



Research on the New Media Marketing Strategies of Fabrar Liberia

Augusline Euphemia Wheaton, Xiaojuan Zhang

Department of Business Administration, Hubei University of Technology, Wuhan, China

Email: auguslinewheaton80@gmail.com

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Abstract

In today's digital economy, the ability of businesses to effectively harness new media marketing is critical to brand growth, customer engagement, and market expansion. In Liberia, many local companies face challenges in adapting to modern marketing trends due to limited digital literacy, infrastructure, and strategic planning. Fabrar Liberia, a leading agro-processing company focused on rice and spice production, has made efforts to engage consumers online but continues to face constraints in maximizing the potential of digital platforms. This research investigates the core problem of inadequate and under-optimized new media marketing strategies within Fabrar's digital communication approach. To analyze this issue, the study applies the AIDA model (Attention, Interest, Desire, Action) as a theoretical framework, along with key principles from Integrated Marketing Communication (IMC) theory. A quantitative research method was employed, utilizing online questionnaires to collect data from existing customers, online followers, and members of the general public familiar with Fabrar's brand. The questionnaire focused on measuring audience awareness, engagement behaviors, platform preferences, content expectations, and perceptions of Fabrar's digital presence. Results from the survey reveal that while Fabrar enjoys a level of brand recognition and goodwill, its online content lacks consistency, multimedia diversity, and tailored messaging that resonates with consumers, digitally engaged consumers. The study recommends a more structured and data-informed new media strategy backed by three (3) tested hypotheses involving regular content planning, audience segmentation, platform-specific messaging, influencer partnerships, and increased platform engagement. Leveraging insights from the questionnaire, this research provides practical and scalable strategies for enhancing the digital marketing effectiveness of Fabrar and similar agribusinesses in emerging economies.

Subject Areas

Consumer Behavior, Digital Marketing, New Media Marketing, Small and Medium-Sized Enterprises (SMEs)

Keywords

Fabrar Liberia, Agribusiness Branding, Digital Strategy, New Media Marketing

1. Introduction

In the age of smartphones, social media, and digital marketing, the way businesses connect with their audiences has undergone a radical transformation. Across the world, companies are moving away from traditional advertising and embracing new media platforms such as Facebook, Instagram, TikTok, and WhatsApp to promote their products, tell their stories, and engage with customers in real time. This digital shift is not only redefining global marketing standards but also creating new opportunities and challenges for businesses in developing countries. Liberia, like many emerging economies, is witnessing a growing reliance on digital tools, especially among young consumers and entrepreneurs. However, while the tools are available, the capacity to use them effectively for marketing and brand development is still evolving. Many Liberian businesses struggle with limited resources, inconsistent content creation, and a lack of clear digital strategy, leaving them behind in a marketplace that increasingly rewards visibility, engagement, and innovation.

This research focuses on Fabrar Liberia (see <https://www.fabbrar.com/>), a proudly Liberian agribusiness company known for producing and marketing locally grown rice and spices. As a company that blends social impact with commercial goals, Fabrar represents the new generation of African enterprises that aim to compete both locally and internationally. However, despite its strong reputation in the agro-sector, Fabrar's presence and performance in the digital marketing space appear limited and underutilized. This study seeks to explore how Fabrar is currently using new media marketing, identify the strengths and weaknesses of its approach, and recommend ways it can improve its digital presence to reach a wider audience. The research is guided by the AIDA model 2 which looks at how businesses attract Attention, build Interest, stimulate Desire, and encourage Action and uses data collected through online questionnaires distributed to customers, social media followers, and members of the general public familiar with the brand. Generally, this research contributes to ongoing research in the ways listed below. Through this study, the aim is not only to evaluate Fabrar's digital presence but also to propose actionable strategies that can guide other local businesses toward more effective and sustainable use of new media marketing.

1) Contextualizes digital marketing within a Liberian owned agribusiness set-

ting, providing a unique research that reflects the realities, constraints, and opportunities facing SMEs in emerging economies.

2) Applies the AIDA model to a non-traditional, mission-driven African business, testing the relevance and adaptability of established marketing frameworks in a localized context.

3) Presents empirical findings from online questionnaires, offering practical, audience-driven insights that inform strategic digital marketing recommendations for Fabrar and similar enterprises.

The study utilizes a convenience sampling method to gather data, which involved collecting responses from a sample of people who were easily accessible and willing to participate. The survey link was distributed through social media platforms like Facebook and WhatsApp, targeting individuals who were already familiar with Fabrar Liberia's digital presence. While this approach was practical and aligned with the digital nature of the research, it introduced a potential limitation known as self-selection bias. Participants who chose to complete the survey were likely to be more digitally active and engaged with the Fabrar brand than the general population. This means the findings may reflect the perceptions and behaviors of a specific, digitally savvy segment rather than a broader representation of all consumers. As a result, the conclusions about Fabrar's marketing effectiveness may be more optimistic than a study using a random sample of the entire population, as those less digitally engaged would likely have been underrepresented.

2. Related Studies and Hypothesis Development

In recent years, emerging economies have experienced a marked shift toward digital marketing, with social media, mobile platforms, and online branding replacing traditional advertising forms. Studies such as Aker *et al.* [1] highlight the promise of these technologies for small and medium-sized enterprises (SMEs), offering cost-effective avenues for broader market reach. Yet, the adoption of new media marketing remains uneven across sub-Saharan Africa. In Liberia, infrastructural limitations, including inconsistent internet access and low digital literacy, often undercut SMEs' capacity to execute robust digital strategies. Research in East African contexts like Kenya and Ghana has underscored similar obstacles. While digital tools are accessible, strategic content creation and consistent platform engagement are still underdeveloped, leading to sporadic, low-impact marketing efforts.

Turning to the agribusiness sector, this literature emphasizes the unique challenges and potentials of ICT adoption. Several studies reveal that factors such as perceived usefulness, management support, and complexity heavily influence digital uptake, while costs and vendor support have lesser impact. In Somalia, for instance, mobile-based agricultural innovations—including SMS, radio, and IVR have improved smallholder access to information, though infrastructure weaknesses and policy gaps continue to hinder sustainable practices (Agriculture &

Food Security) [2]. Sun *et al.* [3] explored the challenges faced by businesses in implementing digital platforms, including outdated structures, weak strategies, talent shortages, and insufficient funding, to enhance competitiveness and strategy execution. These findings signal that mere access to new media is insufficient; effective usage depends on strategic planning, organizational capacity, and contextual alignment with business goals. Amegbe *et al.* [4] studied the impact of social media adoption on SMEs' marketing performance in Ghana; their study revealed that trust and interactivity are key drivers. Factors like organizational, environmental, and entrepreneurial influence also influence adoption. This study demonstrates that organizational readiness and interactive features significantly influence SME marketing outcomes.

Their study was an enormous contribution to social media adoption for SMEs. The study of Adetunji *et al.* [5] evaluates the impact of social media strategies on the survival and performance of Liberian SMEs, finding that low-cost marketing, reduced operational costs, increased visibility, business network development, and customer base growth improve performance. To curtail this, another study [6] examines social media's role in driving SMEs' growth in Liberia, highlighting its effectiveness in marketing, customer engagement, and brand identity building. However, challenges like limited digital literacy persist. To solve the problem caused by digital illiteracy, Liang *et al.* [7] examined the impact of e-commerce on African economies, revealing disparities in readiness factors and highlighting the need for targeted investments to address regional disparities in SMEs, employment, and market efficiency. To examine the impact of social media on Nigerian SMEs during the COVID-19 pandemic, Ihemebiri *et al.* [8] revealed in their study that SMEs were aware of COVID's usefulness and utilized it during lockdowns. Therefore, the study recommends labor/trade unions encourage continuous use of social media for business transactions. Adeniyi *et al.* [9], in another study, revealed high digital marketing adoption among SMEs in Lagos State, Nigeria, with social media platforms leading. However, low SEO adoption suggests the need for enhanced education and support.

At a juxtaposition, our study utilizes one of the most widely adopted marketing frameworks, the AIDA model (Attention, Interest, Desire, Action) to offer a logical, sequential guide for crafting successful digital campaigns. While its use is well established in Western contexts, including e-commerce and consumer goods, its application within African agribusiness remains sparse. AIDA proposes that brands must first attract attention, then build interest through resonant content, stimulate desire by satisfying needs or aspirations, and finally prompt action via clear calls to action. The model's strength lies in its simplicity and adaptability, yet there are limited studies testing its effectiveness in mission-driven SMEs within sub-Saharan markets. This gap presents an opportunity to explore whether traditional marketing frameworks can be effectively recontextualized in settings like Liberia. Empirical data from online questionnaires have proven valuable in bridging the theoretical-practical divide. For example, in Liberia, researchers used structured

surveys to capture farmer perceptions of ICT adoption, revealing critical disconnects between perceived benefits and actual usage. Respondents often reported interest in digital tools but lacked confidence in accessing them, attributing this to cost, literacy, or training deficits. In the agribusiness context, such primary data offer granular insight into audience behavior, engagement levels, and content preferences dimensions essential for evaluating the AIDA stages. It becomes clear that, while ICT and digital media are conceptually available to SMEs across Africa, a deeper understanding of how specific marketing actions influence audience responses and how they might be improved is lacking. Particularly missing are data-driven investigations into how mission-led local companies in Liberia, like Fabrar, engage with digital platforms and whether their strategies effectively move users through the AIDA funnel. This literature gap underscores the need for a localized study that not only maps current practices but also tests theoretical frameworks against real-world audience feedback. Against this background, the current study aims to explore Fabrar's new media marketing in light of three key questions: first, how effectively does Fabrar capture online attention through visibility and outreach strategies? Second, how well does its content resonate with target consumers to build interest and stimulate desire? And finally, does its digital presence successfully motivate user action from enquiries and shares to purchases? Framing the digital evaluation in AIDA terms positions the study firmly in both academic and practical marketing traditions, while the use of online questionnaires ensures that audience voices guide the analysis. From theory to hypothesis, this research draws on AIDA and questionnaire-based empirical evidence to develop three testable hypotheses as follows:

- 1) Hypothesis 1 (H1): Inconsistent platform use and low visibility negatively impact brand recognition and attention metrics.
- 2) Hypothesis 2 (H2): Content lacking multimedia richness fails to sustain consumer interest or spark desire.
- 3) Hypothesis 3 (H3): Inadequate calls-to-action or unclear transaction paths hinder conversion and result in weak engagement metrics.

In summary, this literature review reveals a recurring idea: while digital tools are theoretically available to SMEs, their real-world deployment remains inconsistent, especially in agribusiness sectors of developing economies. Therefore, this study utilizes the AIDA framework combined with primary data collection through online surveys to offer a pathway to assess and enhance digital strategy rigorously and recommend best practices for business. There is limited research that focuses on mission-driven, indigenous companies in Liberia. Targeting this context, the present study provides both theoretical value—testing and extending AIDA in a new setting and practical relevance, empowering SMEs with data-informed digital strategies.

3. Research Framework and Methodology

This research adopts a quantitative methodology aimed at evaluating how con-

sumers interact with Fabrar Liberia's digital marketing strategies, particularly on social media platforms. The decision to utilize a quantitative approach is informed by the need to collect standardized, measurable data that can objectively assess the relationship between digital marketing activities and consumer responses. Operationalizing consumer engagement through structured indicators aligned with the AIDA model (Attention, Interest, Desire, Action), the study provides a systematic evaluation of Fabrar's online communication effectiveness. The use of numeric data and Likert-scale measurement further allows for statistical testing and interpretation, adding rigor and replicability to the research design. The theoretical foundation for this study is based on the AIDA model as shown in **Figure 1**, a classic marketing communication framework that outlines a linear process by which consumers are influenced from awareness of a brand (Attention), to developing curiosity (Interest), building emotional resonance (Desire), and ultimately acting (Action), such as purchasing or recommending a product. This model was selected for its applicability in both traditional and digital marketing settings and for its strong alignment with user experience on social media. Applying AIDA, the study can track the digital journey of consumers in the Liberian context, providing insights into which aspects of Fabrar's online communication resonate most effectively with target audiences.

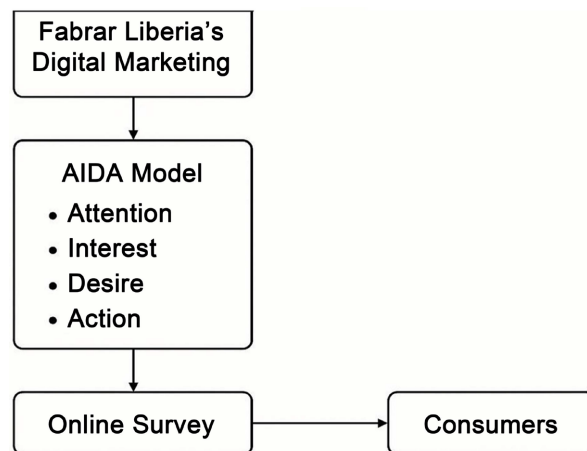


Figure 1. Research model framework.

To gather relevant data, the research employed a structured online questionnaire, which was developed and administered through Google Forms. This method was deemed appropriate due to the digital nature of the subject under investigation, Fabrar's new media marketing, and its alignment with the behavior of the target population, who are active on platforms such as Facebook and WhatsApp. The questionnaire was divided into sections corresponding to the AIDA stages, with each stage measured using multiple items rated on a 5-point Likert scale. For example, attention was measured through frequency of content exposure, interest through perceptions of content quality, desire through emotional appeal, and action through behavioral intentions and past purchases. In addition, demographic

information and open-ended responses were included to support deeper segmentation and qualitative interpretation. Prior to wide distribution, the survey instrument underwent expert validation and pilot testing to ensure clarity, relevance, and reliability. Feedback from academic peers and marketing professionals helped refine question wording, scale consistency, and overall flow of the questionnaire.

This pre-testing process ensured that the instrument would capture the intended variables accurately and that respondents could complete it with minimal confusion or fatigue. As a result, the final version of the survey was streamlined and optimized for both mobile and desktop responses, improving accessibility and response quality across a diverse sample of Liberian consumers. In general, the research framework integrates a robust theoretical model (AIDA) with a practical, data-driven methodology to assess Fabrar Liberia's digital marketing effectiveness. The quantitative approach allows for the generation of empirical findings that can be analyzed statistically and interpreted in light of consumer behavior theories. Focusing on digital platforms where Fabrar engages its customers and supporters and by collecting feedback directly from these online audiences, the study ensures contextual relevance and real-world applicability. This methodological structure supports the broader aim of the research, which is to inform new media marketing practices for mission-driven enterprises in emerging markets like Liberia.

3.1. Data Collection Process

The data collection process for this study was designed to align with the digital context of the research topic and the characteristics of the target population. Since the objective was to examine the impact of Fabrar Liberia's new media marketing strategies on consumer behavior, it was essential to engage participants who were active on digital platforms. As such, an online questionnaire was selected as the primary data collection instrument. This choice was guided by both methodological and practical considerations. The format is suitable for reaching geographically dispersed participants, allows for anonymity, and is compatible with the study's quantitative framework. The questionnaire was administered using Google Forms, a widely accessible and user-friendly tool for online surveys. The survey link was distributed via social media platforms, primarily Facebook and WhatsApp, as these are among the most commonly used platforms in Liberia, particularly by consumers who engage with local brands online.

In order to maximize reach and encourage participation, the survey was shared in relevant community groups, posted to timelines, and directly messaged to contacts known to be familiar with Fabrar's digital presence. Participants were informed of the purpose of the study and assured that their responses would remain confidential and be used strictly for academic research. To ensure that the survey was both effective and ethically sound, a preliminary pilot test was conducted with a small group of respondents (n = 10). These individuals provided feedback on the clarity of the questions, the ease of navigation, and the estimated time required

to complete the form. Based on their input, several adjustments were made to improve the wording of items, minimize ambiguity, and optimize the logical flow of questions. The pilot also confirmed that the average completion time was between 5 to 7 minutes, which was deemed acceptable for maintaining participant engagement while capturing sufficient data across the four stages of the AIDA model. The final survey included both closed-ended and open-ended questions. Closed-ended items were rated using a 5-point Likert scale, allowing for quantification of attitudes and perceptions related to brand attention, interest, desire, and action. Open-ended questions were included to capture qualitative feedback on how Fabrar could improve its digital marketing practices. This mixed-question approach enriched the data by allowing for both statistical analysis and thematic interpretation. Furthermore, demographic variables such as age, gender, geographic location, and preferred digital platforms were collected to enable segmentation and cross-tabulation during analysis. Data collection took place over a period of one month, from June 30th to July 30th, during which a total of 177 valid responses were collected.

All responses were automatically compiled in real-time into a Google Sheets database, facilitating early review and quality control. Only fully completed questionnaires were considered for the final analysis. The collection period was deliberately limited to maintain timeliness and relevance, while the convenience sampling method ensured that participants reflected the digital audience targeted by Fabrar's online marketing efforts. While this sampling approach may be good for the generalizability of findings, it is also well-suited to exploratory studies focused on practical, context-specific insights explored in the next section of the research.

3.2. Measurement Process

The measurement process in this study, as depicted in **Table 1**, was structured around the AIDA model Attention, Interest, Desire, and Action, which served as the guiding theoretical framework for operationalizing consumer engagement with Fabrar Liberia's digital marketing strategy. To empirically assess each stage of the model, the questionnaire was segmented into thematic blocks, with multiple indicators (items) representing each construct. The items were designed to capture perceptions, attitudes, and behavioral tendencies of consumers who interact with Fabrar's content on platforms such as Facebook and WhatsApp. Each construct, Attention, Interest, Desire, and Action, was measured using multiple items rated on a 5-point Likert scale, where 1 = Strongly Disagree and 5 = Strongly Agree. This scale format was chosen for its simplicity, reliability, and suitability for attitudinal studies. For example, the "Attention" construct included items measuring brand recognition and frequency of exposure to Fabrar's digital content. "Interest" was assessed through items gauging content relevance, appeal, and consumer curiosity. "Desire" measured emotional resonance and purchase intention, while "Action" captured actual behavioral responses such as online enquiries, product purchases, or sharing of posts. To enhance the reliability and validity of the meas-

urement instruments, the items were adapted from existing literature where applicable and refined through expert consultation. Marketing professionals and academic peers reviewed the questionnaire for content validity, alignment with AIDA stages, and clarity of language.

Table 1. Survey measurement overview.

Construct	Items	Example Item	Scale
Brand Attention (Awareness)	1 - 3	How often do you see Fabrar Liberia's content online?	1 - 5 Likert
Content Interest	4 - 6	I find Fabrar's social media posts interesting and informative.	1 - 5 Likert
Emotional Desire	7 - 9	Fabrar's posts make me want to buy or support their products.	1 - 5 Likert
Call-to-Action Effectiveness	10 - 12	Fabrar's online posts clearly tell me what to do (buy, visit, message).	1 - 5 Likert
Behavioral Action	13 - 15	I have contacted, visited, or purchased Fabrar's products after seeing them online.	1 - 5 Likert
Demographics	—	Age, gender, location, social media usage frequency, familiarity with Fabrar.	Nominal/Ordinal

Where no prior items existed specific to the Liberian digital context, new items were constructed based on qualitative interviews and social media content analysis of Fabrar's previous campaigns. This ensured contextual relevance and alignment with real-world marketing communications. In addition to the Likert-scale items, the survey included open-ended questions designed to provide qualitative depth to the quantitative findings. These questions asked respondents to suggest ways Fabrar could improve its online presence and to explain what motivates or discourages them from engaging with the brand online. The responses to these questions were used during analysis, offering nuanced insight into consumer sentiment that could not be fully captured through closed-ended items alone. Finally, a set of demographic and behavioral variables was collected to contextualize and segment the data. These included age, gender, geographic location, preferred social media platforms, and familiarity with Fabrar Liberia. This allowed for subgroup analysis, enabling the identification of patterns across different consumer profiles. For instance, comparisons could be made between younger and older respondents, or between frequent and infrequent social media users, to better understand how various audience segments engage with digital marketing content. The structured and multi-layered nature of the measurement process thus provided a robust empirical foundation for evaluating the effectiveness of Fabrar's new media marketing strategy.

4. Research Results

The analysis of survey data collected from respondents across Liberia yielded valuable insights into how consumers interact with Fabrar Liberia's digital marketing

efforts. Guided by the AIDA model Attention, Interest, Desire, and Action the results assess whether Fabrar’s new media strategy effectively captures consumer attention, sustains interest, fosters emotional connection, and drives behavioral action. A total of 177 valid responses were analyzed using SPSS, and results were organized according to the core constructs. Reliability analysis confirmed internal consistency of measurement, and regression models were used to test the relationships between AIDA stages. Reliability analysis was conducted to assess the internal consistency of the measurement items representing each construct of the AIDA model. As shown in **Table 2**, Cronbach’s alpha values for the four key constructs ranged from 0.81 to 0.86, indicating high reliability. Specifically, the “Attention” construct ($\alpha = 0.82$) reflected consistent responses regarding how frequently respondents noticed Fabrar’s content on platforms like Facebook and WhatsApp.

Table 2. Reliability analysis of AIDA constructs.

Construct	Items (n)	Cronbach’s Alpha (α)
Attention	4	0.82
Interest	5	0.84
Desire	4	0.86
Action	3	0.81

The “Interest” construct ($\alpha = 0.84$) demonstrated high consistency in assessing whether the content was relevant and visually appealing. “Desire” ($\alpha = 0.86$) and “Action” ($\alpha = 0.81$) also showed excellent internal reliability, confirming the robustness of the instrument used in this study. Regression analysis, as shown in **Table 3** and **Table 4**, revealed statistically significant relationships between stages of the AIDA model. Visibility of Fabrar’s digital content (Attention) was a strong predictor of content engagement (Interest), with a standardized beta (β) of 0.41 ($p < 0.001$). Interest, in turn, had a significant positive effect on emotional Desire ($\beta = 0.35$, $p < 0.001$), indicating that visually engaging and relevant content increases consumers’ emotional attachment to the brand. Most importantly, Desire significantly influenced Action ($\beta = 0.48$, $p < 0.001$), showing that emotional connection is the strongest driver of behavioral outcomes such as purchasing, following, or recommending Fabrar products. These results validate the sequential influence of each AIDA stage on the next. Additional analysis demonstrated differences in response based on demographic characteristics.

Younger respondents (ages 18 - 35) were more likely to report higher Attention and Interest scores than older groups, suggesting that Fabrar’s digital strategies are resonating more strongly with a youthful audience. Platform preference also influenced engagement: respondents who primarily used Facebook and WhatsApp reported higher levels of exposure and engagement compared to those who used Instagram or TikTok. This suggests that Fabrar’s current platform focus is strate-

gically aligned, but the brand may benefit from expanded efforts on emerging channels.

Table 3. Regression analysis of AIDA model constructs.

Predictor → Outcome	Beta (β)	p-value	Interpretation
Attention → Interest	0.41	<0.001	Significant
Interest → Desire	0.35	<0.001	Significant
Desire → Action	0.48	<0.001	Highly Significant

Table 4. Regression results for predictors of digital engagement.

Variable	Beta (β)	t	p-value	95% CI
Social Media Behavior	0.41	5.67	<0.001	[0.32, 0.50]
Age	-0.12	-1.89	0.060	[-0.25, 0.01]
Gender	0.08	1.32	0.187	[-0.04, 0.20]

Open-ended responses further reinforced these quantitative findings. Many participants expressed appreciation for Fabrar’s promotion of local agriculture and professional branding, yet some indicated a desire for more interactive content—such as recipe tutorials, behind-the-scenes videos, and WhatsApp ordering options. While most respondents reported awareness and interest, several noted that there was no clear call to action in posts, or that product access points were unclear. This qualitative feedback confirms the regression findings that strong emotional desire alone is not sufficient to trigger action unless supported by clear, actionable prompts. These results highlight both the strengths and areas for improvement in Fabrar Liberia’s digital marketing approach.

4.1. Key Findings

The findings of this research demonstrate a clear alignment between the stages of the AIDA model Attention, Interest, Desire, and Action and the digital media behavior of Fabrar Liberia’s target audience. The study confirmed three hypotheses that consistent platform usage, especially on Facebook and WhatsApp as shown in **Table 5**, significantly increased brand visibility and recognition. Respondents who frequently used these platforms reported a higher likelihood of encountering Fabrar’s digital content, validating Hypothesis 1. This supports the view that platform consistency is foundational to capturing audience attention.

Moreover, visually appealing and contextually relevant content emerged as a strong driver of consumer desire. Participants who rated Fabrar’s content as engaging, vibrant, and locally resonant were significantly more likely to express emotional connection and intent to purchase. Hypothesis 2 was supported by both correlation and regression analyses, showing that rich multimedia content directly affects levels of consumer interest and desire. These findings indicate that design and storytelling quality are not peripheral but central to digital strategy effective-

ness. Despite strong desire signals, the study through three hypotheses as shown in **Table 6**, revealed a notable gap between intention and consumer action. Many participants who expressed interest or desire for Fabrar products did not ultimately follow through with purchases, social sharing, or visiting sales points. Hypothesis 3 was supported, revealing that the absence of clear calls-to-action, transaction clarity, and purchasing convenience significantly limits conversion. This implies that strategic improvements in the “Action” phase are necessary to complete the customer journey effectively.

Table 5. Platform use vs. Attention metrics.

Platform(s) Used Frequently	% of Users (N = 177)	% Who Frequently See Fabrar Content
WhatsApp	68%	42%
Facebook	61%	39%
Instagram	32%	21%
TikTok	17%	9%
YouTube	23%	16%
Others	14%	11%

Table 6. Summary of hypothesis testing.

Hypothesis	Finding	Support	Key Indicator
H1	Platform consistency improves attention	Supported	Higher attention on WhatsApp/Facebook
H2	Visual and emotional content boosts desire	Supported	Correlation between visual appeal and desire
H3	Lack of CTA hinders action even when desire is high	Supported	Gap between desire and actual action

Demographic segmentation further deepened the insights. Younger consumers (ages 18 - 35) showed higher responsiveness to digital campaigns, suggesting an opportunity for Fabrar to focus more heavily on youth-centric content and formats. Additionally, feedback from open-ended responses revealed specific desires for interactive formats like recipe tutorials, influencer content, and mobile-based ordering systems. These preferences point toward actionable directions for refining Fabrar’s new media marketing.

4.2. Sequential AIDA Pathways

We recognize that our study’s causal claims regarding the AIDA model’s sequential pathway can be significantly strengthened through more advanced statistical analysis. While our current regression analysis has established statistically significant relationships between each stage, Attention to Interest, Interest to Desire, and Desire to Action a more robust approach like mediation analysis or Structural

Equation Modelling (SEM) would provide deeper insights into the causal mechanisms at play. This would allow us to test the theoretical proposition that each stage of the AIDA funnel not only influences the next, but also acts as a crucial link that carries the effect forward. By applying mediation analysis, we could empirically test if Interest serves as a mediator in the relationship between Attention and Desire. This would demonstrate that capturing a consumer's attention is not enough to generate desire; rather, the attention must first be converted into sustained interest through engaging content.

Similarly, we could examine if Desire mediates the relationship between Interest and Action. This would provide strong evidence that while compelling content can build interest, it is the emotional resonance or desire that truly serves as the direct psychological catalyst for behavioral actions, such as purchasing or sharing. The application of these more sophisticated models would move our findings beyond simple correlation to a more definitive understanding of the causal chain within the Fabrar marketing funnel. The regression results already point to a strong and predictable progression: Attention is a strong predictor of Interest ($\beta = 0.41$), Interest positively affects Desire ($\beta = 0.35$), and Desire is the strongest driver of Action ($\beta = 0.48$). A mediation analysis would not only validate this linear flow but also quantify the indirect effects, showing how a breakdown at one stage—for example, a lack of multimedia-rich content that fails to spark interest can ripple through the entire funnel, predictably reducing the likelihood of a final conversion. This methodological expansion is critical for providing a more nuanced and theoretically grounded roadmap for Fabrar's future marketing strategies.

5. Discussions

This study enriches the application of the AIDA model within a developing country and agribusiness context, offering empirical validation in a sector and region where such frameworks are underutilised. It demonstrates that AIDA's linear framework can be effectively adapted to assess digital consumer behavior in Liberia's emerging digital economy. Unlike traditional retail or e-commerce markets, Fabrar operates in a culturally rooted, trust-dependent environment, and the model proved effective in mapping psychological transitions from awareness to action. Furthermore, the research contributes to the broader literature on digital marketing in Sub-Saharan Africa by highlighting the role of platform choice and content format in driving consumer behavior. While previous studies often focus on platform reach or usage frequency alone, this research introduces an integrated perspective that combines behavioral data with emotional drivers of decision-making. In doing so, it addresses a gap in African marketing literature, which often lacks robust empirical models for evaluating effectiveness in digitally mediated campaigns.

The analysis also contributes to the understanding of media richness theory by revealing that not all platforms perform equally in delivering brand messages. Platforms with high interaction affordances (WhatsApp, Facebook) are more ef-

fective at fostering attention and engagement than passive or overly visual platforms like TikTok and YouTube in this context. This insight challenges assumptions about universal platform utility and underscores the need for cultural and infrastructural alignment in digital marketing strategies.

Finally, this study bridges theoretical gaps between emotional branding and behavior-driven marketing. It shows that emotional resonance (desire) does not automatically lead to behavior (action), thus reinforcing the need for supportive transactional infrastructure. This theoretical insight calls for a more layered application of the AIDA model, suggesting that modern digital contexts may require adaptations that integrate user experience (UX) principles and behavioral economics insights into traditional marketing funnels.

5.1. Strategic Implications for Fabrar Liberia

This study has provided empirical insights into how Fabrar Liberia's current new media marketing strategies align with consumer behavior, using the AIDA model as an evaluative framework. Through regression and descriptive analyses, several strengths and gaps were uncovered that have direct strategic implications for the company's digital marketing activities. The findings suggest that while Fabrar has made commendable efforts in capturing attention and building brand resonance, there remain significant opportunities for strategic optimization—particularly in the transition from desire to action. Based on the survey and data-driven results, the following marketing strategies are currently employed by Fabrar Liberia:

- **Platform-Specific Engagement:** A low focus on Facebook, WhatsApp and the website where most of the target audience is active.
- **Visual Branding:** The use of recognizable logos, color schemes, and consistent packaging to boost brand awareness and emotional appeal.
- **Informational Content Sharing:** Regular posts that include product details, benefits of locally-produced rice, and general awareness messaging.
- **Community-Centered Messaging:** Themes that appeal to patriotism and food sovereignty, showcasing support for local farmers and national development.

While some of these strategies have helped in driving initial awareness and interest, the research findings suggest that they are not always sufficient to convert consumer attention into concrete action. For instance, a substantial number of respondents indicated a desire to purchase or try Fabrar products, but failed to follow through due to unclear purchase paths or weak calls-to-action. Furthermore, reliance on static content limits deeper engagement in today's media environment that increasingly values interactivity and video storytelling. In response to these insights, the following enhanced digital marketing strategies are recommended to improve Fabrar Liberia's new media performance:

- **Expand to Video-Based Storytelling:** Transition from static flyers to short-form, narrative-driven video content that showcases recipes, behind-the-scenes footage, and customer testimonials to strengthen emotional desire and brand affinity.

- **Implement Clear and Frequent Calls-to-Action (CTA):** Ensure that each social media post or video includes actionable instructions, such as “*Click to Order,*” “*Visit Outlet,*” or “*Send a Message,*” thereby improving the conversion rate from interest to action.
- **Segment and Personalize by Audience Group:** Use targeted content strategies for different demographics—e.g., nutrition-based posts for older users on Facebook and more vibrant, visual content for younger users on Instagram or TikTok.
- **Launch Interactive Content Campaigns:** Introduce user-generated content drives such as contests, quizzes, or polls to increase engagement and encourage two-way communication, thus making audiences part of the brand narrative.

These recommendations are not just derived from theory but are grounded in empirical observations from the research. Adopting these strategies, Fabrar can strengthen its entire AIDA funnel—enhancing attention and interest, deepening desire, and crucially, converting that desire into measurable consumer action. Furthermore, these strategies provide a foundation for sustained digital growth, ensuring that Fabrar remains competitive in an evolving and increasingly media-sophisticated marketplace.

5.2. Limitation and Future Research

Liberia’s unique digital landscape, marked by limited internet infrastructure and varying levels of digital literacy, can significantly moderate the effectiveness of new media marketing strategies. As highlighted in the study, while digital tools are accessible, the capacity to use them effectively is still evolving. The research confirms that infrastructural limitations, such as inconsistent internet access and low digital literacy, can undermine the execution of a robust digital strategy. The observed gap between consumer desire and action, for instance, might be exacerbated by these constraints. Even if a consumer is emotionally motivated to make a purchase (Desire), an unreliable internet connection or a lack of confidence in online transactions (digital-literacy constraint) can prevent them from successfully completing the “Action” stage. The low adoption of advanced digital strategies like SEO among Liberian SMEs, as noted in a related study, further demonstrates this. Therefore, a successful digital marketing strategy in this context must not only focus on the content itself but also on the accessibility and ease of the entire consumer journey. For Fabrar, this means a recommendation to enhance calls-to-action must also consider the potential for these infrastructural and literacy barriers. For example, a “call-to-action” could be to “Call or WhatsApp to Order” rather than “Click to Order Online” to accommodate users who may not be comfortable with e-commerce or have a poor internet connection. Acknowledging these real-world constraints would refine the study’s recommendations and provide more practical, context-aware strategies for Fabrar and other similar businesses.

While this study offers valuable insights, it also has several limitations that must be acknowledged. First, the study focused exclusively on a single company, Fabrar

Liberia, which limits the generalizability of findings across the broader agri-business or FMCG sectors in West Africa. While the case study approach enabled depth, future research could employ comparative designs involving multiple firms across different regions or sectors. This would help test the robustness of the AIDA model across varied digital maturity levels and cultural contexts. Another limitation lies in the dynamic nature of digital platforms. The data reflects user behavior and preferences as of mid-2025, but digital engagement trends evolve rapidly. A longitudinal study could provide better insights into how attention, interest, and desire fluctuate over time and in response to new platform features or algorithm changes. It would also allow researchers to capture delayed behavioral effects that cross-sectional designs might miss. Future research could also explore the intersection of AIDA and customer experience (CX) frameworks. Given the breakdown at the “Action” stage observed in this study, integrating variables such as user satisfaction, trust, and perceived ease of transaction could provide a more comprehensive understanding of the digital consumer journey. Additionally, exploring localized storytelling or indigenous branding approaches may yield culturally sensitive insights that enhance the effectiveness of agri-branding in African contexts.

6. Conclusions

This study set out to evaluate the effectiveness of Fabrar Liberia’s new media marketing strategy using the AIDA model as a guiding framework. The results revealed that while Fabrar has successfully captured attention and generated interest through consistent use of platforms like Facebook and WhatsApp, significant challenges remain in converting desire into concrete consumer action. The analysis confirmed that emotionally compelling and visually rich content fosters strong desire among users, but gaps in transaction clarity and calls-to-action have hindered full engagement and conversion in the Fabrar marketing strategy. Integrating quantitative survey analysis with open-ended qualitative responses, the study provided a multi-layered understanding of consumer behavior. It found strong support for all three hypotheses, reinforcing the idea that successful digital marketing requires a balance between platform strategy, content quality, and transactional support. While current efforts have cultivated brand interest and emotional affinity, structural and design improvements are necessary to enhance conversion and long-term loyalty.

Theoretically, the research contributed to digital marketing literature by contextualizing the AIDA model within a West African agri-business setting, revealing both its strengths and its limitations. The study highlighted how media richness, platform affordances, and demographic targeting interact to influence attention and interest—especially among younger users. It also showed that desire alone is insufficient without user-friendly transactional systems. In conclusion, Fabrar Liberia’s new media marketing strategy is on a promising path, but it must evolve further to match consumer expectations and digital habits. Emphasizing interac-

tive content, clarifying purchasing channels, and expanding platform diversity will be key. With these improvements, Fabrar can better convert digital engagement into meaningful action and strengthen its leadership position in Liberia's agri-business sector.

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Conflicts of Interest

The authors declare no conflicts of interest.

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