



Analysis of Public Perception Of Electronic Advertising Strategies (Case Study Of Samsung Galaxy S24 And Iphone 15 Smartphones)

Nurul Haliza¹, Waizul Qarni², Purnama Ramadani Silalahi³

Universitas Islam Negeri Sumatera Utara, Indonesia

* Correspondence: halizanurul45@gmail.com

ABSTRACT

This study aims to analyze how people perceive electronic advertising strategies, particularly those applied to the Samsung Galaxy S24 and iPhone 15. The research investigates differences in strategic perception that may influence consumer decisions. Using a quantitative approach with purposive sampling and non-probability sampling techniques, data were collected through questionnaires from 140 respondents—70 Samsung Galaxy S24 users and 70 iPhone 15 users. The results show that Message Consistency, Creativity, and Use of Technology significantly affect purchasing decisions, but differ between the two smartphone brands. Samsung Galaxy S24 advertisements are perceived to excel in message consistency and creativity, while iPhone 15 is superior in the use of technology and its influence on purchasing decisions. These findings highlight key strategic elements in digital advertising that shape consumer choices.

Penelitian ini bertujuan untuk menganalisis persepsi masyarakat terhadap strategi periklanan elektronik, khususnya pada produk Samsung Galaxy S24 dan iPhone 15. Penelitian ini mengeksplorasi perbedaan persepsi strategis yang dapat memengaruhi keputusan konsumen. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik nonprobability sampling dan purposive sampling, serta pengumpulan data melalui kuesioner kepada 140 responden—terdiri dari 70 pengguna Samsung Galaxy S24 dan 70 pengguna iPhone 15. Hasil penelitian menunjukkan bahwa Konsistensi Pesan, Kreativitas, dan Penggunaan Teknologi berpengaruh signifikan terhadap keputusan pembelian, namun dengan perbedaan antara kedua merek. Iklan Samsung Galaxy S24 unggul dalam hal konsistensi pesan dan kreativitas, sedangkan iPhone 15 lebih unggul dalam penggunaan teknologi dan dampaknya terhadap keputusan pembelian. Temuan ini menunjukkan elemen strategis utama dalam periklanan digital yang memengaruhi pilihan konsumen.

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1. INTRODUCTION

In the increasingly advanced digital era, the development of information technology has brought about major changes in the way people interact with the world, especially in terms of communication and access to information. One of the most important innovations in recent decades has been the emergence of smartphones which have now become a primary necessity for many as Samsung and Apple continue to innovate to meet and exceed consumer expectations. The launch of the Samsung Galaxy S24 and iPhone 15 is a clear example of the ongoing efforts of these two companies to maintain their position in a highly competitive market (Sudirjo et al., 2018) . Marketing is a social management process that helps people and organizations get what they need and want through the creation, provision, and exchange of valuable goods through the creation, provision, and exchange of valuable goods (Sofiah et al., 2023) . The main objective of marketing is to influence consumer perceptions and behavior to arouse their interest in buying the goods or services provided (Nasution & Nurbaiti, 2023) . Consumer behavior has a direct impact on the products that consumers decide to buy (Rambe et al., 2021) . Samsung Galaxy S24 and iPhone 15 are two recent products from each company that have launched aggressive and innovative advertising campaigns. Samsung, with its approach that often highlights technical features and product innovation, seeks to appeal to consumers who prioritize specifications and performance (Moloku et al., 2019) .

Strategy is defined as a plan or method to achieve advertising objectives. Several strategies are formulated in advertising planning to achieve the desired goals. Advertising can be defined as all forms of activities to present and promote ideas, goods, or services (Syah et al., 2021) . The specific purpose of advertising is to communicate and raise awareness to the public (Olivia & Hati, 2021) . Advertising gives a distinct identity to the product and contributes to the success of the brand. It is the perception of the product in the minds of consumers through advertising that increases its sales. When formulating a strategy, Situational Factors should also be considered. These include, competition, price, distribution channel position and intermediary motivation. These factors provide clues about the long-term/short-term goals that should be considered (Kim & Ko, 2013) .

People's perceptions of electronic advertising are shaped by various factors, such as message consistency, creativity and the use of technology. In the context of the Samsung Galaxy S24 and iPhone 15, their advertising strategies often involve compelling visual elements, emotional narratives and advanced technologies such as augmented reality (AR) or virtual reality (VR). These factors influence how consumers perceive, assess and respond to the ads they see. A positive perception of advertising can increase brand awareness, build loyalty and ultimately drive purchase decisions. The Samsung Galaxy S24 often highlights its cutting-edge technology and innovative features such as advanced cameras, powerful performance and seamless connectivity. Meanwhile, Apple's iPhone 15 is known for its strong ecosystem integration, elegant design, and intuitive and consistent user experience (Radakovic, 2014) .

This research aims to analyze how the public perceives the electronic advertising strategies of the Samsung Galaxy S24 and the iPhone 15. This analysis includes elements such as consistency of messages delivered across different media, creativity in delivery, and relevance of the ads to consumer needs. By comparing people's perceptions of these two

brands, this research will identify the key elements of any successful advertising campaign, as well as reveal the strategic differences that might influence consumers' choice in choosing between Samsung and Apple.

2. METHODS

This study uses quantitative research methods with the type of research, namely comparative research. The sample used in this study were 140 respondents who were divided into 70 respondents of the Samsung Galaxy S24 Smartphone and 70 respondents of the iPhone 15. In this study there is variable Y (Purchase Decision) which is influenced by variables X1 (Message Consistency), X2 (Creativity), X3 (Use of Technology). The data analysis technique uses validity test, reliability test and paired sample T-test. The results of this analysis are expected to provide insight into the advantages and disadvantages of the advertising strategies of the two companies.

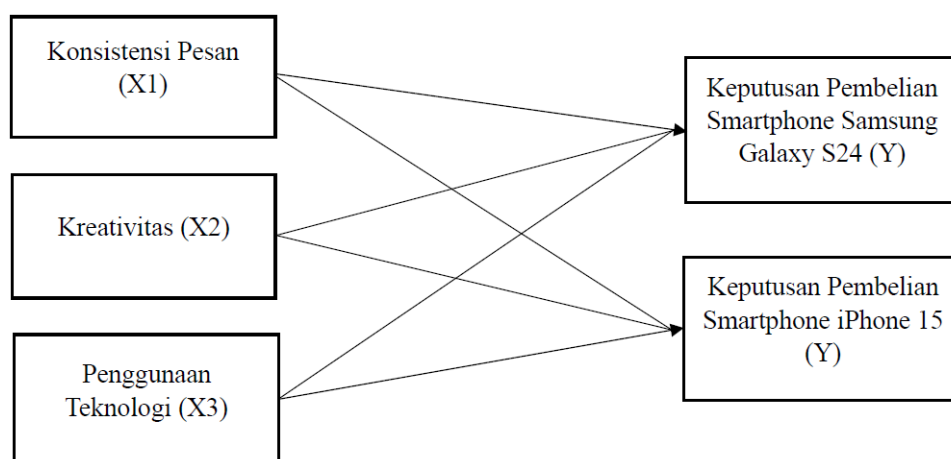


Figure 1 Research Model

Hypothesis 1: Message Consistency (X1), Creativity (X2), and Use of Technology (X3) are partially different from the Purchasing Decision (Y) of the Samsung Galaxy S24 Smartphone.

Hypothesis 2: Message Consistency (X1), Creativity (X2), and Use of Technology (X3) are partially different from the Purchase Decision (Y) of the iPhone 15 Smartphone.

3. RESULTS AND DISCUSSION

Data Quality Test

This study conducted validity and reliability tests to measure the consistency of the questionnaire instrument. The test in this study was conducted with 140 samples which were divided into 70 respondents of the Samsung Galaxy S24 Smartphone and 70 respondents of the iPhone 15 Smartphone. Then proceed with the paired simple t-test test which is used to test the difference between two paired samples on the same subject.

Table 1. Validation Test Results

Variables	Statement Item	r Count		r Table	Description
		Samsung	iPhone		
Message Consistency (X1)	X1.1A	0.686	0.656	0.235	Valid
	X1.2A	0.711	0.708		Valid
	X1.3A	0.658	0.605		Valid
	X1.4A	0.763	0.682		Valid
	X1.5A	0.732	0.617		Valid
Creativity (X2)	X2.1A	0.607	0.440	0.235	Valid
	X2.2A	0.731	0.548		Valid
	X2.3A	0.587	0.521		Valid
	X2.4A	0.750	0.499		Valid
	X2.5A	0.602	0.437		Valid
Use of Technology (X3)	X4.1A	0.550	0.496	0.235	Valid
	X4.2A	0.629	0.691		Valid
	X4.3A	0.537	0.336		Valid
	X4.4A	0.664	0.315		Valid
	X4.5A	0.570	0.315		Valid
Purchase Decision (Y)	Y1A	0.517	0.517	0.235	Valid
	Y2A	0.538	0.538		Valid
	Y3A	0.602	0.602		Valid
	Y4A	0.729	0.729		Valid
	Y5A	0.534	0.534		Valid

The results of the validity test on each variable in this study indicate that each statement item has a rcount value greater than the rtable, namely 0.235 ($r_{count} > r_{table}$). So it can be concluded that in the variable message consistency (x1), creativity (x2), use of technology (x3) and purchasing decisions (y) on the samsung galaxy s24 and iphone 15 all statement items used in this study are declared valid.

The results of the reliability test of this study can be seen in the following table.

Table 2. Reliability Test Results

Research Variables	Conbrach's Alpha		Results
	Samsung Galaxy S24	iPhone 15	
Message Consistency (X1)	0.753	0.703	Reliable
Creativity (X2)	0.708	0.742	Reliable
Use of Technology (X3)	0.648	0.694	Reliable
Purchase Decision (Y)	0.644	0.644	Reliable

Based on the table above, it can be seen that the reliability test results show the variables of Message Consistency (X1), Creativity (X2), Use of Technology (X3) and Purchasing Decisions (Y) on the Samsung Galaxy S24 and iPhone 15 obtained a Cronbach's alpha value ≥ 0.60 . So it can be concluded that all variables are reliable (feasible).

The *t*-test is used to test the average difference between two related samples, to measure this test a *paired sample t-test* tool is used (Ghozali, 2020). The *t*-test in this study was used to determine differences in message consistency, creativity, targeting and segmentation, technology use and purchasing decisions on the Samsung Galaxy S24 and iPhone 15 using a significance level of 5%. The results of the *t*-test in this study can be seen in the description below:

The results of the message consistency *t*-test in this study can be explained as follows:

Table 3. Message Consistency Paired Samples Test				
	Mean	N	Std. Deviation	Std. Error Mean
Consistent Message Samsung Galaxy S24	17.2429	70	2.31213	.27635
Pair Consistent iPhone 15 Message	17.0571	70	2.13247	.25488
1 Consistent Message Samsung Galaxy S24 - Consistent Message iPhone 15	Sig. (2-tailed): 0.001			

Based on the results of the *t*-test, the sig. (2-tailed) of 0.001 is smaller than 0.05 (0.001 < 0.05). So it can be concluded that there is a significant difference in message consistency between Samsung Galaxy S24 and iPhone 15.

Meanwhile, based on the different test results of the average value of message consistency between Samsung Galaxy S24 and iPhone 15, it is known that the consistency of Samsung Galaxy S24 messages is higher than the consistency of iPhone 15 messages.

The results of the creativity *t*-test in this study can be explained as follows:

Table 4. Mean Creativity Test				
	Mean	N	Std. Deviation	Std. Error Mean
Samsung Galaxy S24 Creativity	17.7286	70	3.60724	.43115
Pair iPhone 15 Creativity	17.0286	70	3.48068	.41602
2 Samsung Galaxy S24 Creativity - iPhone 15 Creativity	Sig. (2-tailed): 0.022			

Based on the results of the *t*-test, the sig. (2-tailed) of 0.022 is smaller than 0.05 (0.022 < 0.05). So it can be concluded that there is a significant difference in creativity between Samsung Galaxy S24 and iPhone 15.

Meanwhile, based on the results of the difference test of the average value of creativity between Samsung Galaxy S24 and iPhone 15, it is known that the creativity of Samsung Galaxy S24 is higher than the creativity of iPhone 15.

The results of the differential test of technology use in this study can be explained as follows:

Table 5. Test of Differences in Average Value of Technology Use

		Mean	N	Std. Deviation	Std. Error Mean
	Samsung Galaxy S24 Technology Usage	17.2286	70	2.93984	.35138
Pair	Use of iPhone Technology 15	19.1286	70	2.43716	.29130
4	Samsung Galaxy S24 Technology Usage - iPhone 15 Technology Usage	Sig. (2-tailed): 0.000			

Based on the results of the t-test, the sig. (2-tailed) of 0.000 is smaller than 0.05 (0.000 < 0.05). So it can be concluded that there is a significant difference in technology use between Samsung Galaxy S24 and iPhone 15.

Meanwhile, based on the results of the test of the difference in the average value of technology use between Samsung Galaxy S24 and iPhone 15, it is known that the use of iPhone 15 technology is higher than the use of Samsung Galaxy S24 technology.

The results of the differential test for purchasing decisions in this study can be explained, namely as follows:

Table 6. Test of Differences in Average Purchasing Decisions

		Mean	N	Std. Deviation	Std. Error Mean
	Samsung Galaxy S24 Purchase Decision	17.3000	70	3.08972	.36929
	iPhone Purchase Decision 15	18.1286	70	2.21275	.26447
Pair	Samsung Galaxy S24 Purchase Decision - iPhone 15 Purchase Decision	Sig. (2-tailed): 0.033			
5					

Based on the results of the t-test, the sig. (2-tailed) of 0.033 is smaller than 0.05 (0.033 < 0.05). So it can be concluded that there is a significant difference in purchasing decisions between the Samsung Galaxy S24 and the iPhone 15. Meanwhile, based on the results of the test of the difference in the average value of purchasing decisions between the Samsung Galaxy S24 and the iPhone 15, it is known that the iPhone 15 purchasing decision is higher than the Samsung Galaxy S24 purchasing decision.

Comparative Analysis of Message Consistency Between Samsung Galaxy S24 Smartphone and iPhone 15

On message consistency, it shows the difference between the consistency of the message between the Samsung Galaxy S24 and the iPhone 15. Then based on the analysis of the average difference test of the Samsung Galaxy S24 message consistency of 17.2429, while the average difference test of the iPhone 15 message consistency is 17.0571. The average difference shows that consumers are more interested in message consistency of the Samsung Galaxy S24 compared to the iPhone 15. This finding shows that the Samsung Galaxy S24 is more successful in delivering clear messages and aligning with consumer expectations compared to the iPhone 15, where the consistency of the Samsung Galaxy S24 message is

often focused on advanced technology, flexibility, and innovation. Samsung also emphasizes their phone's ability to support fast-paced lifestyles with features such as high-resolution cameras and strong AI technology integration, whereas iPhone 15 emphasizes message consistency in terms of simplicity, premium aesthetics, and Apple's interconnected product ecosystem. People often view iPhone ads as a symbol of modern luxury with emotional narratives and clean visual aesthetics. The results of this study are in line with research conducted by Becker & Gijsenberg, (2023) which states that consistency and similarity of advertising content affect sales or purchasing decisions, especially with regard to long-term cumulative sales.

Comparative Analysis of Creativity Between Samsung Galaxy S24 Smartphone and iPhone 15

Then based on the analysis of the mean difference test of Samsung Galaxy S24 creativity of 17.7286, while the mean difference test of iPhone 15 creativity is 17.0286. The average difference shows that the creativity approach used by Samsung Galaxy S24 is more effective in attracting consumer attention compared to the iPhone 15. This also indicates that Samsung Galaxy S24's creativity often utilizes dynamic and futuristic visual elements in its advertisements. For example, Samsung often shows simulations of features such as the super zoom camera and processor performance in everyday contexts that are relevant to young and professional users. Meanwhile, creativity in iPhone ads focuses more on simplicity and emotional narratives that often use strong storytelling and people see iPhone ads as visual works of art, with minimalist use of color, cinematic composition, and heartfelt music. This is also due to consumers who like a simple yet elegant look tend to be more attracted to unobtrusive camera designs such as the Galaxy S24's and also provide a more comfortable usage experience compared to the iPhone 15's more prominent large camera design. Research Carlina & Ekowati, (2022) conveyed that creativity is the accumulation of company ideas which include ideas that differentiate their products from other company products and are able to present something new that is not found in other products. In other words, the form of packaging is very important. Research Serly & Batlajery, (2023) products that want to be recognized by consumers must have good and attractive packaging, making it easier to promote and convey information about the products offered.

Comparative Analysis of Technology Usage Between Samsung Galaxy S24 Smartphone and iPhone 15

Then based on the use of technology, it shows that there is a difference in the use of technology between the Samsung Galaxy S24 and the iPhone 15. Then based on the difference test analysis, the average use of iPhone 15 technology is 19.1286, while the average difference test for the use of Samsung Galaxy S24 technology is 17.2286. The average difference shows that the use of technology is higher on the iPhone 15 compared to the Samsung Galaxy S24. This is because iPhone 15 uses technology in their ads to create an immersive and emotional visual experience. Apple often integrates virtual reality (VR) elements in their product launches, giving consumers the opportunity to "experience" iPhone features virtually before buying it. In addition, the use of advanced camera technology to film the iPhone ads themselves adds an authentic touch that audiences love, while Samsung Galaxy S24 is known for utilizing technologies such as augmented reality (AR) and 3D animation in their ads. For example, Samsung often displays interactive simulations of flagship features such as the optical zoom camera that consumers can use virtually through AR apps. This approach creates the impression that Samsung is an innovative and futuristic

brand, with a focus on technology that can be directly felt by consumers. In line with research conducted by Almeida et al, (2021) consumers in Portugal show Apple consumer respondents are more loyal to the brand than Samsung consumers. Apple users more often have more than one brand product, compared to Samsung users. Respondents tend to prefer Apple devices over Samsung due to the superior use of technology on Apple devices

Comparative Analysis of Purchasing Decisions Between Samsung Galaxy S24 Smartphone and iPhone 15

Then based on the analysis of the average difference test of the iPhone 15 purchasing decision of 18.1286, while the average difference test of the Samsung Galaxy S24 purchasing decision was 17.3000. The average difference shows that consumers tend to prefer the iPhone 15 as the main choice, where the iPhone 15 advertisement is superior in building emotional connections through storytelling and aesthetics, while Samsung attracts consumers who focus on specifications and technological innovation. This is also due to Apple having a strong ecosystem, such as iOS, iCloud, MacBook, and Apple Watch, which are seamlessly integrated with each other. Users who are already in this ecosystem tend to remain loyal iPhone buyers. While Android is getting better, some consumers still find iOS easier to understand and use without requiring much customization. In addition, the iPhone is a symbol of advanced technology and luxury. Many people buy iPhones not only for the features, but also for the status attached to the Apple brand and many consumers, especially the younger generation, buy iPhones because of the influence of influencers who recommend Apple devices, especially the iPhone 15 series. Both strategies have their strengths, but Apple has succeeded in utilizing electronic advertising to create a deeper premium impression and also a better user experience offered by the iPhone 15, thus influencing consumer purchasing decisions. Based on research Utami, (2024) shows that there are differences in purchasing decisions. Purchasing decisions that have previously been made by consumers will have an impact on future repurchases, this means that purchasing decisions have a significant influence on repurchases.

4. Conclusion

This study reveals that public perception of electronic advertising strategies differs significantly between Samsung Galaxy S24 and iPhone 15 smartphones. Samsung's advertisements are perceived to be superior in terms of message consistency and creativity, while iPhone 15 excels in technological integration and its influence on purchasing decisions. These findings highlight the importance of aligning advertising content with consumer expectations and preferences. Furthermore, the results emphasize that strategic elements such as consistent messaging, creative presentation, and innovative use of technology play a crucial role in shaping consumer behavior. Therefore, companies must carefully tailor their advertising approaches to effectively capture attention, build emotional connection, and ultimately drive purchase intent in an increasingly competitive digital marketplace.

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