

A COMPARATIVE STUDY ON THE IMPACT OF DIGITAL CONTENT MARKETING ON BRAND AWARENESS OF APPLE AND SAMSUNG SMARTPHONES

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Abstract

The smartphone industry has moved decisively from conventional advertising toward digital content marketing as its primary tool for building brand awareness. This study undertakes a comparative analysis of the digital content marketing strategies of Apple and Samsung and examines their influence on consumer brand awareness. A descriptive and comparative research design was adopted, and primary data were gathered from 200 respondents in Ballari using a structured questionnaire based on a five-point Likert scale, supplemented by secondary data from journals, company reports, and academic literature. The independent variable, digital content marketing, was studied through dimensions such as social media marketing, content quality, video marketing, influencer marketing, customer engagement, and product launch campaigns, while brand awareness was examined through brand recognition, recall, familiarity, preference, trust, and purchase intention. The findings indicate that digital content marketing, particularly through platforms such as Instagram and YouTube, product demonstration videos, influencer collaborations, and official websites, has a strong and positive influence on consumer brand awareness, trust, and purchase intention for both brands. The study concludes that sustained investment in consistent, informative, and platform-specific digital content is essential for smartphone brands seeking to strengthen brand awareness and long-term consumer loyalty.

Keywords: Digital Content Marketing, Brand Awareness, Smartphone Industry, Apple, Samsung, Social Media Marketing, Influencer Marketing, Consumer Perception

1. Introduction

The smartphone industry is among the fastest growing segments of the global consumer electronics market. Smartphones have become deeply integrated into everyday life as tools for communication, entertainment, productivity, and access to digital services. Rapid technological development, rising internet penetration, and affordable data have accelerated this integration. Over the past decade, smartphone manufacturers have shifted away from conventional advertising toward digital content marketing to build brand awareness, using company websites, social media, video content, and influencer partnerships to promote products and educate consumers.

India represents one of the largest smartphone markets globally, driven by a large population, growing digital literacy, expanding internet accessibility, and affordable mobile data. Within this competitive landscape, digital content marketing has become a critical tool for smartphone brands to reach consumers through targeted campaigns, influencer collaborations, product launches, reviews, and media engagement. Apple and Samsung, as two of the most prominent global smartphone brands, rely extensively on digital content marketing to build brand recognition, educate customers, and sustain

competitive advantage. This study compares the digital content marketing approaches of Apple and Samsung and evaluates their impact on brand awareness among consumers.

1.1 Statement of the Problem

Digital content marketing is one of the key promotional tools used by smartphone brands to build brand awareness, engage customers, and influence purchasing behaviour. Apple and Samsung both allocate considerable resources to digital marketing techniques such as influencer marketing, product launches, and online advertising, yet consumer perception of their respective efforts may differ. This study evaluates and compares the digital content marketing strategies of Apple and Samsung and their resulting impact on brand awareness.

1.2 Objectives of the Study

- To compare the impact of digital content marketing on brand awareness of Apple and Samsung smartphones.
- To understand consumers' exposure to digital marketing.
- To compare the digital marketing strategies of Apple and Samsung smartphones.
- To identify the digital platforms that create maximum brand awareness.

1.3 Hypotheses

H₀: There is no significant relationship between digital content marketing and brand awareness of Apple and Samsung smartphones.

H₁: There is a significant relationship between digital content marketing and brand awareness of Apple and Samsung smartphones.

2. Literature Review

A substantial body of research supports the link between digital content marketing and brand-related outcomes. Holliman and Rowley (2014) found that informative, client-oriented content builds credibility and strengthens brand awareness in B2B settings. Ashley and Tuten (2015) showed that creativity in social media campaigns — storytelling, contests, and multimedia posts — enhances brand visibility, while Schivinski and Dąbrowski (2016) demonstrated that both firm-generated and user-generated social media communication positively affect brand awareness, with user-generated content being particularly effective in building trust.

Pulizzi (2012) identified storytelling as one of the most influential techniques in content marketing, and Kotler and Keller (2022) and Chaffey (2022) established a theoretical link between integrated digital marketing, customer engagement, and brand equity. Tuten and Solomon (2023) emphasised the growing role of social media formats — videos, reels, and livestreams — in building engagement and loyalty. More recent studies extend this evidence: du Plessis (2022) confirmed that relevant digital content drives engagement, electronic word-of-mouth, and brand trust; Pan et al. (2025) and Aldlimi, Priporas, and Chang (2025) established that influencer credibility, authenticity, and audience fit significantly shape brand perception and engagement; and Zhang et al. (2025) highlighted the growing contribution of live-stream content to real-time consumer engagement and brand awareness.

Foundational branding theory reinforces these empirical findings. Keller (2013) emphasised the importance of consistency and memorability in brand communication, while Kaplan and Haenlein



(2010) and Mangold and Faulds (2009) positioned social media as a foundation of modern content marketing through two-way, interactive communication. Kietzmann et al. (2011) proposed the Honeycomb Model of social media functionality to guide digital content strategy, and Hennig-Thurau et al. (2004) demonstrated the influence of electronic word-of-mouth on brand credibility. Lapresta-Romero and Hernández-Ortega (2025) and Pratama and Febriati (2025), in their respective systematic reviews, confirm that consistent, valuable, and platform-specific digital content positively affects brand awareness, trust, and purchase intention across cognitive, affective, and behavioural dimensions.

2.1 Research Gap

Existing literature confirms that digital content marketing contributes significantly to brand awareness, engagement, and purchase intention. However, most prior research examines digital content marketing at a generic level without directly comparing specific smartphone brands such as Apple and Samsung, and tends to focus on consumer satisfaction and loyalty rather than brand awareness specifically. There is also limited research situated in the Indian smartphone market. Given the rising importance of influencer marketing, short-form video, and AI-driven content, this study compares the digital content marketing of Apple and Samsung and examines its influence on brand awareness among consumers in Ballari.

3. Research Methodology

This study adopts a descriptive and comparative research design using a quantitative approach to evaluate the impact of digital content marketing on brand awareness for Apple and Samsung smartphones.

Parameter	Description
Research Approach	Quantitative
Research Design	Descriptive and Comparative
Population	Consumers aged 18-45 in Ballari using Apple or Samsung smartphones and digital content
Sampling Method	Simple Random Sampling
Sample Size	200 respondents
Primary Data	Structured questionnaire, 5-point Likert scale
Secondary Data	Research journals, books, company websites, reports, academic literature, online databases

Table 1: Research Design Summary

3.1 Variables of the Study

The independent variable, Digital Content Marketing, was measured through the dimensions of social media marketing, content quality, video marketing, influencer marketing, user-generated content, content consistency, customer engagement, website content, product launch campaigns, and digital advertising. The dependent variable, Brand Awareness, was measured through brand recognition, brand recall, brand familiarity, brand visibility, consumer perception, brand preference, customer trust, and purchase intention.

3.2 Scope and Limitations

The study is confined to consumers in Ballari who are aware of Apple and Samsung smartphones and covers only these two brands, with a sample of 200 respondents over a limited time period. Findings are based on respondents' subjective views, may include personal bias, and are not generalisable to all smartphone users in India.

4. Data Analysis and Discussion

Data collected from 200 respondents were analysed to profile the sample and examine responses on digital content marketing and brand awareness. Table 2 presents the demographic profile of respondents.

Category	Particulars	Respondents	Percentage
Gender	Male	78	39%
	Female	122	61%
Age	18-25 years	118	59%
	26-35 years	44	22%
	36-45 years	14	7%
	Above 45 years	24	12%
Occupation	Student	96	48%
	Private employee	46	23%
	Government employee	4	2%
	Business/self-employed	28	14%
	Others	26	13%
Smartphone Brand	Apple	38	19%
	Samsung	162	81%
Preferred Digital Platform	Instagram	80	40%
	YouTube	50	25%
	Facebook	20	10%
	Official website	32	16%
	Online reviews	18	9%

Table 2: Demographic Profile of Respondents (N = 200)

The sample was predominantly female (61%) and young, with 59% of respondents aged 18-25 years and 48% being students. A large majority of respondents (81%) currently use Samsung smartphones, and Instagram (40%) and YouTube (25%) emerged as the most-used platforms for learning about smartphones, together accounting for nearly two-thirds of digital information-seeking behaviour.

4.1 Digital Content Marketing (Independent Variable)

Statement	Agree + Strongly Agree
The digital content of my smartphone brand is informative.	67%
Product demonstration videos help me understand features.	69%

Statement	Agree + Strongly Agree
Social media posts of my smartphone brand attract my attention.	63%
Influencer reviews positively influence my opinion about the brand.	66%
The brand regularly publishes engaging digital content.	62%
Creative digital advertisements make the brand more appealing.	68%
Customer reviews and testimonials increase my trust in the brand.	68%
The official website provides useful product information.	72%
Digital content marketing influences my purchase decisions.	61%
Overall, I am satisfied with the brand's digital content marketing.	65%

Table 3: Respondent Agreement on Digital Content Marketing Dimensions

As shown in Table 3, respondents rated the official website (72%) and product demonstration videos (69%) as the most effective forms of digital content, followed closely by creative digital advertisements and customer reviews/testimonials (68% each). Digital content marketing's direct influence on purchase decisions was rated comparatively lower (61%), suggesting that while digital content builds awareness and trust effectively, its role in the final purchase decision is comparatively more moderate and mediated by other factors.

4.2 Brand Awareness (Dependent Variable)

Statement	Agree + Strongly Agree
I can easily recognize my smartphone brand among competitors.	74%
I can quickly recall my smartphone brand when thinking about smartphones.	73%
Digital content has increased my awareness of the brand.	68%
My smartphone brand has a strong presence on digital platforms.	77%
I trust my smartphone brand because of its digital communication.	67%
The brand's digital content makes it stand out from competitors.	65%
I would recommend my smartphone brand to others.	80%
I intend to continue using the same smartphone brand in future.	67%
Digital content marketing has improved my overall brand perception.	73%
Overall, digital content marketing has significantly increased my brand awareness.	72%

Table 4: Respondent Agreement on Brand Awareness Dimensions

Table 4 shows consistently high agreement levels across brand awareness dimensions. Willingness to recommend the brand (80%) and strong digital platform presence (77%) recorded the highest agreement, while brand recognition (74%) and brand recall (73%) confirm strong top-of-mind awareness among respondents. Digital content marketing was also found to meaningfully improve overall brand perception (73%) and significantly increase brand awareness (72%), supporting rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_1): digital content marketing has a significant, positive relationship with brand awareness for both Apple and Samsung smartphones.



5. Findings

- Respondents aged 18-25 years form the largest segment engaging with digital content about smartphones, indicating stronger digital engagement among younger consumers.
- Students constitute the largest occupational group among respondents, reflecting the significant influence of digital marketing on younger demographics.
- Samsung is used by a considerably larger share of respondents than Apple within the sample.
- Instagram and YouTube are the most-used platforms for learning about smartphones.
- Digital content is largely regarded as informative and helpful in understanding smartphone features.
- Product demonstration videos play an important role in improving consumers' understanding of smartphone features.
- Social media content effectively attracts consumer attention.
- Influencer and customer reviews positively shape consumer perception of both brands.
- Official brand websites are regarded as a trusted source of pre-purchase product information.
- Digital content marketing measurably affects purchase decisions and satisfaction with smartphone brands.
- Digital content marketing is strongly associated with brand recognition, recall, trust, and purchase intention for both Apple and Samsung.

6. Recommendations

- Both Apple and Samsung should further enhance the informativeness and engagement value of their digital content to sustain brand perception.
- Greater investment should be directed toward Instagram, YouTube, and short-form video, the leading sources of smartphone information for consumers.
- Brands should partner with credible influencers who provide authentic, trustworthy feedback on products.
- Product demonstration videos should be updated regularly to communicate new technical specifications.
- Brands should actively encourage customers to post reviews and testimonials, given their positive influence on decision-making.
- Digital marketing campaigns should be made more interactive and personalised to strengthen long-term customer relationships.
- Official websites should be continuously updated with product information, comparison tools, and customer support.
- Digital communication should remain consistent across all platforms to preserve brand identity.
- Brands should systematically collect customer feedback to refine future digital marketing campaigns.
- Future campaigns should prioritise engaging customer experiences over purely promotional messaging to build long-term loyalty.

7. Conclusion

This study confirms that digital content marketing plays a vital role in building brand awareness for Apple and Samsung smartphones. Respondents demonstrated favourable attitudes toward digital marketing methods including social media marketing, influencer marketing, product videos, official websites, and customer reviews, all of which contribute to product understanding, brand trust,



perception, and purchase decisions. Effective digital content was also found to encourage brand advocacy and continued brand loyalty, with Instagram and YouTube emerging as the most influential information sources. The findings support the conclusion that sustained, consistent, and platform-specific digital content marketing strengthens brand awareness and consumer relationships, and that Apple and Samsung should continue to invest in customer-centred digital strategies to maintain their competitive positions in the smartphone market.

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