

Article

Methods of Marketing Analysis and The Importance of Their Systematic Application

Tojimatov Izzatbek Ikromali ogli

1. Doktorant, Menejment kafedresi, Faculty of Production Management, Fergana State Technical University, Fergana, Uzbekistan
- * Correspondence: izzatikrom95@gmail.com

Abstract: This article examines the significance of key analytical frameworks widely used in modern marketing, including the AIDA, SWOT, and PEST analyses. It provides an overview of the historical development, conceptual foundations, and practical relevance of each model. Particular attention is given to how these analytical tools can be applied in a structured and integrated manner to enhance marketing effectiveness in contemporary business environments. The study also explains, with the support of visual illustrations, the optimal sequence and conditions under which these methods should be implemented to achieve more efficient and data-driven decision-making. Furthermore, the article highlights the interrelationship between AIDA, SWOT, and PEST analyses, demonstrating how external and internal environmental assessments influence consumer engagement strategies. In the final section, the combined impact of SWOT and PEST analyses on the AIDA model is presented in a tabular format, followed by a synthesis of key findings and conclusions derived from this integrated approach. The results emphasize the importance of adopting a systematic and holistic use of marketing analysis tools in the context of rapidly evolving digital and technological landscapes.

Keywords: Modern marketing, Marketing 5.0, AIDA analysis, SWOT analysis, PEST analysis, media, content, artificial intelligence, digital infrastructure, trading platforms, individual-level segmentation, cybersecurity.

Citation: Ikromali ogli, T. I. Methods of Marketing Analysis and The Importance of Their Systematic Application. American Journal of Economics and Business Management 2026, 9(4), 11-19

Received: 10th Jan 2026
Revised: 21th Feb 2026
Accepted: 04th Mar 2026
Published: 01th Apr 2026



Copyright: © 2026 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

1. Introduction

In contemporary marketing practice, a number of strategic analytical tools play a crucial role in ensuring effective decision-making and competitive advantage. Among these, AIDA, SWOT, and PEST analyses are considered fundamental frameworks. The AIDA model (Attention, Interest, Desire, and Action) is widely used to analyze the factors that stimulate consumer interest, shape needs, and ultimately encourage purchasing behavior. As a classical concept in marketing communications, AIDA describes the psychological stages through which consumers pass—from awareness of an advertising message to the development of interest, the formation of desire, and finally, taking action [1].

The origins of the AIDA model date back to 1898, when advertising pioneer St. Elmo Lewis introduced a framework to explain how personal selling works. He stated that the primary goal of advertising is to attract attention, sustain interest, and ultimately persuade the consumer to act. According to Lewis, an advertisement is considered successful if it effectively incorporates these elements [2]. Subsequent contributions by scholars such as Edward Kellogg Strong [3], Arthur Frederick Sheldon [4], and Philip Kotler and Kevin Lane

Keller [5] have further developed and refined the theoretical and practical applications of the AIDA model.

Another essential analytical framework in modern marketing is SWOT analysis. In 1965, four Harvard University professors—Learned, Christensen, Andrews, and Guth—proposed the use of SWOT analysis as a structured approach for developing corporate strategy. Their model, known as the LCAG framework (derived from the initials of the authors), is based on a sequence of steps leading to strategic decision-making [6]. Further research on SWOT analysis has been conducted by scholars such as Kenneth R. Andrews [7], Fred R. David [8], and Gerry Johnson, Kevan Scholes, and Richard Whittington [9]. The acronym SWOT represents Strengths, Weaknesses, Opportunities, and Threats. In essence, SWOT analysis evaluates an organization's internal strengths and weaknesses alongside external opportunities and threats. While "S" and "W" refer to internal factors, "O" and "T" represent elements of the external environment. Based on this analysis, organizations can assess their capacity to capitalize on opportunities, mitigate risks, and address internal deficiencies that require immediate attention [10]. Moreover, SWOT analysis is widely applied in marketing strategy development, particularly in competitor analysis, segmentation planning, and enhancing brand attractiveness and sales performance.

In addition to these frameworks, PEST analysis has become increasingly important in modern marketing. The concept has been explored in the works of Francis J. Aguilar [11], George Stonehouse [12], and Philip Kotler and Kevin Lane Keller [13]. PEST analysis is a strategic tool used to evaluate the external macro-environment surrounding an organization. It enables business leaders to anticipate how political, economic, social, and technological factors may influence the market acceptance of a company's brand, products, and services. The acronym PEST refers to Political, Economic, Social, and Technological factors, which collectively shape the external business environment and impact strategic planning processes [14].

2. Materials and Methods

This study employs a conceptual and analytical approach to examine the significance of AIDA, SWOT, and PEST analyses in modern marketing activities. The research methodology is based on a systematic investigation of these frameworks, supported by visual diagrams that illustrate their structure and functional relationships. Each analytical model is examined sequentially, allowing for a clearer understanding of their individual components and their roles within the overall marketing process.

In the context of the contemporary digital environment, particular emphasis is placed on identifying the key dimensions of these analytical tools and evaluating their relevance for modern enterprises. The study analyzes the critical processes that organizations must consider when applying these frameworks, especially in relation to digital transformation, data-driven decision-making, and evolving consumer behavior.

Furthermore, the research proposes an integrated methodological approach in which marketing strategies are developed based on the combined influence of SWOT and PEST analyses on the AIDA model. This integrative perspective highlights how internal and external environmental factors shape consumer engagement processes and marketing outcomes. The importance of this approach is demonstrated through a structured synthesis of the models, emphasizing their practical applicability in enhancing strategic marketing effectiveness.

3. Results and Discussion

The AIDA model remains a fundamental framework in modern marketing practice, playing a crucial role in shaping effective consumer-oriented strategies. Through this model, organizations aim to attract the attention of new market segments, increase consumer interest in their products or services, stimulate strong desire, and ultimately achieve purchase action. These sequential stages reflect a structured approach to influencing consumer behavior and optimizing marketing communication processes.

In the context of contemporary digital marketing, the AIDA model has evolved beyond traditional advertising and now incorporates elements such as personalized

content, data-driven targeting, and multi-channel engagement. Businesses increasingly rely on digital media platforms, artificial intelligence, and customer analytics to guide consumers through each stage of the AIDA process more efficiently.

The application of the AIDA framework enables companies to design marketing strategies that are more aligned with consumer expectations and behavioral patterns. In particular, attracting attention requires the use of innovative media and engaging content; generating interest involves delivering relevant and valuable information; creating desire depends on emotional appeal and perceived value; and achieving action is closely linked to trust, accessibility, and seamless purchasing processes.

The key components and practical implications of the AIDA model in marketing activities are illustrated in the figure below, which highlights its primary stages and their interconnections within the overall marketing strategy.

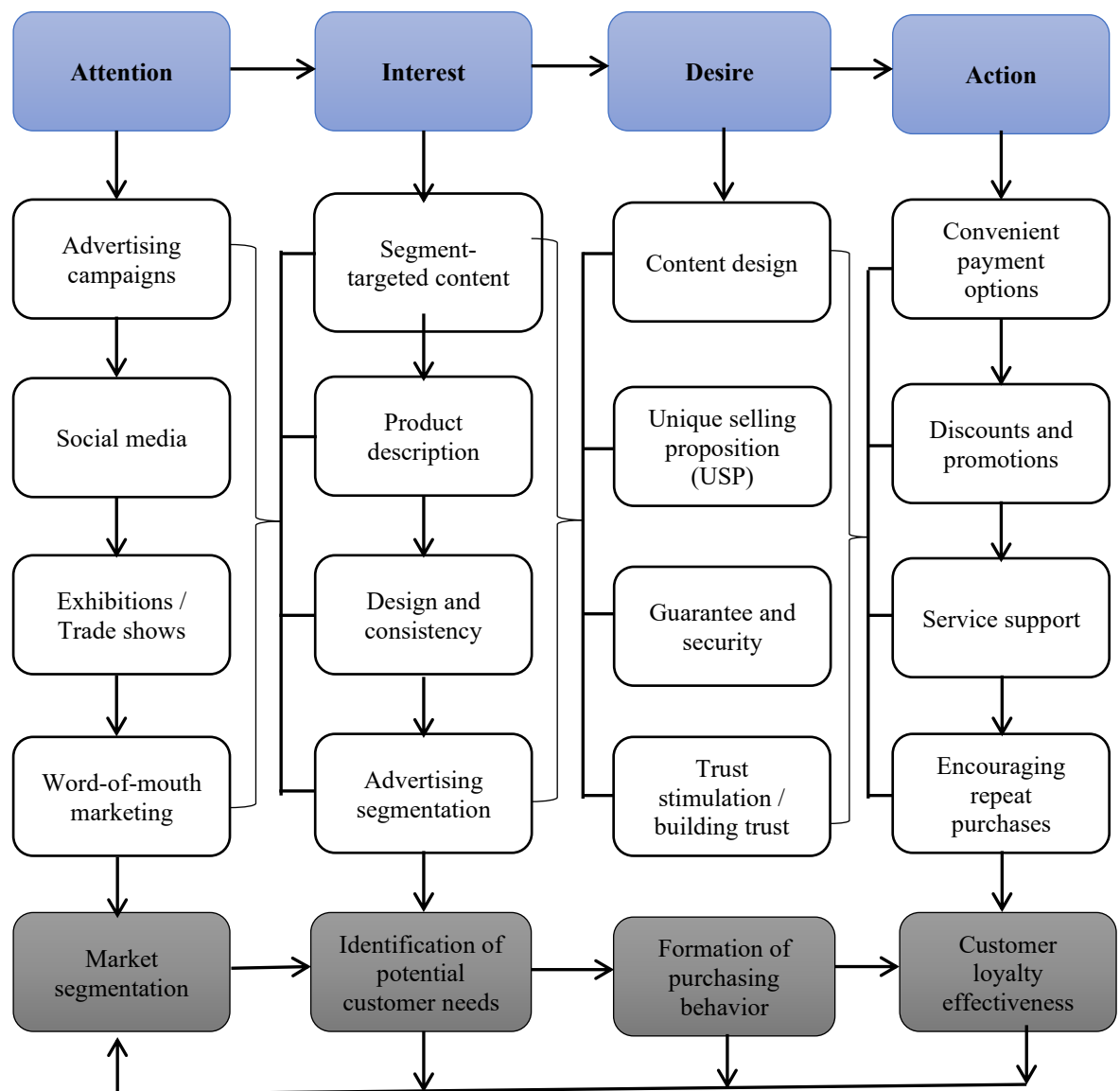


Figure 1. Application of the AIDA model in improving a company's marketing policy

As illustrated in the figure above, the Attention stage primarily focuses on attracting consumer awareness through advertising activities. The role of advertising campaigns at this stage is to promote the company's products and capture the initial interest of potential customers. Advertising is carried out through various channels; however, in today's digital environment, social media platforms represent the most effective and accessible

tools. Platforms such as Instagram, Telegram, WhatsApp, Twitter, and Facebook, as well as influential account holders (influencers), have increasingly become active participants in advertising campaigns.

In addition, product exhibitions, auctions, and promotional events contribute significantly to attracting attention. Word-of-mouth marketing represents one of the final outcomes of the attention stage, characterized by the organic and cost-free dissemination of positive product experiences within a specific segment. Therefore, the key task of marketers is to create conditions that stimulate the emergence of word-of-mouth effects. At the final phase of this stage, market segmentation reflects the grouping of consumers who have shown sustained interest in the product. The Interest stage, as the second phase of the AIDA model, is strengthened through the delivery of content tailored to the appropriate target segment. Providing detailed product descriptions plays a crucial role in transforming initial attention into genuine interest. By identifying consumer preferences, companies can develop and offer products with designs aligned with customer tastes, thereby significantly increasing engagement.

In the context of Marketing 5.0, one of the most important developments is individual-level segmentation, where each consumer effectively represents a unique market. This trend reflects the growing importance of personalized content delivery systems based on user behavior across digital platforms. Word-of-mouth mechanisms also play a critical role at this stage, particularly in influencing individual-level recommendations. As a result, consumer interest is further intensified. The identification of potential customer needs is carried out through the analysis of user behavior and feedback derived from previous interactions and purchasing experiences.

The Desire stage represents the third phase of the AIDA model, where the primary objective is to transform consumer interest into a strong purchase intention. At this stage, it is essential to engage potential customers with high-quality content characterized by both meaningful and visually appealing design. Research indicates that approximately 70% of consumers prefer learning about products through relevant and engaging content rather than traditional advertising [15]. This highlights the importance of storytelling and experience-based content in creating lasting impressions and encouraging interaction at multiple touchpoints.

Once consumer interest is converted into desire, unique selling propositions (USPs) are introduced to further strengthen the perceived value of the product. Additionally, factors such as product guarantees and safety assurances reduce perceived risks and enhance purchase intention. Encouraging user-generated content, such as comments and reviews on promotional platforms, further amplifies product attractiveness within individual segments. These processes are fundamentally based on the analysis of consumer behavior, making it one of the key outcomes of the desire stage.

The Action stage is the final and decisive phase of the AIDA model, where consumers with established purchase intentions are encouraged to complete the transaction. At this stage, offering convenient purchasing conditions is essential. Key elements include discounts, promotional campaigns, free delivery, and high-quality service support.

Furthermore, increasing incentives for repeat purchases plays a critical role in building long-term customer relationships. These efforts ultimately lead to enhanced customer loyalty, which represents the final outcome of an effectively implemented AIDA-based marketing strategy.

According to the diagram, the structure of SWOT analysis is divided into two main components: internal and external factors. Internal factors consist of Strengths (S) and Weaknesses (W), while external factors include Opportunities (O) and Threats (T). The significance of Strengths (S) within SWOT analysis lies in identifying and evaluating the internal advantages of an enterprise. These strengths play a crucial role in the development of effective marketing strategies. In the context of modern marketing, one of

the most important aspects derived from SWOT-based digital strategy is the assessment of a company's social media capability.

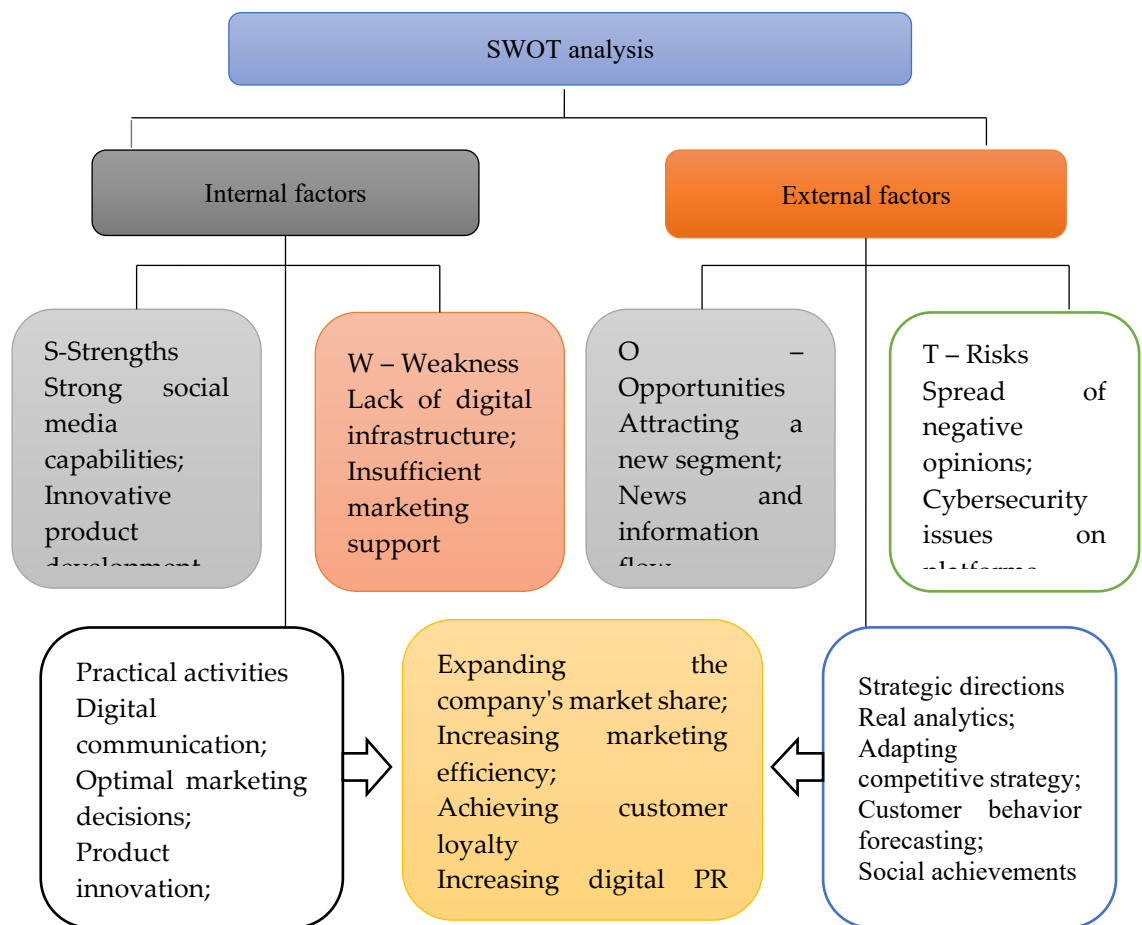


Figure 2. The mechanism of digital marketing strategy resulting from SWOT analysis in enterprises

In today's environment, organizations that demonstrate stronger media presence and digital engagement tend to dominate their target segments. Furthermore, the level of innovation in product development serves as a key indicator of a company's competitive strength. On the other hand, Weaknesses (W) represent internal limitations that may hinder marketing performance. One of the most critical challenges in the contemporary context is the insufficiency or underdevelopment of digital infrastructure. If such limitations are not addressed or eliminated, they may significantly weaken the organization's market position. Another important factor is the lack of a systematic approach to marketing activities. Inefficiencies in structuring and managing marketing processes can lead to serious organizational vulnerabilities.

Following the analysis of these internal factors, it is essential to consider practical strategic actions, as illustrated in the figure. Strengthening digital communication, making optimal marketing decisions, fostering product innovation, and developing Customer Relationship Management (CRM) systems are key outcomes derived from leveraging strengths and mitigating weaknesses. Regarding external factors, Opportunities (O) refer to favorable conditions that organizations can exploit to attract new market segments. These include social, political, technological, and economic factors that shape the external environment. Effectively utilizing information flows and adapting to emerging trends are critical components of opportunity-driven strategies. In contrast, Threats (T) include potential risks such as the spread of negative information, which can be described as

negative word-of-mouth (or “de-word-of-mouth” effects). Additionally, cybersecurity risks associated with digital trading platforms represent a significant threat in the modern marketing landscape.

Based on the evaluation of external factors, strategic directions are developed, including the application of real-time marketing analytics, the adaptation of competitive strategies to minimize risks and maximize opportunities, and the use of predictive tools for analyzing customer behavior. Social performance indicators and brand reputation also play an important role within this strategic framework.

The implementation of SWOT-based strategies enables organizations to expand their market share and improve overall marketing effectiveness. Moreover, it contributes to strengthening digital public relations (PR) and increasing the number of loyal customers, which are essential for long-term business sustainability.

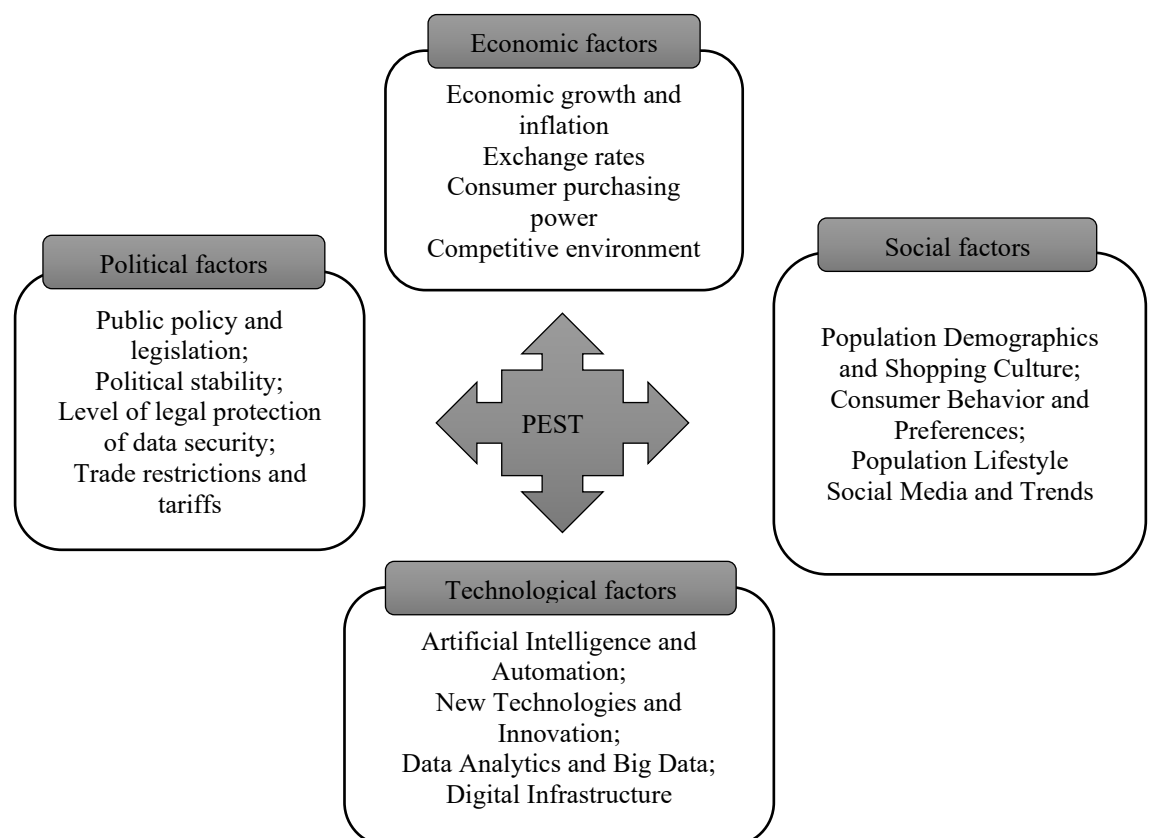


Figure 3. The mechanism of digital marketing strategy resulting from PEST analysis in enterprises

PEST analysis (Political, Economic, Social, and Technological factors) is one of the key analytical tools in modern marketing practice. The first component of PEST analysis, Political (P) factors, includes the continuous evaluation of government policies and regulatory frameworks. As illustrated in the figure, political stability plays a crucial role in shaping marketing activities, as stable environments support sustainable business operations and market development. Furthermore, the analysis of data protection regulations, trade restrictions, and tariffs is essential for making informed strategic decisions and minimizing potential risks associated with regulatory challenges.

The Economic (E) dimension focuses primarily on consumers' purchasing power. Key factors include economic growth, inflation rates, exchange rate fluctuations, competitive conditions, and overall consumer income levels. Inflation, in particular, affects the time value of money and plays a significant role in evaluating the effectiveness of marketing expenditures. Macroeconomic indicators directly influence consumer behavior and

demand patterns; therefore, without a thorough analysis of economic factors, marketing strategies may fail to achieve expected outcomes.

The Social (S) component encompasses demographic characteristics, cultural values, and consumer behavior patterns. Demographic factors, such as population age structure, significantly influence consumption levels, with younger populations generally associated with higher purchasing activity. Cultural aspects, including preferences for halal or kosher products and adherence to national or religious values, must also be considered in marketing strategies. Additionally, the analysis of lifestyle trends and media consumption habits is critical for developing relevant and effective advertising content. Understanding these social dynamics allows companies to better align their offerings with consumer expectations.

The Technological (T) dimension has become increasingly important in the digital era, particularly with the rapid development of artificial intelligence (AI). AI technologies have fundamentally transformed marketing practices by enabling advanced data analytics, personalized communication, and individual-level segmentation. Modern innovations, including big data systems, digital infrastructures, and automated marketing tools, play a decisive role in supporting data-driven decision-making and optimizing marketing performance. By integrating the three major marketing analysis frameworks—AIDA, SWOT, and PEST—into a unified table, organizations can develop a comprehensive and systematic marketing strategy (Table 1). This integrated approach enhances strategic alignment, improves decision-making efficiency, and strengthens overall marketing effectiveness in a rapidly evolving digital environment.

Table 1. The role and strategic outcome of SWOT and PEST analysis in marketing activities, structured using the AIDA model

	S	W	O	T	P	E	S	T
A. Attention	Strong social media capabilities	Lack of digital infrastructure	Attracting a new segment	Negative feedback spread	Public policy and legislation	Economic growth and inflation	Demographics and shopping culture	Artificial Intelligence and Automation
Result	Innovative product development	Inadequate marketing support	News and information flow	Cybersecurity issues on platforms	Political stability	Exchange rates	Consumer behavior and preferences	New Technologies and Innovations
I. Interest	Large number of interested potential customers	Reduce inconsistency in determining customer attention levels	Identifying prospects for increasing attention	Preventing the spread of negative feedback that is difficult to manage among customers	Level of legal protection of data security	Consumer purchasing power	Population lifestyle	Data Analytics and Big Data
Result	Strong social media capabilities	Inadequate digital infrastructure	Attracting a new segment	Negative feedback spread	Trade restrictions and tariffs	Competitive environment	Social media and trends	Digital Infrastructure

D. Desire	Innovative product development	Inadequate marketing support	News and information flow	Cybersecurity issues on platforms	Forming attractive product prices	Developing a criterion for assessing the inflation factor in attracting attention	Offering a product that matches the mentality	Using New Technologies to Attract Attention
Result	Development of engaging content strategy	Eliminate digital glitches that interfere with determining interest levels	Directing news to attract interested parties	Taking steps to prevent negative feedback from causing a loss of interest	Public policy and legislation	Economic growth and inflation	Population demographics and shopping culture	Artificial Intelligence and Automation
A. Action purchase	Strong social media capabilities	Inadequate digital infrastructure	Attracting a new segment	Negative feedback spread	Political stability	Exchange rates	Consumer behavior and preferences	New Technologies and Innovations
Result	Innovative product development	Inadequate marketing support	News and information flow	Cybersecurity issues on platforms	Level of legal protection of data security	Consumer purchasing power	Population lifestyle	Data Analytics and Big Data

The implementation of this table facilitates the strategic integration of the AIDA model with SWOT and PEST analyses within marketing activities. As a result of this approach, the following outcomes can be achieved:

1. Achieving accurate analytics and reliable forecasting in marketing activities;
2. Developing high-quality, segment-oriented content strategies through digital technologies;
3. Analyzing the impact of political, economic, social, and technological factors on customer loyalty;
4. Managing the influence of internal and external factors in capturing new market segments;
5. Developing improvement plans to address platform-related issues and enhance purchasing convenience;
6. Classifying product types according to segments with different demographic age characteristics;
7. Reducing risks in pricing strategies by considering inflation and the time value of money;
8. Studying consumer behavior and strengthening the potential for developing loyal customer bases and achieving other strategic marketing outcomes.

4. Conclusion

In conclusion, this study highlights the critical importance of applying AIDA, SWOT, and PEST analyses in an integrated and systematic manner within modern marketing activities. Each of these frameworks contributes to different dimensions of marketing strategy: AIDA focuses on consumer behavior and engagement processes, SWOT evaluates internal and external strategic positions, and PEST analyzes macro-environmental factors influencing market dynamics.

The findings demonstrate that the effectiveness of marketing strategies significantly increases when these analytical tools are not used independently, but rather in combination. The integration of SWOT and PEST analyses into the AIDA model enables organizations to better align their marketing actions with both internal capabilities and external environmental conditions. This approach ensures more accurate forecasting, improved decision-making, and enhanced adaptability in rapidly changing digital markets.

Furthermore, the study emphasizes the growing role of digital technologies, artificial intelligence, and data-driven systems in shaping modern marketing practices. Personalized content strategies, individual-level segmentation, and real-time analytics are identified as key drivers of customer engagement and loyalty. At the same time, factors such as economic conditions, political stability, social trends, and technological advancements must be continuously monitored to maintain strategic relevance.

The proposed integrated framework provides practical value for enterprises by supporting the development of effective marketing strategies, increasing market share, and strengthening customer loyalty. Ultimately, the systematic use of AIDA, SWOT, and PEST analyses allows organizations to achieve sustainable competitive advantage and long-term success in the evolving digital economy.

REFERENCES

- [1] M. Virgen, "Analysis of the AIDA model and conversion funnel theory in modern marketing," *Dr. Bus. J.*, 2026, doi: 10.5281/zenodo.18437333.
- [2] E. St. E. Lewis, *Financial Advertising*. Indianapolis: Levey Brothers & Company, 1908.
- [3] E. K. Strong, *The Psychology of Selling and Advertising*. New York: McGraw-Hill, 1925.
- [4] A. F. Sheldon, *Successful Selling*. Chicago: Sheldon School, 1911.
- [5] P. Kotler, *Marketing Management*, 15th ed. Pearson, 2016.
- [6] A. N. Zagorodnikov, *Public Relations Management in Business*. Moscow: Krokus, 2013.
- [7] K. R. Andrews, *The Concept of Corporate Strategy*. Homewood: Irwin, 1971.
- [8] F. R. David, *Strategic Management: Concepts and Cases*, 16th ed. Harlow: Pearson, 2017.
- [9] G. Johnson, K. Scholes, and R. Whittington, *Exploring Strategy*, 12th ed. Harlow: Pearson, 2020.
- [10] E. Kuchimov and — Ermatov, "Marketing Research Study." [Online]. Available: <https://zenodo.org/records/11001475/files/Kuchimov-Ermator.pdf>
- [11] F. J. Aguilar, *Scanning the Business Environment*. New York: Macmillan, 1967.
- [12] G. Stonehouse, D. Campbell, J. Hamill, and T. Purdie, *Global and Transnational Business: Strategy and Management*. Chichester: Wiley, 2004.
- [13] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. Harlow, U.K.: Pearson Education, 2016.
- [14] S. K. Boyjigitov, "The Role of SWOT and PEST Analysis in Evaluating Marketing Efficiency." 2023. [Online]. Available: <https://cyberleninka.ru/article/n/korxonada-marketing-xizmati-samaradorligini-baholashda-swot-vapest-tahlil-usullarining-o-rni/pdf>
- [15] Nureply, "AIDA Framework: The Essential Model for Effective Marketing Strategies." 2025. [Online]. Available: <https://nureply.com/blog/aida-framework-the-essential-model-for-effective-marketing-strategies/>