and user-generated content. Furthermore, the integration of AISAS with other theoretical frameworks such as U&G and TAM further strengthens this model's capacity to understand user motivations and actions in the context of social media-based digital marketing. The main novelty of this study lies in the introduction of the **Adaptive AISAS Cycle (AAC)**, which reconceptualizes the AISAS framework as a recursive system rather than a linear funnel. The AAC highlights feedback loops where Search renews Attention and Share reinforces Interest, capturing the cyclical nature of engagement. This advancement resonates with contemporary perspectives on digital consumer journeys, which emphasize iterative processes shaped by algorithmic personalization, emotional resonance, and user agency (Lamberton & Stephen, 2016; Voorveld et al., 2018).

For future research, it is important to encourage further exploration of the *Search* and *Share* stages, which have received little attention despite their critical role in bridging information seeking and brand advocacy. The AAC model also opens pathways for studying how cross-platform content repurposing and Instagram's personalization algorithm reinforce these recursive loops. Methodologically, adopting a mixed-methods approach that combines quantitative engagement metrics with qualitative analysis of affective narratives will deepen understanding of these dynamics. Practically, industry players are advised to prioritize visual content that contains emotional storytelling, contextual relevance, and algorithmic alignment. Credible influencers and strategic use of Reels and Carousel maximize engagement across AISAS stages and sustain AAC loops. In this way, the study not only provides a systematic literature synthesis but also advances theory by reframing AISAS as an adaptive cycle, offering a foundation for more responsive and sustainable digital engagement strategies.

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