Analysis of the Impact of Competitive Advertising on Brand Positioning via Social Media Platforms: A Comparative Study of Samsung and Apple on Twitter

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Abstract:

This study seeks to explore the impact of competitive advertising on brand positioning through social media platforms, focusing on a comparative analysis of the strategies used by Samsung and Apple on Twitter. The study investigates how these companies leverage the platform to enhance their market presence and the resultant effects on consumer perceptions and loyalty, applying a comparative methodology.

The results demonstrate that competitive advertising is crucial in shaping consumer awareness and steering their preferences. The competitive advertising strategies used by Samsung and Apple significantly affect their market positioning. Additionally, active engagement with followers on social media aids in strengthening a positive brand image, thereby improving the brand's overall reputation and market standing.

Keywords: Competitive Advertising; Brand Positioning; Social Media Platforms; Samsung; Apple.

1. Introduction:

The digital era we inhabit is marked by rapid advancements and intense competition, where brands constantly strive to capture consumer attention and loyalty. One of the key strategies companies utilise to maintain their competitive edge is competitive advertising on social media platforms. These advertisements have become indispensable marketing tools that companies use to

solidify their brand positioning in the marketplace. With the growing consumer reliance on these platforms, competitive advertising plays a vital role in influencing public perceptions of rival brands. Among the most effective platforms in this regard is Twitter, renowned for its interactive nature and broad reach, which makes it highly effective in delivering marketing messages.

This strategy allows brands to directly target the customers of their competitors, highlighting their product strengths to position themselves as the superior choice. The emergence of platforms like Twitter has provided companies with a new stage to display their products and interact with their audience in real time. Samsung and Apple, two technology giants, have effectively utilised this platform for competitive advertising. Both brands boast a strong presence on Twitter and are recognised for their assertive marketing tactics. Samsung, in particular, has been notably aggressive in its campaigns against Apple on Twitter. For example, when Apple announced the launch of its latest iPhone 14, Samsung cleverly responded with a tweet stating, "Tell us when your phone can fold," effectively capturing the attention of numerous users and setting the competitive tone on social media platforms.

1.1. Study Problem:

Based on the aforementioned discussion, the study problem can be outlined as follows: To what extent does the utilisation of competitive advertising on Twitter affect the brand positioning of Samsung and Apple?

This main problem raises the following sub-questions:

− What is meant by competitive advertising on social media platforms, and how is brand positioning defined?

− To what extent do Samsung and Apple engage with audience interactions concerning competitive advertisements on Twitter?

− Does competitive advertising on Twitter influence the perception and positioning of Samsung and Apple in the minds of their target customers?

1.2. Study Hypotheses:

To answer the study's questions, the following hypotheses are proposed:

• Samsung and Apple actively engage with audience interactions regarding competitive advertisements on Twitter.

• Competitive advertising on Twitter significantly impacts the brand positioning of Samsung and Apple in the minds of their target customers.

1.3. Study Objectives:

This study seeks to provide valuable insights into the role of competitive advertising on social media platforms, with a particular focus on Twitter, and its implications for brand positioning. Additionally, it presents a comprehensive analytical framework for a comparative examination of Samsung and Apple, emphasising the impact of competitive advertising on Twitter on the brand positioning of each as a leading entity within the technology sector.

1.4. Importance of the Study:

The significance of this study can be summarised as follows:

- The study clarifies how marketing theories and concepts can be applied within the context of social media, contributing to the enrichment of academic literature and deepening our understanding of how marketing messages on these platforms can enhance the relationship between brands and their target customers.

- The findings demonstrate that the impact of competitive advertising on social media platforms extends beyond merely understanding the effects of advertisements, encompassing the improvement of marketing strategies and the enhancement of interaction and trust with the audience, thus making competitive advertising a valuable tool for companies in the modern digital marketing environment.

- The study offers a comprehensive analytical framework that assists companies in understanding the importance of creating interactive digital content on social media platforms, providing valuable insights that can enhance the effectiveness of their promotional strategies, improve their marketing performance, and ultimately strengthen their market position.

- This research serves as a crucial reference for companies and marketers seeking to understand how to maximise the benefits of social media platforms to enhance their competitive standing and effectively achieve their marketing objectives.

2. Literature review and theoretical framework:

2.1. Competitive Advertising on Social Media Platforms:

Competitive advertising on social media platforms refers to the strategic use of online networks to promote businesses, brands, products, or services. This approach has been characterised by a significant shift among institutions of various sizes and nationalities towards leveraging social media networks for advertising purposes. This is typically achieved by establishing a dedicated page or group for the institution, which functions as a platform to display advertisements, thereby attracting a substantial number of users to engage with the content (Bezgrari & Zagher, 2023, p. 345).

Furthermore, competitive advertising is described as "online advertising that involves user interactions, which customers consent to display and share, where the advertisement incorporates these interactions alongside the user's personal information, such as their picture and/or name" (Adnan & Ahmad, 2016, p. 84).

According to João and Pedro (2020, p. 407), advertising on social media platforms can be understood as commercial content made available online, intended to inform customers about a product or service, and disseminated through various media and formats.

Competitive advertising aims to capture the attention of customers and guide them towards a particular product by providing information that distinguishes it from competing offerings. This strategy employs multiple platforms, including social media, to distribute specific advertising messages and undertake promotional activities. Social media platforms, in particular, have proven to be effective tools for launching promotional campaigns that deliver targeted and innovative advertising messages to broad segments of potential customers. These promotional efforts have a multifaceted impact on consumers, enhancing their brand awareness, shaping their attitudes, and ultimately encouraging them to select and purchase the product. The effectiveness of such advertising campaigns hinges on the customers' ability and willingness to process the information

and messages conveyed to them. Effective advertisements present essential details about the product or service, emphasising its advantages and potential benefits, which in turn increases the likelihood of purchase after consumers evaluate available alternatives and form positive attitudes. Moreover, competitive advertising seeks to elevate brand awareness and stimulate potential customers to engage with the advertisement. This engagement typically results in three primary effects: cognitive effects that reinforce brand and product awareness, emotional effects that shape customers' feelings towards the product, and behavioural effects that drive customers to take actions such as making a purchase. The success of an advertisement in achieving these outcomes is contingent upon the customers' capacity to comprehend and interpret the messages they receive (Siti, Tommy, Yundi, & Dio, 2019, p. 109).

Taylor, Lewin, and Strutton differentiate between two types of advertisements on social media platforms. The first type is explicit advertising, which relies on push tactics such as banner ads, paid promotions, and events designed to attract potential customers through the direct and clear presentation of a product or service. The second type is implicit advertising, which is based on pull tactics, including brand pages on social media platforms, posts, and comments that aim to create a natural appeal for the brand or product without directly presenting it as a paid advertisement. The influence of each type on the target audience varies; explicit advertising delivers a straightforward message, while implicit advertising focuses on cultivating a natural relationship with the audience and enhancing their brand awareness indirectly (João & Pedro, 2020, p. 408).

In summary, advertising on social media platforms can be conceptualised as a strategic approach that leverages online social networks to disseminate advertising messages and engage with the target audience. This approach involves creating tailored advertising content, such as text, images, and videos, designed to capture customers' attention and prompt interaction with the brand, product, or service being advertised. The content may include paid advertisements targeted at specific users on platforms such as Facebook, Twitter, and Instagram, or it may involve interactive elements that encourage user engagement through likes, comments, and content sharing. The overall effectiveness of advertising on social media platforms is largely dependent on the advertiser's ability to attract and sustain the audience's attention, ultimately facilitating the achievement of advertising objectives, such as enhancing brand awareness, increasing s ales, or achieving other marketing goals.

2.2. Brand Positioning Strategies

Brand positioning strategies are crucial for building a brand's identity and strengthening its market presence. Marketers employ various strategies such as convenience, pricing, quality, and emotional appeal to attract customers. These strategies aim to create differentiation in the minds of customers and effectively position the brand. Successful strategies often adopt a mixed approach, leveraging the brand's unique value, target market, intended customers, and emotional connection. This approach enhances customer awareness and loyalty, leading to a sustainable competitive advantage.

The key brand positioning strategies include:

- **Positioning Based on Customer Service:** This strategy focuses on differentiating the brand by offering exceptional customer service. The objective is to build customer loyalty by enhancing their experience and effectively meeting their needs. Emphasising customer service bolsters the brand's positive reputation and increases customer retention rates.

- **Positioning Based on Quality:** This strategy distinguishes the brand by delivering high-quality products or services. By emphasising superior performance, durability, and innovation, the brand's reputation is enhanced, and customer loyalty is strengthened. A commitment to exceptional quality is a crucial element in establishing a strong and enduring brand identity in the market.

- **Positioning Based on Price:** This strategy involves offering products or services at competitive prices that attract a broad customer base. Pricing is strategically set to enhance the brand's competitive appeal and increase sales volume, thereby contributing to the brand's marketing objectives and sustainable growth.

- **Positioning Based on Value:** This strategy highlights the unique benefits and features the brand offers to its customers, giving it a competitive edge. It involves emphasising the factors that make the product or service stand out, such as innovation, exceptional quality, and outstanding service. This strategy enhances customer awareness of the value they receive and provides a strong basis for preferring the brand over competitors.

- **Positioning Based on Emotion:** This strategy seeks to connect the brand with specific emotions and values, establishing an emotional bond with customers. By evoking feelings such as joy, inspiration, or empowerment, the brand fosters a deep connection that enhances loyalty and increases customer engagement, thereby strengthening the brand's image as a partner that understands and positively interacts with the aspirations and emotions of its target audience.

- **Positioning Based on Problem-Solving:** This strategy focuses on using distinctive tactics to address customer problems. It involves continuous monitoring and interaction with customers, analysing their behaviour to identify key weaknesses, and understanding their challenges accurately. The goal is to develop products or services that meet their needs more effectively. By identifying market gaps and customer responses, innovative solutions are designed to enhance the brand's position as a leader in problem-solving in a distinctive manner.
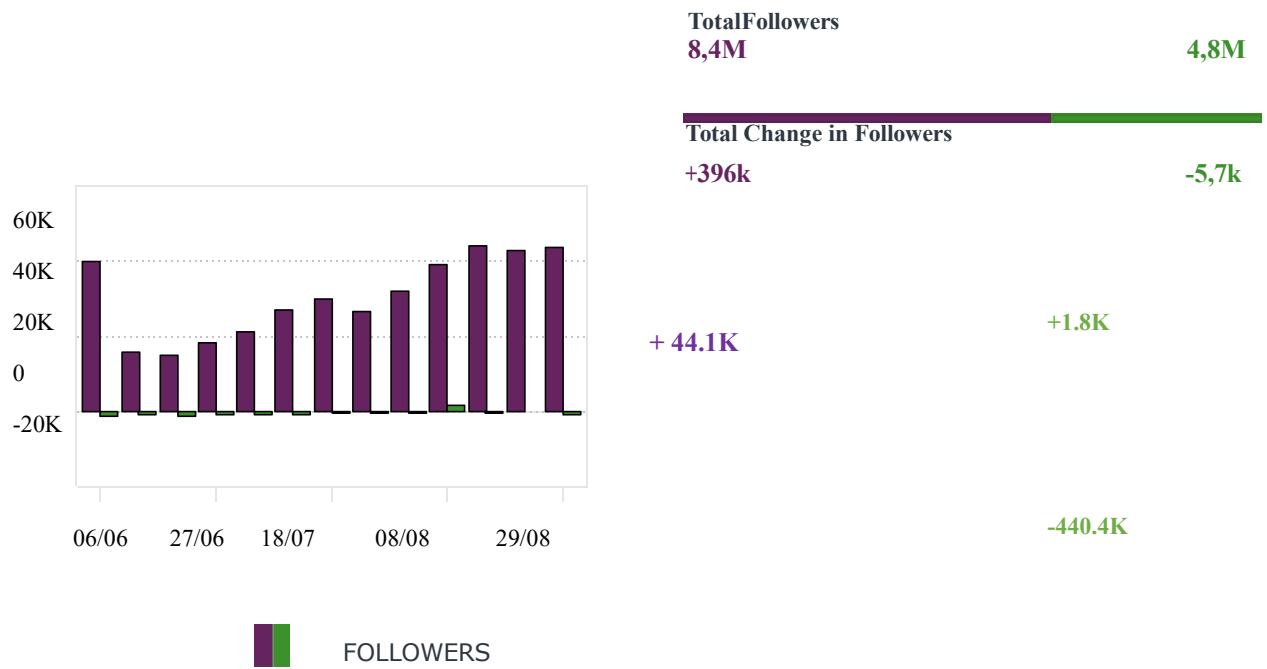
3. A Comparative Study of Competitive Advertising by Samsung and Apple on Twitter

Based on the data provided, we can analyse the growth in the number of followers for the Twitter accounts of Apple and Samsung Mobile US. The data indicates that Apple's account experienced a total increase of 396,000 followers, bringing its total follower count to 8.4 million. In contrast, the Samsung Mobile US account saw a decline of 5,700 followers, reducing its total follower count to 4.8 million. When examining the growth aggregated on a weekly basis, notable fluctuations in follower numbers are evident. For instance, Apple achieved a maximum increase of 44,100 followers during the week of 15 August, reflecting a significant surge in follower acquisition during that period. The average weekly increase for Apple was 30,500 followers. Conversely, the Samsung Mobile US account exhibited an average weekly increase of 1,800 followers during the week of 8 August, indicating only marginal growth in its follower base. However, the overall change in followers for Samsung Mobile US during the period was a substantial decrease of 440,400, highlighting a marked downward trend in its follower count.
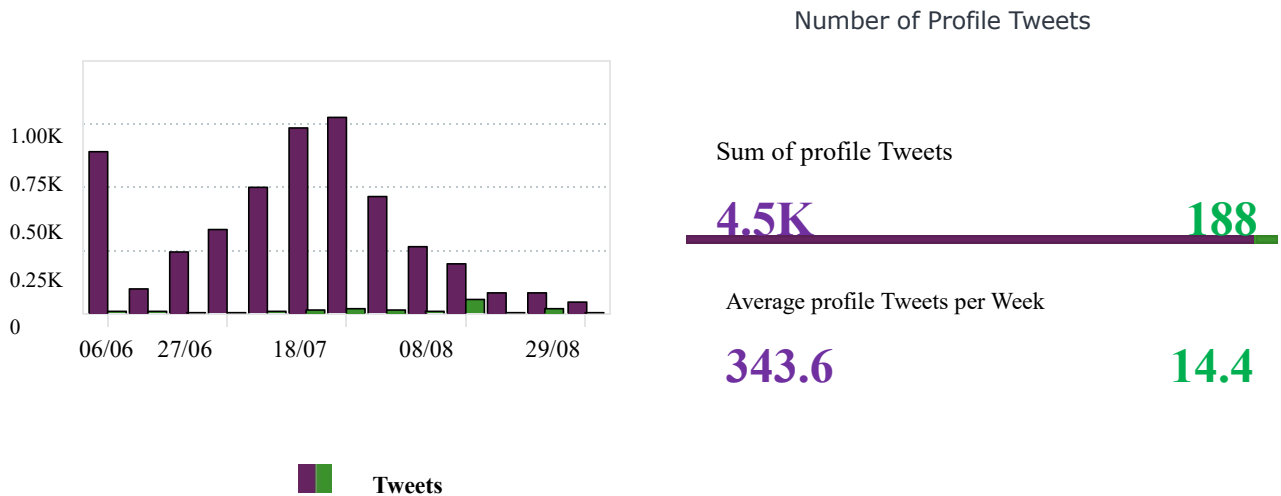
Growth of Total Followers

Aggregated by **Week**

TotalFollowers
8,4M   **4,8M**

Total Change in Followers
+396k   **-5,7k**

+ 44.1K   +1.8K

-440.4K

FOLLOWERS

Content overview

Number of Profile Tweets

Sum of profile Tweets

4.5K   **188**

Average profile Tweets per Week

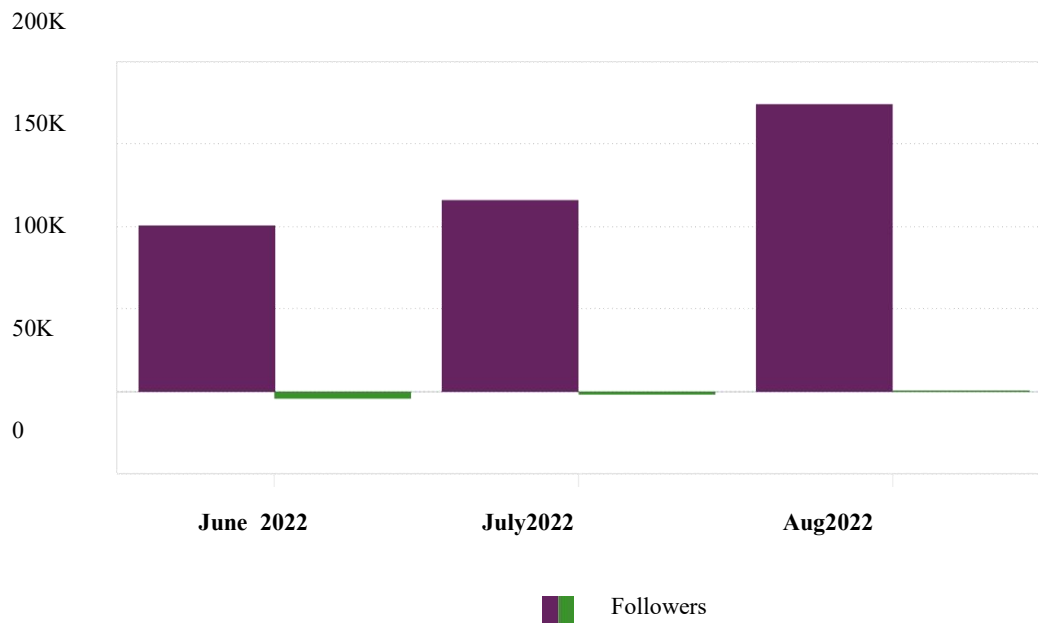**343.6**   **14.4**

■ **Tweets**

Source: (emplifi, 2022, p. 02)

The data also reveals that Apple published 4,500 tweets on its Twitter account, whereas Samsung Mobile US posted only 188 tweets over the same period. The average number of tweets per week was approximately 343.6 for Apple, compared to just 14.4 for Samsung Mobile US. This considerable disparity in the volume of tweets suggests that Apple engages in a far more frequent tweeting activity than Samsung, which maintains a much lower level of content output.

For instance, Apple saw a maximum increase of 44,100 followers during the week of August 15th, indicating a significant rise in follower numbers during that period. The average weekly change for this account was an increase of 30,500 followers. On the other hand, Samsung Mobile US had an average weekly increase of 1,800 followers during the week of August 8th, reflecting only a slight growth in followers. Over the entire period, Samsung Mobile US experienced a total decline of 440,400 followers, highlighting a substantial overall decrease in its follower count.

The data also indicates that Apple posted 4,500 tweets on its Twitter account, while Samsung Mobile US posted only 188 tweets during the same period. The average number of tweets per week was approximately 3,436 for Apple, compared to 1,446 for Samsung Mobile US. This significant difference in tweet frequency suggests that Apple is much more active on Twitter compared to Samsung, which posts far fewer tweets.

Figure 1: Growth of Total Followers

200K

150K

100K

50K

0

June 2022　　　　　July2022　　　　　Aug2022

■ Followers

Source:(emplifi, 2022, p. 03)

Table 1: Growth of Total Followers

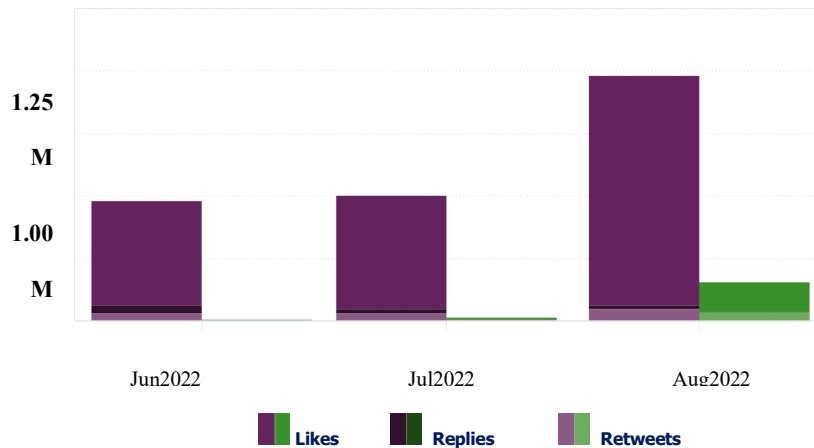| Brand	Total Change in Followers	Average Monthly Change in Followers	Minimum Change in Followers	Maximum Change in Followers
Apple	+390,952	+130,317.33	+100,932 (June 2022)	+174,148 (August 2022)
Samsung Mobile US	-5,977	-1,992.33	+678 (August 2022)	-4,342 (June 2022)

Source: (emplifi, 2022, p. 03)

By analysing the figures presented in the table, we can discern the evolution of the follower count for the Twitter accounts of Apple and Samsung Mobile US. The data reveals that the Apple account experienced a significant increase of 390,952 followers, in contrast to a decrease of 5,977 followers for the Samsung Mobile US account. Regarding the average monthly change in followers, Apple's account demonstrated outstanding performance with an average increase of 130,317.33 followers, whereas the Samsung Mobile US account saw an average decline of 1,992.33 followers. This disparity underscores Apple's appeal and its effectiveness in attracting and retaining followers, while highlighting the challenges faced by Samsung Mobile US in this regard.

When examining the minimum and maximum changes in follower numbers, it is evident that Apple's account recorded a minimum increase of 100,932 followers in June and a maximum increase of 174,148 followers in August. In comparison, the Samsung Mobile US account recorded a minimum change of 678 followers in August and a maximum decrease of 4,342

followers in June 2022. These figures clearly indicate that Apple's account significantly outperforms Samsung Mobile US in attracting and retaining followers on Twitter. This underscores the crucial importance of a well-devised follower engagement strategy and the account's interaction with its audience in ensuring the successful execution of marketing campaigns on social media platforms.

Figure 2: Number of Interactions

Source: (emplifi, 2022, p. 04)

Table 2: Number of Interactions

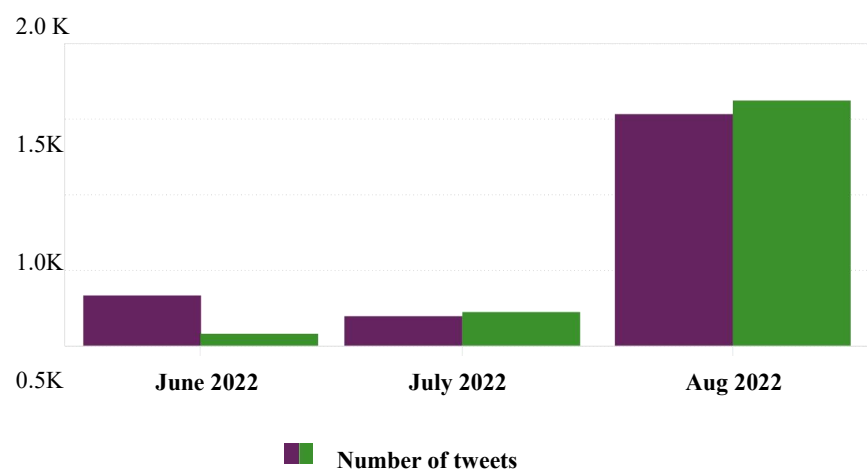| Brand	Average per Month	Min	Max	Likes	Replies	Retweets
Apple	654,860.67	480,274 (June 2022)	981,981 (August 2022)	91.41%	2.95%	5.64%
Samsung Mobile US	57,353.67	2,317 (June 2022)	155,818 (August 2022)	76.68%	2.01%	21.31%

Source: (emplifi, 2022, p. 04)

The table above, which illustrates the number of interactions on Twitter, clearly shows that the Apple account significantly outperforms the Samsung Mobile US account in terms of marketing interactions on the platform. With a monthly average of approximately 654,860.67 interactions for the Apple account, compared to a monthly average of approximately 57,353.67 interactions for the Samsung Mobile US account, it is evident that Apple achieves far superior performance.

When analysing the distribution of interactions, it becomes apparent that likes constitute approximately 91.41% of the total interactions for Apple, compared to 76.68% for Samsung Mobile US. This suggests that the content shared by the Apple account generates greater interest and satisfaction among followers than that of Samsung Mobile US. Furthermore, the data indicates that Apple's account achieves a response rate of 2.95% and a lower retweet rate of 5.64%, while Samsung Mobile US has a response rate of 2.01% and a significantly higher

retweet rate of 21.31%. This could imply that the audience is more inclined to share and react to content from Samsung Mobile US compared to that from Apple.

Overall, it can be concluded that the Apple account enjoys widespread popularity and high levels of engagement on Twitter, reflecting the effectiveness of its marketing strategy and its ability to capture and maintain the audience's attention and interaction.

Figure 3: Average interactions per Tweet

Number of tweets

Source: (emplifi, 2022, p. 02)

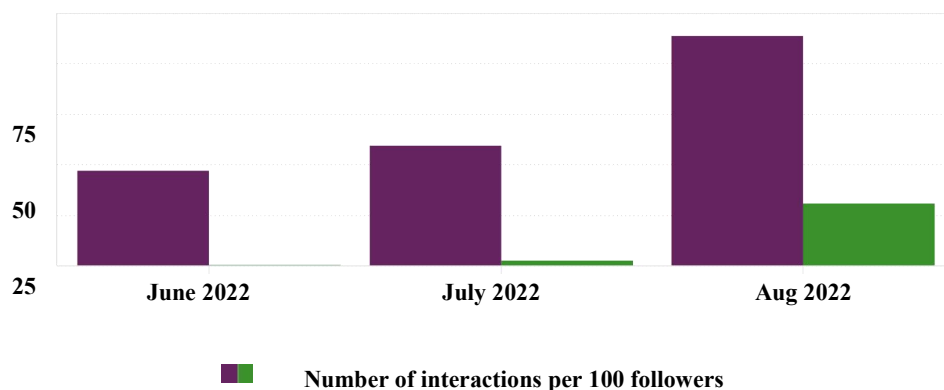| Brand	Average interaction per Tweet	Max	Min
Apple201	429	5 k Aug 2022	201 Jul **2022**
SamsungMobileUS	930	1,6k Aug 2022	83 Jun **2022**

Table 3: Average interactions per Tweet

Based on the comprehensive data presented in the table above, which meticulously outlines the interactions per tweet during the extended period from June 2020 to August 2022, a significant and noteworthy difference in the average interactions per tweet between Apple and Samsung Mobile US can be clearly observed, particularly during the months of June and July 2022.

For Apple, the average interactions per tweet in July 2022 ranged between 201 and 429 interactions, ultimately reaching a peak in August with 1.5k interactions. This trend indicates a strong and consistent performance in terms of user engagement with the content published on Twitter. Such robust performance may have been driven by a combination of successful marketing campaigns and the timely release of significant new products during that month. In

contrast, the average interactions per tweet for Samsung Mobile US in August 2022 ranged between 83 and 930 interactions, also peaking in August at 1.6k interactions. This substantial difference in average interactions could reflect variations in the effectiveness of marketing campaigns or the overall quality and appeal of the content posted. Audience engagement can be influenced by several critical factors, such as the inherent appeal of the content or the relevance of current issues related to the brand.

Overall, the detailed analysis indicates that Samsung Mobile US achieved a higher average interaction rate compared to Apple during the specified period. This result may suggest the strength and efficacy of the Samsung brand, as well as its superior ability to capture and sustain the audience's attention on social media platforms.

Figure 4: Number of Interactions per 1000 Followers

■ ■ **Number of interactions per 100 followers**
Source: (emplifi, 2022, p. 03)

Table 4: Engagement Per Tweet Analysis

Brand	Engagement Per Tweet (Average)	Min	Max	Engagement Per 1,000 Followers
Apple	0.05	47.16 (June 2022)	113.86 (August 2022)	220.36
Samsung Mobile US	0.18	0.37 (June 2022)	30.75 (August 2022)	33.86

Source: (emplifi, 2022, p. 03)

The table above, which clearly delineates the number of interactions per 1,000 followers on Twitter, highlights a significant disparity in the performance of marketing campaigns on the platform between the Apple account and the Samsung Mobile US account. Initially, it is evident that Apple's Twitter account achieves an average of 0.05 interactions per tweet for every 1,000 followers. The lowest interaction rate was recorded in June, with 47.16 interactions, while the highest rate was achieved in August, with 113.86 interactions. Over the entire period, there were 220.36 interactions per 1,000 followers.

In comparison, the Samsung Mobile US Twitter account averages 0.18 interactions per tweet per 1,000 followers. The lowest interaction rate for Samsung Mobile US was observed in

June 2020, with 0.37 interactions, and the highest was reached in August, with 30.75 interactions. Over the entire period, Samsung Mobile US recorded 33.86 interactions per 1,000 followers.

This substantial difference in performance suggests that Apple's marketing campaigns on Twitter are more effective than those of Samsung Mobile US. Several factors could account for this disparity, including the quality of content, the effectiveness of advertising strategies, and how well the campaigns are targeted to the intended audience. Achieving such performance generally reflects a deep understanding of the audience's needs and preferences and the ability to design advertisements that capture and sustain user interest.

It is crucial for companies to continuously analyse the performance data of their advertising campaigns and adjust their strategies according to the audience's response. This approach aims to maximise interaction and engagement with the target audience, ensuring the most effective communication and connection possible.

Table 5: Answered vs. Unanswered Questions Analysis

Brand	Average Monthly User Questions	Answered Questions	Unanswered Questions	No Response Rate
Apple	1,673,000	0	50,535	0%
Samsung Mobile US	65,200	97	2,650	3.53%

Source: (emplifi, 2022, p. 03)

By analysing the data presented in the table above, which compares the questions answered versus those left unanswered, we observe a clear disparity in the responsiveness of the Apple and Samsung Mobile US Twitter accounts to user inquiries. Initially, it is evident that the average number of monthly user questions directed at Apple's account is approximately 1,673,000, compared to around 65,200 questions per month for the Samsung Mobile US account. This significant difference reflects the level of activity and interest that the Apple account generates compared to Samsung Mobile US on Twitter.

Furthermore, the data indicates that Apple did not respond to any of the questions posed to it, whereas the Samsung Mobile US account managed to respond to 97 questions during the period studied. Additionally, the data reveals that Apple left 50,535 questions unanswered, while Samsung Mobile US left 2,650 questions unanswered during the same period. This demonstrates a marked difference in the level of interaction and responsiveness between the two accounts.

The percentage of unanswered questions stands at 0% for Apple, compared to approximately 3.53% for Samsung Mobile US. This difference suggests that the Samsung Mobile US account is more responsive to user inquiries compared to Apple, as it answers a higher number of questions. The weak interaction from Apple in responding to questions could be attributed to several factors, including the sheer volume of its audience and the level of interest its account attracts on Twitter, or it could be the result of a deliberate strategy to engage with followers in a selective manner.

On the other hand, the higher response rate of the Samsung Mobile US account might be due to a greater emphasis on direct interaction with followers and prompt responses to their needs and inquiries. This approach likely enhances their engagement by focusing on addressing frequently asked questions and concerns related to their products and services, which in turn could strengthen their relationship with followers and contribute to building stronger connections with their audience.

4. Conclusion:

Competitive advertising on social media platforms is an undeniably pivotal element in fortifying brand positioning within the increasingly competitive digital marketplace. By deploying advertising strategies that directly compare a brand's products with those of its competitors, companies can more effectively target their audience and offer clear, direct comparisons. This approach not only elevates consumer awareness and engagement with their products but also fosters a deeper connection with the brand itself. Such positive interactions play a crucial role in solidifying the brand's market position and enhancing its competitive edge within a constantly evolving environment. Through these meticulously crafted strategies, companies are able to achieve distinct differentiation, establish a stronger presence, and reinforce their standing in the minds of consumers. Consequently, this leads to a heightened capacity to achieve both immediate marketing goals and broader strategic objectives, ultimately driving long-term success and market leadership.

Moreover, the impact of competitive advertising extends beyond mere market positioning; it serves as a fundamental tool for gaining insights into consumer behaviour and preferences. This understanding enables brands to anticipate market trends and adapt swiftly, an essential capability in maintaining relevance in a market where consumer demands are continuously evolving. By consistently engaging with their audience through competitive advertising, brands not only secure their current market position but also lay the foundation for sustained growth and innovation in the future.

Recommendations:

In light of the comprehensive analysis and findings of this study, the following recommendations are proposed to enhance the efficacy of competitive advertising strategies:

- **Create Visually Compelling Content:** It is crucial to publish advertising content that is not only attractive but also visually compelling. Such content should swiftly capture the attention of customers and highlight the brand's distinctive strengths, ensuring it stands out in an increasingly crowded digital landscape.

- **Utilise In-Depth Analytics:** Leverage the extensive analytical data available through social media platforms to gain a deeper understanding of consumer behaviours and preferences. Data-driven insights can help identify subtle behavioural patterns and guide advertising campaigns with greater precision, ensuring they resonate more effectively with the target audience.

- **Enhance Engagement through Prompt Interaction:** Intensify engagement with followers on social media platforms by responding promptly to inquiries and actively participating in relevant public conversations. This active engagement not only builds

stronger relationships with the audience but also fosters a sense of community and enhances customer loyalty to the brand.

- **Deliver Value-Added Content:** It is important to provide advertising content that transcends mere product promotion. This can include offering practical tips, insightful advice, and solutions to common customer challenges, thereby enhancing the brand's image as a trusted leader and valuable resource in its industry.

- **Foster Long-Term Customer Relationships:** Advertising campaigns should not only focus on immediate sales but also strive to build enduring relationships with customers. This can be achieved through exclusive offers, loyalty programmes, and personalised experiences that encourage repeat business and strengthen customer loyalty, ultimately leading to sustained revenue growth.

- **Incorporate Advanced AI Technologies**: Employ artificial intelligence in data analysis and the direction of advertising campaigns. AI can deliver more accurately targeted ads and facilitate better engagement with the target audience by predicting trends and optimising content delivery in real time.

- **Emphasise a Holistic User Experience:** Focus competitive advertising on enhancing the overall user experience. This should include emphasising unique product features, ease of use, high quality, and how these elements collectively improve the daily lives of users. Advertising messages should clearly communicate the tangible benefits that the product or service offers, thereby resonating more deeply with consumers and encouraging long-term brand loyalty.

By implementing these recommendations, companies can not only optimise their current advertising strategies but also establish a foundation for sustained success in an increasingly competitive digital environment.

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