

AN ASSESSMENT OF MOBILE MARKETING AND ITS EFFECT OF BRAND AWARENESS IN QUICK SERVICE RESTAURANTS IN BAYELSA STATE.

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ABSRATCT

The study is an assessment of the effect of mobile marketing on brand awareness in quick service restaurants in Bayelsa state. This study is crucial because of the intense competition that exist among the several restaurants in Nigeria generally, and Bayelsa specifically. Adopting a cross sectional research method, the primary study surveyed selected customers in some of the quick service restaurants that are prominent in the state of Bayelsa. Data was collected using a structured questionnaire that was distributed to the chosen target population and the study revealed that there is a strong and positive relationship that exists between mobile marketing and brand awareness. Similarly, the study revealed that the variables of both the independent variables and the dependent variable. Using inferential statistics to test the stated hypotheses, the study recommended that Managers of quick-service restaurants should invest in developing and promoting mobile applications to effectively reach and engage with their target audience. Also, Management of quick-service restaurants should allocate resources towards developing and implementing effective social media marketing strategies to maximize their brand awareness and ultimately drive customer engagement and loyalty.

Key words: Mobile Marketing, Brand Awareness, Social Media Marketing, Mobile Application, Brand Recognition, Email Marketing.

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INTRODUCTION

Brand awareness is foundational to a company's market presence and its ability to build a lasting connection with consumers. It plays a vital role in how consumers perceive, recognize, and recall a brand, and directly influences their purchasing behaviors. High levels of brand awareness contribute to brand equity, which is often achieved by consistent and targeted marketing efforts that foster a strong brand image in consumers' minds (Aaker & Biel, 2020). Moreover, brand awareness has become increasingly important in a competitive marketplace where consumers have numerous choices.

When consumers face similar product offerings, they often turn to brands they recognize and trust, underscoring the value of brand awareness in consumer decision-making processes (Keller & Swaminathan, 2021). In this digital age, consumer decision-making has become more dynamic, influenced by instant access to information, reviews, and competitor insights. As a result, brands strive not only to be recognizable but also to create a compelling brand image that resonates with consumers on a personal level, ultimately guiding their purchasing decisions. Thus, the focus on building strong brand awareness aligns with the need to capture consumer attention amid intense

marketing competitiveness, where brands must constantly innovate to maintain relevance and visibility (Kotler et al., 2022).

Banabo (2024) opined that as competition intensifies across industries, brands are increasingly adopting digital marketing tools to strengthen their presence and enhance consumer engagement. The evolution of digital marketing channels has transformed how brands connect with consumers, with mobile marketing emerging as a powerful medium for fostering brand awareness (Shankar et al., 2020). Among the various digital strategies, mobile applications have proven particularly effective, as they enable companies to establish direct and personalized connections with their audiences. Through mobile apps, brands can create immersive experiences, deliver tailored content, and enhance customer loyalty, all of which contribute to heightened brand awareness (Smith & Zook, 2021). The seamless accessibility offered by mobile apps means that consumers can engage with brands on-the-go, making these applications integral to contemporary brand strategies, the proliferation of smartphones has expanded the scope of mobile application marketing, allowing brands to leverage push notifications, in-app messages, and personalized recommendations to maintain a continuous presence in consumers' lives (Grewal et al., 2019 and Banabo, 2024).

Mobile applications, social media platforms have become essential in building brand awareness. Social media marketing enables brands to reach a broad audience while fostering a sense of community and brand loyalty. Platforms like Instagram, Facebook, and Twitter allow brands to engage in two-way communication with consumers, encouraging interactions that build trust and brand attachment. Social media marketing is particularly effective in creating viral content, which can exponentially increase brand visibility and awareness (Kaplan & Haenlein, 2020). Furthermore, social media analytics offer insights into consumer preferences and behaviors, enabling brands to refine their strategies and target their messages more effectively. The interactive nature of social media aligns well with the expectations of modern consumers who seek brands that are responsive and relatable, enhancing the brand's ability to stand out in a crowded marketplace (Phua et al., 2018).

There are limited studies that have been conducted on mobile marketing and how it relates to brand awareness. Most existing studies focus on how mobile marketing relates to consumers' purchase decisions, brand awareness, and customer loyalty, among others. Some of these studies include those of Hanaysha (2022), which investigated the impact of social media marketing features on consumers' purchase decisions in the fast-food industry: brand trust as a mediator, Ahmad and Guerrero (2020) investigated the influence of social media on brand awareness in a study of small businesses, and Gaughan (2012) investigated mobile marketing as a tool for building customer loyalty. The foregoing studies show there is limited research on the subject matter currently investigated, and as such, there is a need for further research to bridge the knowledge gap. Specifically, this study investigates the relationship between mobile marketing and brand awareness in quick service restaurants in Bayelsa State.

STATEMENT OF THE PROBLEM

In the highly competitive quick-service restaurant (QSR) industry, brand awareness is a critical factor influencing consumer choices. Brand awareness encompasses a consumer's ability to recognize or recall a brand, and it lays the foundation for brand loyalty and purchasing decisions (Keller, 2022). In a market inundated with options, consumers often turn to brands they recognize and trust. However, in recent years, building and sustaining brand awareness has become increasingly challenging, as QSR brands are not only competing with one another but also contending with other food-service models, such as meal delivery services and cloud kitchens, which have rapidly gained traction (Chaffey & Ellis-Chadwick, 2023). Consequently, the need for QSR brands to maintain visibility and stay top-of-mind for consumers has intensified, making effective brand awareness strategies essential.

Traditional methods for building brand awareness, including mass media advertising, in-store promotions, and event sponsorship, have become less effective as consumer attention shifts to digital platforms. Studies indicate that consumers are increasingly influenced by digital channels, especially on mobile devices, where they interact with brands on social media, read reviews, and access various mobile marketing messages (Kaplan, Haenlein, & Schoder, 2022). For QSRs, this shift means that visibility and brand engagement need to be adapted to a digital-first approach that meets consumers where they are most active. However, despite the rapid digital transformation, many QSRs have struggled to integrate these channels effectively into their brand awareness strategies, thereby limiting their potential to reach and engage their target audience.

The limitations of traditional advertising methods are exacerbated by changing consumer preferences for instant and personalized interactions. Consumers today expect brands to engage with them on a personal level, providing relevant content that aligns with their preferences and past interactions (Taylor et al., 2023). This expectation is particularly relevant in the QSR industry, where consumers make frequent, often impulsive purchasing decisions. Research suggests that personalized engagement through mobile marketing channels—such as SMS, email, and social media—has the potential to foster stronger brand connections and enhance consumer recall (Smith & Zook, 2022). Nevertheless, QSRs face challenges in adopting these tools effectively, as a lack of expertise, resources, and cohesive strategies can hinder the impact of mobile marketing efforts on brand awareness. Based on this envisaged potential, this study investigates the relationship between mobile marketing and brand awareness in quick-service restaurants in Bayelsa State.

OBJECTIVES OF THE STUDY

The aim of this study was to investigate the relationship between mobile marketing and brand awareness in quick service restaurants in Bayelsa State. Specifically, the objectives of the study were to:

1. Examine the extent to which mobile applications marketing influence brand recognition of quick-service restaurants in Yenagoa, Bayelsa State
2. Ascertain the extent to which social media marketing influence brand recognition of quick-service restaurants in Yenagoa, Bayelsa State
3. Examine the extent to which email marketing influence brand recognition of quick-service restaurants in Yenagoa, Bayelsa State
4. Ascertain the extent to which short-message service marketing influence brand recognition of quick-service restaurants in Yenagoa, Bayelsa State.

RESEARCH QUESTIONS

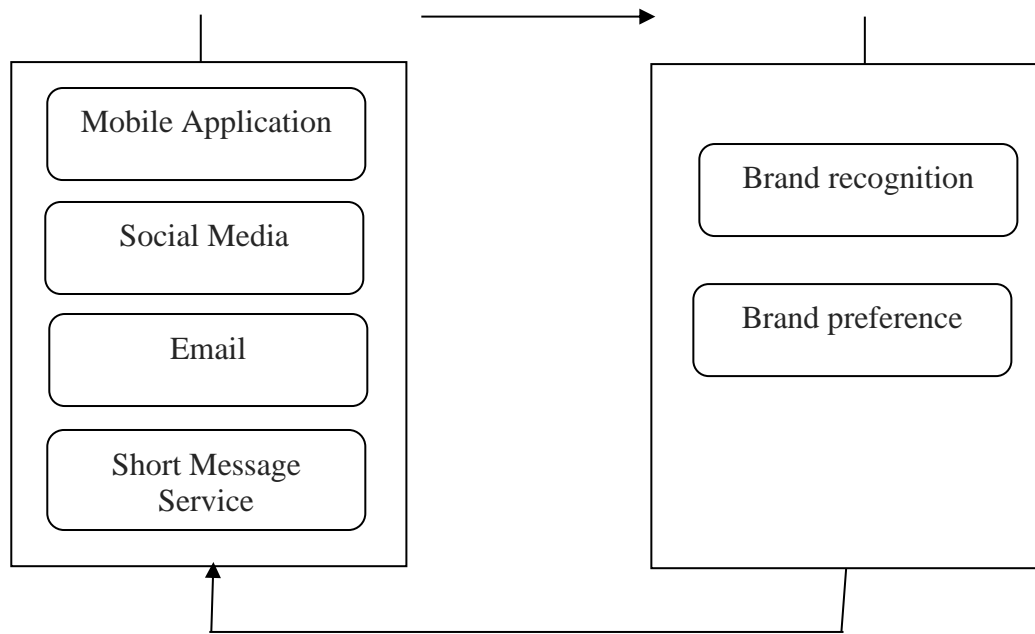
1. What is the relationship between mobile applications marketing and brand recognition of quick-service restaurants in Yenagoa, Bayelsa State
2. How does social media marketing relate with brand recognition of quick-service restaurants in Yenagoa, Bayelsa State
3. What is the relationship between email marketing and brand recognition of quick-service restaurants in Yenagoa, Bayelsa State
4. How Does short-message service marketing and brand recognition of quick-service restaurants in Yenagoa, Bayelsa State

RESEARCH HYPOTHESES

The research was guided by the following null hypotheses:

1. There is no significant relationship between mobile applications marketing and brand recognition of quick-service restaurants in Yenagoa, Bayelsa State
2. There is no significant relationship between social media marketing and brand recognition of quick-service restaurants in Yenagoa, Bayelsa State

3. There is no significant relationship between email marketing and brand recognition of quick-service restaurants in Yenagoa, Bayelsa State
4. There is no significant relationship between short-message service marketing and brand recognition of quick-service restaurants in Yenagoa, Bayelsa State



Sources: Adapted from Namazi (2011), and Eneizan et al. (2019).

Figure 2.1: Conceptual Framework of the relationship between mobile marketing and brand awareness in quick service restaurants in Bayelsa State

Mobile Marketing

Mobile marketing refers to the practice of marketing using a mobile device, such as a smartphone, either on or with it. Mobile marketing has the ability to offer customers personalized information that is both time and location-sensitive, effectively promoting goods, services, and ideas. As stated by Altuna and Konuk (2009) and Plavini and Durgesh (2011), mobile marketing is defined as the utilization of wireless technology to deliver comprehensive information about a product or service directly to targeted consumers. For operators of QSR (quick-service restaurants), mobile marketing can be a powerful tool to drive customer engagement and increase sales. By leveraging the capabilities of mobile devices, QSR operators can send targeted promotions, loyalty rewards, and real-time updates to customers, enhancing their overall dining experience. Additionally, mobile marketing allows QSR operators to gather valuable data on customer preferences and behavior, enabling them to tailor their offerings and marketing strategies for maximum effectiveness.

Brand Awareness

According to Keller (2003), brand awareness encompasses the evaluation and awareness of a brand. He continued by stating that brand evaluation is the ability of individuals to remember a brand in their minds when the product category is revealed. According to his argument, "the significance of brand awareness might increase when product choices are influenced by market conditions". According to Rossiter et al. (2011), the development of brand mentality and the desire to purchase a product are dependent on the establishment of brand awareness. Consequently, brand awareness plays a crucial role in influencing consumer behavior and purchase decisions. When consumers are aware of a brand, they are more likely to consider it as an option when making a purchase. This

highlights the importance of effective marketing strategies and brand communication in creating and maintaining brand awareness.

Mobile Application Marketing

A mobile application refers to a type of software that is utilised on a mobile device. Various application stores provide a wide range of applications, including games, entertainment options, and informative applications. Frequently, mobile applications tend to be less resource-intensive compared to their counterparts on computers or other devices. As a result, these applications typically focus on providing a single specific function, such as a music streaming service or a location-based service. Mobile applications utilise the device's available features, such as location services, camera functionality, and contact integration, to provide enhanced services to the user (Hackett, 2015). A mobile application – generally referred to as APP – is a computerized software that is designed to be used using a smartphone or a tablet. Those applications are normally used to get the same service that can be reached by using them on PCs. The idea of mobile applications is now becoming more and more apparent given that the number of people using smartphones is increasing daily (King and Raja, 2012).

Social Media Marketing

Marketing using social media platforms to promote products, services, or brands is known as social media marketing (Smith & Zook, 2022). It involves creating and sharing content on social media networks such as Facebook, Instagram, Twitter, and LinkedIn to engage with the target audience and drive traffic to a website or online store. Matsatsinis and Samaras (2010), explained that social media marketing allows businesses to reach a wider audience, build brand awareness, and connect with customers on a more personal level. It also provides valuable insights through analytics and data tracking, helping businesses optimize their marketing strategies for better results. Previously, a study focused on marketing strategies through social media revealed that the key to success lies in building robust relationships with clients. Using online platforms is considered a modern way to advertise and connect with large audiences (Pandey et al., 2018; Wang et al., 2019; McClure & Seock, 2020).

Email Marketing

Marketing using email is a highly effective and widely used strategy for businesses to reach their target audience. It involves sending promotional messages, updates and offers directly to a person's email inbox. This form of marketing allows businesses to build strong relationships with their customers, increase brand awareness, and drive sales. In previous literature, scholars utilized various aspects of social media marketing to demonstrate their influence on consumer purchasing behavior (Alalwan, 2018; Wang et al., 2019). Nonetheless, the present study highlights four unique aspects of social media marketing that contribute to evaluating their direct and indirect impacts on purchase choices through brand trust. The components and characteristics consist of perceived significance, engagement, amusement, and informational value. Hence, the primary focus of this study lies in the comprehensive analysis of how these factors impact consumer buying choices, with brand trust serving as the mediator, all within a unified research framework.

Short Message Service Marketing

Marketing using SMS (Short Message Service) is a form of communication that allows businesses to reach their customers directly through text messages on their mobile phones. It is a highly effective and efficient way to promote products, services, and offers, as it has a high open rate and instant delivery. Additionally, SMS marketing allows businesses to personalize their messages and target specific customer segments, resulting in higher engagement and conversion rates. According to Frolick and Lei-Da (2014), SMS marketing can also provide businesses with valuable data and insights, as it can track customer responses and engagement levels. This data can be used to further

optimize marketing strategies and tailor future campaigns to better meet customer preferences. Furthermore, SMS marketing is cost-effective compared to other forms of advertising, making it a popular choice for businesses of all sizes.

Brand Recognition

Brand recognition refers to the extent to which consumers can identify a particular brand based on its unique attributes without necessarily recalling its name. This concept is crucial as it influences consumers' purchasing decisions, loyalty, and trust toward a brand. In recent studies, brand recognition has emerged as an essential component of brand equity, shaping how brands engage with and retain customers in a highly competitive market (Keller, 2020).

THEORETICAL REVIEW

Theory of Associative Learning

Ivan Pavlov, the Russian physiologist, is widely recognised for his dogs and their contribution to the development of associative learning theory. In his experimental research, Pavlov in 1927, made an interesting observation that the dogs he worked with would start to produce saliva when his assistant, who was responsible for their feeding, entered the room. The associative learning theory states that associative learning occurs when an individual makes a connection between two or more stimuli or events. This theory suggests that through repeated experiences, an individual learns to associate certain stimuli with specific outcomes or responses. This type of learning is often seen in classical conditioning, where a neutral stimulus becomes associated with a naturally occurring stimulus, leading to a learned response (Pavlov, 1927, cited in Till et al., 2008).

The present study investigates the relationship between mobile marketing and brand awareness in quick-service restaurants in Bayelsa State. The implication of the Theory of Associative Learning for this study is that by utilizing mobile marketing strategies, quick-service restaurants can create strong connections between customers and their brands. This can lead to increased brand awareness and ultimately influence customers' brand awareness in Yenagoa, Bayelsa State. Additionally, understanding the cognitive framework of customers and how it can be altered through personal encounters can help marketers develop effective mobile marketing campaigns that resonate with their target audience. Therefore, a brand's mobile marketing efforts in Bayelsa State can be highly effective in building customer loyalty and driving sales. By leveraging mobile technology, quick-service restaurants can reach customers directly and provide personalized experiences, such as exclusive offers and rewards that enhance their overall brand experience. This not only strengthens the bond between customers and the brand but also encourages repeat purchases and positive word-of-mouth recommendations, ultimately leading to increased market share and profitability in Bayelsa State.

EMPIRICAL REVIEW

In a study conducted by Hanaysha (2022), the researcher explored the influence of social media marketing attributes on the purchasing choices of consumers in the fast-food sector, with brand trust acting as a mediator. An online survey of a quantitative nature was carried out to gather crucial data from customers at different fast-food establishments in the UAE. After obtaining the desired responses, the data was subjected to analysis using AMOS 21- structural equation modeling. The results confirmed the significance of brand trust when predicting purchasing decisions. Above all, the findings revealed that the extent of knowledge, perceived significance, and level of involvement all positively influence the choice to complete a transaction. Nevertheless, it has been found that the influence of entertainment on the purchasing decision is not substantial. The results also confirmed that brand trust acts as a mediator in the relationship between two specific elements of social media marketing (interactivity and informativeness) and consumers' purchasing decisions. Theoretically, this research adds to the current collection of academic works by investigating the

impact of brand reliance as an intermediary factor between the four elements of social media advertising and consumer buying choices. It presents new empirical discoveries from the United Arab Emirates, taking into account the scarcity of prior research conducted in the Arab region regarding this subject matter.

Hamilton-Ibama and Horsfall (2022) determined the relationship between brand equity and consumer response in the fast food industry in Port Harcourt, Rivers State, Nigeria. A descriptive survey design was utilized in the study. As of May 2021, there were 65 fast food companies registered with the Rivers State Ministry of Commerce and Industry, Port Harcourt, included in the research sample. The research accepted all the companies as study subjects and utilized Taro Yamane's formula to determine the sample size of 56. The respondents were determined using a straightforward random sampling technique. A total of 168 respondents were included in the sample, consisting of 3 managers (1 marketing manager, 1 sales manager, and 1 supervisor) from each fast food firm. A total of 168 questionnaires were distributed to the participants. Nevertheless, following the thorough examination and purification procedure, only 142 (84.5%) duplicates were deemed satisfactory and appropriate for incorporation into the research. Pearson's Product Moment Correlation Coefficient was utilized to test the hypotheses, with assistance from the Statistical Package for Social Sciences (SPSS) version 25.0. The examination uncovered that there exists a noteworthy correlation between brand recognition and all the metrics of consumer reaction. Additionally, the examination unveiled that there exists a noteworthy correlation between brand affiliation and intention to purchase, while the connection between brand affiliation and brand preference is deemed insignificant within the fast food sector in Port Harcourt, Rivers State, Nigeria. Somsiriwatthana (2021) investigated the effectiveness of email marketing on purchasing intention. The respondents in this research consist of people who got email marketing from any brands and check their behaviour when they read, click, or do any activities on their email marketing. In this research, the quantitative research technique has been used. The data has been obtained via an online platform by questionnaire survey shared on social media with convenience sampling and time constrain. The data has been analyzed by SPSS software to find the descriptive and regression analysis results. The result shows the relationship among the variables. As a result of this study's analysis, the purchasing intention of email marketing is still influential on factors of customer awareness and customer engagement. In addition, the most apparent effect is seen on the customers' awareness. Furthermore, this study found that the customers' awareness also significantly affects customers' engagement. Lastly, in this study, although the customer's awareness and engagement significantly affect the purchasing intention, customer awareness and engagement on email marketing were still challenging to create.

Ahmad and Guerrero (2020) investigated the influence of social media on brand awareness in a study of small businesses. This research study employs a qualitative method, drawing from the hermeneutic research tradition. Semi-structured interviews were conducted with ten small business owners from various parts of the world. The researchers adopted an inductive approach to achieve their desired objective. A thematic analysis was conducted to identify significant themes emerging from the interviews. By engaging with small business owners and examining existing literature, the authors of this study have reached the conclusion that social media marketing has a positive impact on small businesses by enhancing brand awareness. Furthermore, the study sheds light on the role of social media in fostering strong and mutually beneficial relationships between businesses and their customers.

Al-Zyoud (2020) investigated the role of firms's mobile applications in developing brand equity. The population of the study was composed of Jordanian consumers who use smartphone applications. The initial sample consisted of (700) individuals from malls, retail stores and commercial complexes in the Jordanian capital, Amman. The researcher was able to retrieve (520) properly filled questionnaires for analysis. The response rate of the current study reached 74.2% which is a statistically approved rate. Results of the study indicated that mobile applications have a positive

influence on brand equity and they managed to be a strong branding platform for marketers in general. In addition to that, results indicated that among the variables of brand equity, brand awareness was the most influenced by smartphone applications.

METHODOLOGY

The survey design is used for this study. The choice of this design facilitates generation of data through the use of the questionnaire from a large sample for generation.

The study's population is made up of customers of quick service restaurant in Yenagoa, Metropolis six(6) registered quick service restaurant and relying on their paypoint machine data, they have aggregate of 34,682 customers. However, since the customer population is obviously large, and realizing the fact they are not readily available for a survey of this nature, a convenient sample therefore constitute the useable population. The researcher had conveniently surveyed not less than 80 customers daily for a period of one week on each of the quick service restaurant.

The sample size was derived using the Taro Yemen's formula of sampling. The sample comprised customers who patronize QSRs in Bayelsa. It was determined to be 395.

The instrument for data collection was a 36-item self-structured questionnaire titled Mobile Marketing and Brand Awareness and Questionnaire (MMBAQ), which was used as a yardstick for measuring the relationship between mobile marketing and brand awareness in quick service restaurants in Bayelsa State. The questionnaire was divided into two sections: A and B. Section "A" covered the respondent's demographic information, while Section "B" covered the instructions guiding the filing of the instrument and the items of the instrument. Section B was structured into three (3) parts.

Part 1 covered items from the independent variables, which included mobile application, social media marketing, email marketing, and SMS marketing. For each variable, six items were used to elicit responses from participants. Part 2 focused on the dependent variable: brand awareness, consisting six items to elicit responses from participants. Pearson's Product Moment Correlation and regression analysis was used to answer the research questions, as well as test the null hypotheses at the 0.05 significance level.

DATA PRESENTATION

A sample of 395 customers of quick service restaurant in Yenagoa Bayelsa State were distributed a questionnaire. A sum of 316 copies was recovered from the aforementioned quantity. The aforementioned numerical value denotes a comprehensive success rate of 87.1%. Table 4.1 below illustrates the presentation of the information breakdown.

Table 1: Questionnaire Distribution and Collection

No. Distributed	No. Retrieved	Success Rate (%)
395	316	80

Source: Survey Data, 2025.

As indicated in the table above, 80% of the instruments distributed to the Quick-service Restaurants were returned.

Test of Hypotheses

In this section, the hypotheses are tested. The tests are done adopting Spearman's Rank Correlational Coefficient as the inferential analysis with the aid of SPSS

H₀₁: There is no significant relationship between mobile application marketing and brand awareness in quick-service restaurants in Bayelsa State.

Table 2: Correlation outcome on Mobile Application Marketing and Brand Awareness

		Mobile Application Marketing	Brand Awareness
Spearman's rho	Mobile Application Marketing	Correlation Coefficient	1.000
		Sig. (2-tailed)	.578**
		N	316
	Brand Awareness	Correlation Coefficient	.578**
		Sig. (2-tailed)	1.000
		N	316

** . Correlation is significant at the 0.01 level (2-tailed).

The table presents a Spearman's rho correlation analysis between mobile application marketing and brand awareness. The correlation coefficient between mobile application marketing and brand awareness is 0.578, indicating a strong positive correlation. This suggests that as mobile application marketing efforts increase, there is a significant rise in brand awareness. The p-value (Sig. 2-tailed) is 0.000, which is less than 0.01, indicating that the correlation is statistically significant at the 0.01 level. This confirms that the relationship is not due to random chance. The sample size (N) for both variables is 316, supporting the reliability of the analysis. Overall, the results demonstrate that effective mobile application marketing is strongly associated with increased brand awareness.

H₀₂: There is no significant relationship between social media marketing and brand awareness in quick-service restaurants in Bayelsa State.

Table 3: Correlation outcome on Social Media Marketing and Brand Awareness

		Social Media Marketing	Brand Awareness
Spearman's rho	Social media marketing	Correlation Coefficient	1.000
		Sig. (2-tailed)	.512**
		N	316
	Brand Awareness	Correlation Coefficient	.512**
		Sig. (2-tailed)	1.000
		N	316

** . Correlation is significant at the 0.01 level (2-tailed).

The table provides a Spearman's rho correlation analysis between social media marketing and brand awareness. The correlation coefficient between social media marketing and brand awareness is 0.512, indicating a moderate positive correlation. This suggests that as social media marketing efforts increase, there is a corresponding increase in brand awareness, though the relationship is not as strong as in the previous examples. The p-value (Sig. 2-tailed) is 0.000, which is less than 0.01, meaning that the correlation is statistically significant at the 0.01 level. This confirms that the relationship between social media marketing and brand awareness is not due to random chance. The sample size (N) for both variables is 316, adding to the robustness of the analysis. Overall, the

results imply that social media marketing has a moderate, yet significant, impact on brand awareness

H₀₃: There is no significant relationship between SMS marketing and brand awareness in quick-service restaurants in Bayelsa State.

Table 4: Correlation outcome on SMS Marketing and Brand Awareness

		SMS Marketing	Brand Awareness
Spearman's rho	SMS	Correlation Coefficient	1.000
		Sig. (2-tailed)	.577**
		N	.000
			316
Brand Awareness		Correlation Coefficient	.577**
		Sig. (2-tailed)	1.000
		N	.000
			316

** . Correlation is significant at the 0.01 level (2-tailed).

The table presents a Spearman's rho correlation analysis between SMS marketing and brand awareness. The correlation coefficient between SMS marketing and brand awareness is 0.577, indicating a moderate positive correlation. This suggests that as SMS marketing efforts increase, brand awareness also increases to a significant degree. The p-value (Sig. 2-tailed) is 0.000, which is less than 0.01, showing that the correlation is statistically significant at the 0.01 level. This means the relationship between SMS marketing and brand awareness is not due to random chance. The sample size (N) for both variables is 316, ensuring the reliability of the results. In summary, the data shows that SMS marketing has a moderately strong and significant impact on brand awareness.

H₀₄: There is no significant relationship between E-mail marketing and brand awareness in quick-service restaurants in Bayelsa State.

Table 5: Correlation outcome on E-mail Marketing and Brand Awareness

		E-mail Marketing	Brand Awareness
Spearman's rho	E-mail	Correlation Coefficient	1.000
		Sig. (2-tailed)	.546**
		N	.000
			316
Brand Awareness		Correlation Coefficient	.546**
		Sig. (2-tailed)	1.000
		N	.000
			316

** . Correlation is significant at the 0.01 level (2-tailed).

The table shows a Spearman's rho correlation analysis between email marketing and brand awareness. The correlation coefficient between email marketing and brand awareness is 0.546, indicating a moderate positive relationship. This means that as email marketing efforts increase, there is a corresponding increase in brand awareness. The p-value (Sig. 2-tailed) is 0.000, which is less than 0.01, signifying that the correlation is statistically significant at the 0.01 level. This suggests

that the relationship between email marketing and brand awareness is not due to chance. The sample size (N) for both variables is 316, adding credibility to the findings. In conclusion, the data indicates that email marketing has a moderately strong and significant effect on enhancing brand awareness.

Discussions and findings

The inferential analysis adopts Spearman correlation coefficient to test the null hypothesis stated in the introduction of the study (chapter one). From the inferential analysis the following result was interpreted and discussed below

Mobile Application Marketing and Brand Awareness of Quick Service Restaurants

The result revealed that mobile application marketing has a very strong relationship with brand awareness in quick-service restaurants in Bayelsa State ($r = 0.578$). Furthermore, the result of hypothesis one indicated that there is a significant relationship between mobile application marketing and brand awareness in quick-service restaurants in Bayelsa State. The study by Al-Zyoud (2020), revealed that among the variables of brand equity, brand awareness was the most influenced by smartphone applications. The study also found that mobile application marketing had a positive impact on customer loyalty and purchase intention in quick-service restaurants. These findings suggest that implementing effective mobile application marketing strategies can greatly enhance brand awareness and overall business performance in the quick-service restaurant industry in Bayelsa State.

Social Media Marketing and Brand Awareness of Quick Service Restaurants

The result revealed that social media marketing has a strong relationship with brand awareness in quick-service restaurants in Bayelsa State ($r = 0.512$). Furthermore, the result of hypothesis two indicated that there is a significant relationship between social media marketing and brand awareness in quick-service restaurants in Bayelsa State. The above findings are corroborated by the findings of Ahmad and Guerrero (2020) *which revealed that* social media marketing has a positive impact on small businesses by enhancing brand awareness. Furthermore, the study sheds light on the role of social media in fostering strong and mutually beneficial relationships between businesses and their customers.

E-mail Marketing and Brand Awareness of Quick Service Restaurants

The result revealed that email marketing has a strong relationship with brand awareness in quick-service restaurants in Bayelsa State ($r = 0.546$). Furthermore, the result of Hypothesis Three indicated that there is a significant relationship between email marketing and brand awareness in quick-service restaurants in Bayelsa State. This finding is corroborated by the study by Somsiriwatthana (2021), which reveals that the purchasing intention of email marketing is still influential on factors such as customer awareness and customer engagement. These findings suggest that email marketing plays a crucial role in increasing brand awareness among customers in quick-service restaurants in Bayelsa State. The study by Somsiriwatthana (2021) highlights the importance of utilising email marketing strategies to enhance customer engagement and purchasing intention, further emphasising its impact on brand awareness.

SMS Marketing and Brand Awareness of Quick Service Restaurants

The table revealed that short-message service marketing has a strong relationship with brand awareness in quick-service restaurants in Bayelsa State ($r = 0.694$). Furthermore, the result of Hypothesis 4 indicated that there is a significant relationship between short-message service marketing and brand awareness in quick-service restaurants in Bayelsa State. The study by Wang et al (2019), which found that short-message service marketing has a positive impact on

brand awareness in the fast-food industry, supports these findings. Additionally, the findings suggest that implementing short-message service marketing strategies can be an effective way for quick-service restaurants to increase their brand awareness and attract more customers. This is particularly important in today's digital age, where consumers are constantly bombarded with advertising messages. By utilising short-message service marketing, quick-service restaurants can reach a wider audience and engage with their customers in a more personalised and convenient manner.

From the analyzed and hypotheses tested, the research findings revealed that:

1. The study found that there is a positive and significant relationship between mobile application marketing and brand awareness of quick service restaurant in Yenagoa Bayelsa State
2. It showed a positive and significant relationship between Social Media marketing and brand awareness of quick service restaurant in Yenagoa Bayelsa State
3. From the analysis it was revealed that there is a positive and significant relationship between SMS marketing and brand awareness of quick service restaurant in Yenagoa Bayelsa State
4. It showed a positive and significant relationship between E-mail marketing and brand awareness of quick service restaurant in Yenagoa Bayelsa State

CONCLUSION

This study examined the relationship between mobile marketing and brand awareness in quick-service restaurants in Bayelsa State. The study revealed among others that there is a positive, very strong, and significant relationship between mobile applications marketing and brand awareness in quick-service restaurants in Bayelsa State, there is a positive, strong, and significant relationship between social media marketing and brand awareness in quick-service restaurants in Bayelsa State, and there is a positive, strong, and significant relationship between email marketing and brand awareness in quick-service restaurants in Bayelsa State.

Based on the findings, the study concluded that the relationship between mobile marketing, as measured by mobile applications, social media, email, and SMS marketing, and brand awareness in Bayelsa State quick-service restaurants is multifaceted. This implies that combining these marketing strategies can significantly increase brand awareness among consumers in the quick-service restaurant industry. Furthermore, the study emphasises the significance of utilising various digital platforms to reach a larger audience and strengthen the overall brand presence in Bayelsa State.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations are proffered:

1. Managers of quick-service restaurants should invest in developing and promoting mobile applications to effectively reach and engage with their target audience.
2. Management of quick-service restaurants should allocate resources towards developing and implementing effective social media marketing strategies to maximize their brand awareness and ultimately drive customer engagement and loyalty.
3. Managers of quick-service restaurants should consider implementing email marketing campaigns as an effective tool to increase brand awareness and engage with their target audience.
4. Managers of quick-service restaurants should consider incorporating SMS marketing into their marketing strategies to effectively increase brand awareness and drive customer engagement among the local population.
5. Managers of quick-service restaurants should prioritize the integration of modern technology into their mobile marketing strategies to enhance brand awareness and customer engagement.

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