

Investigating the Relationship Between Mobile Marketing and Brand Awareness in Quick Service Restaurants in Bayelsa State: Measuring The Mederating Effect of Brand Preference

Banabo Ekankumo and Ebi Aroh

Department of Business Education

Isaac Jasper Boro College of Education, Sagbama Bayelsa State

doi: <https://doi.org/10.37745/ejbir.2013/vol13n74063>

Published October 06, 2025

Citation: Ekankumo B. and Aroh E. (2025) Investigating the Relationship Between Mobile Marketing and Brand Awareness in Quick Service Restaurants in Bayelsa State: Measuring the Mederating Effect of Brand Preference, *European Journal of Business and Innovation Research*, 13(7),40-63

Abstract: *This study examines the moderating effect of brand preference on the relationship between mobile marketing and brand awareness in quick service restaurants (QSRs) in Bayelsa State. As mobile marketing increasingly influences consumer behavior, understanding its impact on brand awareness is crucial. This research investigates how brand preference moderates the effectiveness of mobile marketing strategies in enhancing brand awareness among QSR consumers. A survey-based approach will be employed to collect data from QSR customers in Bayelsa State. The study's findings will provide valuable insights for QSR operators, enabling them to develop targeted mobile marketing strategies that account for brand preference. The results will contribute to the existing literature on mobile marketing, brand awareness, and brand preference, offering practical implications for QSRs seeking to optimize their marketing efforts in a competitive market. By exploring the moderating effect of brand preference, this study aims to enhance understanding of consumer behavior in the QSR industry.*

Keywords: mobile marketing, brand awareness, social media marketing, mobile application, brand preference, email marketing.

INTRODUCTION

Mobile marketing, as an overarching strategy, encapsulates the various digital marketing channels available to brands today. With mobile devices becoming central to consumers' lives, mobile marketing offers unprecedented opportunities for brands to build awareness and foster long-term relationships with their audiences. By integrating mobile apps, social media, email, and SMS marketing, brands can create cohesive, cross-channel campaigns that deliver consistent messaging

and enhance brand recall. The rise of mobile marketing reflects a shift in consumer behavior, as individuals increasingly rely on their smartphones for information, entertainment, and social interaction. Consequently, brands that prioritize mobile marketing are better positioned to connect with consumers in meaningful ways, ultimately driving higher levels of brand awareness and engagement (Shankar et al., 2020; Grewal et al., 2019). By utilizing the capabilities of wireless technology, QSR may aim to enhance customer engagement, increase brand awareness, and increase brand choice in an increasingly digital and mobile-driven world.

QSR is a very competitive business, with numerous players vying for the attention and loyalty of customers. Karam and Saydam (2015) described quick-service or fast-food restaurants as establishments that offer convenient and efficient dining experiences, with a focus on providing quick service and a wide variety of food options. These restaurants typically have streamlined processes in place to ensure quick food preparation and delivery, allowing customers to enjoy their meals without having to wait long periods of time. As a result, without an effective marketing strategy in place, these restaurants may struggle to increase brand awareness among current and potential customers. According to Namazi (2011), brand awareness is described as the extent to which consumers are familiar with and recognize a particular brand. On the other hand, brand choice refers to the preference of consumers for a particular brand over others in the same category (Kotler & Armstrong, 2010). By implementing an effective marketing strategy, fast food restaurants may not only increase their brand awareness but also influence customers' brand choices, leading to increased sales and customer loyalty.

There are limited studies that have been conducted on mobile marketing and how it relates to brand awareness and choice. 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.

Furthermore, while mobile marketing presents an opportunity to drive brand awareness in the QSR industry, its effectiveness remains underexplored. Short message service (SMS) marketing, for example, allows brands to communicate directly with consumers through timely and concise messages. However, despite its potential, SMS marketing remains underutilized, with many brands unsure of how to leverage this tool to maximize engagement (Chaffey & Ellis-Chadwick, 2023). Email marketing, another component of mobile marketing, offers a cost-effective way to distribute promotions and brand updates, yet many QSR brands lack the personalization capabilities needed to make email campaigns truly impactful. Similarly, social media marketing has become a dominant platform for brand engagement, yet without a cohesive strategy that ties into broader brand awareness goals, social media efforts often fall short of capturing consumer attention (Kaplan et al., 2022).

This study aims to examine whether improvements in mobile marketing strategies—such as mobile application services and social media marketing can effectively impact brand awareness in quick-service restaurants. Given the limitations of traditional marketing methods in the current digital landscape, this study seeks to determine if a mobile marketing approach can serve as a viable solution to enhance brand recall and consumer engagement in the QSR industry. 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 major intent 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 preference of quick-service restaurants in Yenagoa, Bayelsa State
2. Ascertain the extent to which social media marketing influence brand preference of quick-service restaurants in Yenagoa, Bayelsa State
3. Examine the extent to which email marketing influence brand preference of quick-service restaurants in Yenagoa, Bayelsa State
4. Ascertain the extent to which short-message service marketing influence brand preference of quick-service restaurants in Yenagoa, Bayelsa State

Research Questions

The study was guided by the following research questions:

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

Research Hypotheses

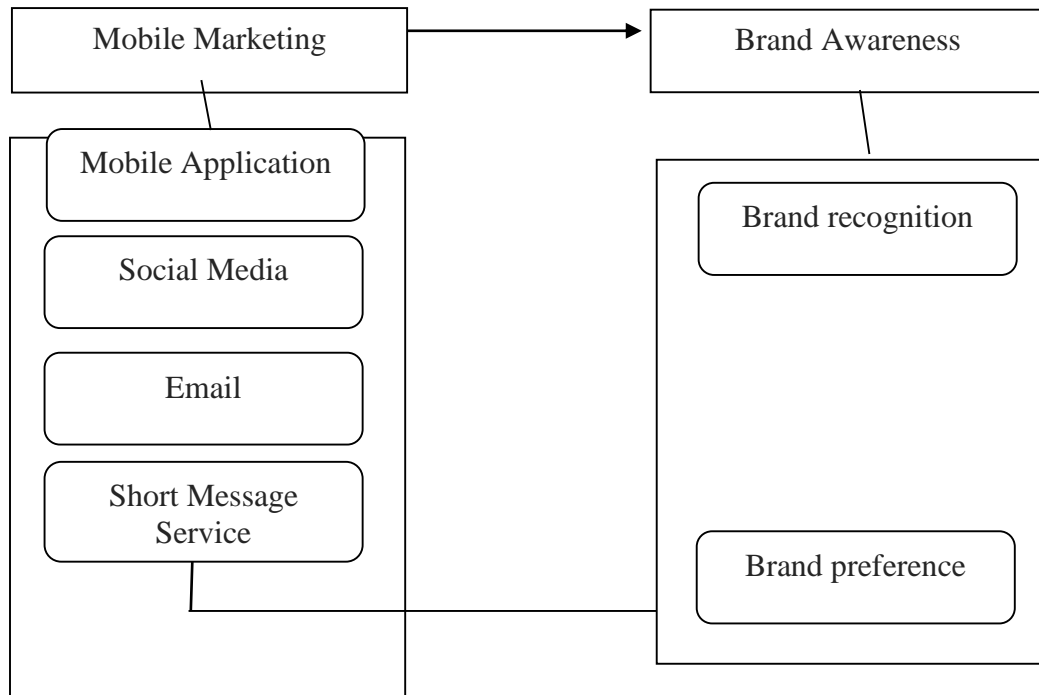
The research was predicted on the following null hypotheses:

1. There is no significant relationship between mobile applications marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State
2. There is no significant relationship between social media marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State
3. There is no significant relationship between email marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State
4. There is no significant relationship between short-message service marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State

LITERATURE REVIEW

This subheading reviews various concept relating to the study, such as; mobile marketing, mobile application, social media, email, short message service and brand awareness.

Conceptual Framework



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

CONCEPTUAL REVIEW

Mobile Marketing

According to Carter (2008), mobile marketing was described as "the strategic organization, execution, and management of a variety of commercial endeavors aimed at facilitating the beneficial transaction or exchange of goods between buyers and sellers. Becker and Arnold (2010) highlighted that mobile marketing encompasses a series of techniques that facilitate interactive and meaningful communication with a company's intended audience through mobile devices. This perspective highlights the importance of delivering personalized and relevant content to consumers on their mobile devices. It involves various techniques and channels, including mobile apps, SMS marketing, mobile advertising, and mobile-friendly websites.

Brand Awareness

Brand awareness refers to the level of awareness and familiarity that consumers have with a particular brand (Aaker, 2010). Consumers accumulate brand-related exposures and experiences, resulting in a unique outcome. According to Neumeier (2006), each stimulus that captures the

interest of consumers in a brand enhances their familiarity with the brand. The process of establishing strong brands starts with generating brand awareness (Gerber, Terblanche-Smit, & Crommelin, 2014), which is a key objective in marketing due to its impact on consumers (Aaker, 2010; Macdonald & Sharp, 2000). Brand awareness is an essential aspect of brand understanding that encompasses, at the very least, the ability to recognize the brand name. Therefore, it focuses on the brand's memorability and evaluates its level of awareness among both existing and potential customers. Establishing brand awareness also encompasses the accurate association of a well-known brand with a specific product in a given product category (Aaker, 2010). Establishing brand awareness is a crucial initial phase in brand development.

Mobile Application Marketing

According to the findings of Lee et al. (2004), a mobile app can be defined as a software application designed specifically for mobile devices such as smartphones and tablets. Cell phones are converted into compact powerhouses of capability and enjoyment. Several devices are equipped with various applications courtesy of their manufacturers or the mobile service providers they are associated with (such as Verizon, AT&T, T-Mobile, etc.), but numerous additional applications can be accessed through device-specific app stores (Schierz et al., 2010). According to Washburn (2011), the range of reasons for using these applications is vast, including utility, effectiveness, and convenience, as well as entertainment, gaming, health, and virtually any other conceivable purpose. Online life is one of the most popular areas of mobile app development and adoption. In 2017, Facebook emerged as the most widely used application across all platforms.

Social Media Marketing

Social media marketing is the use of social media platforms and personalities (influencers) to interact with customers in order to facilitate sales, build relationships, and foster consistent patronage (Mani, 2020)). Social media marketing is now a veritable tool in building brand awareness. As a result of the swift advancement of communication technologies, a plethora of social media platforms have emerged in recent times. This has motivated marketing professionals to employ these platforms as a convenient method of engaging, communicating, and working together with their customers (Grover et al., 2019). Business professionals have been presented with a wide range of opportunities to connect with their target audience and reinforce their brand principles due to the rapid advancements in internet and information technologies (Saheb et al., 2021; Reveilhac & Blanchard, 2022). For instance, social media platforms such as Facebook, Instagram, and Twitter have become powerful tools for businesses to create brand awareness, share updates and promotions, and gather valuable feedback from their customers. Additionally, the rise of influencer marketing has provided businesses with a new avenue to reach their target audience by partnering with popular social media personalities who can endorse their products or services to a large following.

Email Marketing

Emails are an effective tool for providing informative content to consumers and building brand trust. Research by Smith (2019) found that personalized and relevant email marketing campaigns

can significantly impact consumer perception and increase the likelihood of making a purchase. Therefore, Somsiriwatthana (2021) opined that incorporating informative content into emails can be a valuable strategy for marketers to establish trust and drive consumer action. For instance, for QSR (quick-service restaurants), sending out emails with menu updates, special promotions, and customer testimonials can help inform and persuade customers to visit their establishments. Additionally, including personalized offers or discounts in these emails can further incentivize customers to make a purchase, leading to increased sales for QSRs (Park et al 2021)

Short Message Service Marketing

The rise of mobile communication in its early years led to the widespread dominance of SMS services. Both marketers and customers view SMS as a convenient, budget-friendly, and highly effective communication tool. Gautam and Shrestha (2018) explained that customers of feature phones can use these messages because they do not require internet connectivity. In the present era, SMS messages may contain links to websites or mobile app downloads in addition to regular text. Numerous brands and advertising firms incorporate text message numbers in their advertisements, allowing intrigued consumers to acquire additional details.

Brand Preference

Armstrong (2021) defined brand preference as the tendency of consumers to favour one brand over others due to perceived superior value, underscoring that brand preference is built over time through consistent delivery of quality and satisfaction. Expanding on this perspective, Schiffman et al. (2022) describe brand preference as an outcome of consumer satisfaction, where the fulfillment of needs and expectations from prior brand interactions fosters loyalty and repeat purchase behavior. Brand preference in this view is a psychological response to a brand's ability to meet consumer demands more effectively than its competitors. Blackwell, Miniard, and Engel (2023) add that brand preference is not solely based on functional satisfaction; instead, it includes the emotional resonance of a brand with the consumer, encompassing values, lifestyle alignment, and cultural relevance.

Theoretical Review

Social Penetration Theory

Irwin Altman and Dalmas Taylor were responsible for developing the social penetration theory in 1973. It suggests that as individuals engage in deeper and more intimate interactions, their relationships become stronger and more meaningful. The theory emphasizes the importance of self-disclosure in the process of building trust and developing close connections with others. It posits that individuals gradually reveal their inner thoughts, feelings, and personal information over time, leading to increased understanding and vulnerability between them (Altman & Taylor, 1973). This theory has been widely applied in various fields, such as psychology and communication studies. According to their theory, as relationships begin communication transitions from uncomplicated, straightforward levels to highly intricate ones. The present study investigates the relationship between mobile marketing and brand awareness in quick-service

restaurants in Bayelsa State. The implication of the social penetration theory for this study is that it can provide insights into how consumers' perceptions and attitudes toward mobile marketing can influence their brand awareness and brand choice. By understanding the depth of interpersonal communication and self-disclosure in the context of mobile marketing, researchers can better understand how to effectively engage with consumers and build strong brand relationships.

Empirical Review

Mani (2020) investigated social media marketing acceptability among restaurants on customers' relationship in Kastisina State, Nigeria. The study examined the concepts of psychological ownership and social penetration theories in order to understand the progression of relationships from non-intimate to intimate. The study utilized a cross-sectional descriptive survey approach to gather data from various primary and secondary sources, encompassing both quantitative and qualitative data collection methods. The research focused on a total of 2,907 individuals, including both staff members and guests, who were present in the designated study area encompassing the restaurants. Out of the 98 restaurants registered in the study area, a systematic sampling approach was used to select a sample of 49 restaurants from the three zones in the study area. The employees from the chosen restaurants were divided into operational and managerial groups using the cluster sampling technique. Managerial staffs were sampled using purposive sampling, while operational staff was sampled using simple random sampling. The sample size was determined to be 481 respondents using the formula based on the confidence interval approach for the study population. Two surveys were utilized as tools for the research, one specifically designed for operational staff and the other tailored for guests. A preliminary examination of the instrument was conducted to prevent the inclusion of any unclear or prejudiced questions. The self-analytical likert scale questionnaire was administered in person to the participants, and the collected responses were utilized for quantitative analysis. Additionally, qualitative data was gathered through interviews conducted with the managerial staff and used for further analysis. The collected data underwent analysis in SPSS 21, where various statistical techniques such as descriptive statistics, inferential analysis, regression analysis, and hypothesis testing using Chi-square were employed. The study discovered a significant statistical correlation ($p < 0.05$) between the acceptability of social media marketing and the relationship between restaurant customers. The results also showed that both employees and patrons of the dining establishments rated the acceptability of social media marketing as extremely high. The three key elements that played a significant role in social media marketing were 'regularity of utilization,' 'utilized tools,' and 'interactive social engagement.' In this study, the predictors of customers' relationship in social media marketing were examined. The findings indicate that factors such as 'frequency of usage' and 'creators' play a significant role in predicting customer relationship. Additionally, 'tools in use' and 'social media consumption' were also identified as important predictors. In general, it was determined that both employees and patrons of the dining establishments view the effectiveness and efficiency of social media platforms as the primary factor influencing their acceptance of social media as a marketing tool. The notion was reiterated that contented employees and patrons held a favorable view regarding the acceptability of social media marketing, whereas discontented individuals formed an unfavorable perception and dismissed social media as an effective marketing tool.

Ateke and Nwulu (2018) investigated the nexus between corporate branding and marketing success of QSRs. The research examined the concept of corporate branding from a singular perspective and evaluated marketing achievements based on factors such as brand recognition, brand favoritism, and the triumph of new products. The final analyses utilized data collected from a sample of three hundred and thirty-five (335) respondents who were patrons of QSRs. This data was gathered through a questionnaire. The P(r) was used as the test statistic, utilizing SPSS version 20.0. The research discovered that there is a clear and significant correlation between corporate branding and marketing success. All the various indicators of marketing success examined in the study were found to be impacted by corporate branding. The research thus determines that there is a significant connection between corporate branding and marketing achievements. It suggests that quick-service restaurants (QSRs) aiming to enhance brand recognition, brand preference, and the success of new products should actively pursue corporate branding strategies.

Zhang, (2019) carried out a study that aimed to understand the acceptance of mobile SMS advertising among young Chinese consumers. The research was conducted using a questionnaire to collect data from 90 individuals who have utilized the company's services. The research employed techniques of random sampling and utilized a statistical software known as SPSS. Correlation and regression analysis were employed to determine the outcome of this study. 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.

Amegbe (2016) cited in Hamilton-Ibama and Horsfall (2022) carried out a study to understand customer based brand equity and its effect on consumers' willingness to pay price premiums, consumers' attitude towards brand preference and purchase intention at the newly open West Hills Mall in Ghana. Data from the research was gathered from a sample of 400 individuals who visited the West Hills Mall for shopping purposes. Through the utilization of confirmatory factor analysis and path analyses, the study revealed a significant correlation between brand preference and purchase intention with brand equity. Nevertheless, the correlation between consumers' readiness to pay higher prices and brand equity is not substantial.

Satvatiet al. (2016) cited in Hamilton-Ibama and Horsfall (2022) study was conducted to investigate the relationship between brand equity and consumer behaviour. In the current era of intense competition, where consumers are presented with a vast array of products originating from various nations, it is imperative for companies to diligently explore the elements that shape customers' preferences towards certain products. This exploration will serve to motivate customers in their decision-making process, ultimately leading them to choose and acquire the desired product. The study examines the connection between brand equity and consumer behavior dimensions, such as the inclination to pay a premium, brand preference, and intention to purchase, within the proposed model. The chosen research approach is descriptive-correlational. The data was analyzed using factor analysis, inferential statistics, and structural equations. The study

encompasses the individuals who possess the Grand Vitara, Sportage, and Santafe vehicles manufactured by Iran Khodro, Kia, and Hyundai respectively. The population size was unrestricted, comprising of 384 individuals as determined by the Cochran formula. The data collection methods employed included cluster sampling and the utilization of a questionnaire tool specific to the endemic area. Based on the findings, it appears that there is a correlation between brand equity and consumer behavior, encompassing willingness to pay a premium, brand preference, and intention to make a purchase.

Sunny and Anael (2016) investigated mobile marketing in the digital age: application challenges and opportunities. The methodology employed to drive this study are observed and evolving phenomenon in mobile marketing for which mobile devices have served as effective channels for reaching prospective customers. Espo Facto evidence of mobile devices' efficacy are also used as a support technique to validate the study. Literature reviewed are in the area of mobile devices, concepts and their applications as powered by ISP firms. Beneficial as mobile devices are for marketing and their extant capacity for the fast and personalized transaction, they nonetheless throw up some challenges to African and LDC economies. These challenges along with their limitations were clinically discussed. In the light of possible areas of application, the study reveals a rich spectrum of opportunities beckoning African entrepreneurs for exploitation.

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.

RESULTS AND DISCUSSION

Data for this study was collected with the use of survey research design by the administration of questionnaire. Based on the sample size of 395, questionnaires were administered through personal interview with the engagement of the researcher and five (5) enumerators with all 395 questionnaires administered and retrieved. Retrieved questionnaires were scrutinized and sorted out to determine if they were properly filled. All 395 questionnaires were confirmed to be properly filled and as such suitable to be used for the analysis. Descriptive statistics with the use of percentage and frequencies was used to analyze the demographic characteristics of the respondents while inferential statistics with the use of Pearson's Product Moment Correlation and regression analysis was used to answer the research questions, as well as test the null hypotheses at 0.05 significance level. The analyzed results were presented in tabular form with the aid of Statistical Package for Social Sciences (SPSS) version 26.0.

Analysis of Demographics Characteristics of Respondents

Tables 1: below display the demographics of the 395 sampled respondents for the study such as distribution by sex, ages and qualification.

Table 1: Sex of Respondent

Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Male	220	55.7	55.7	55.7
Female	175	44.3	44.3	100.0
Total	395	100.0	100.0	

Source: Researchers Field Survey, 2025

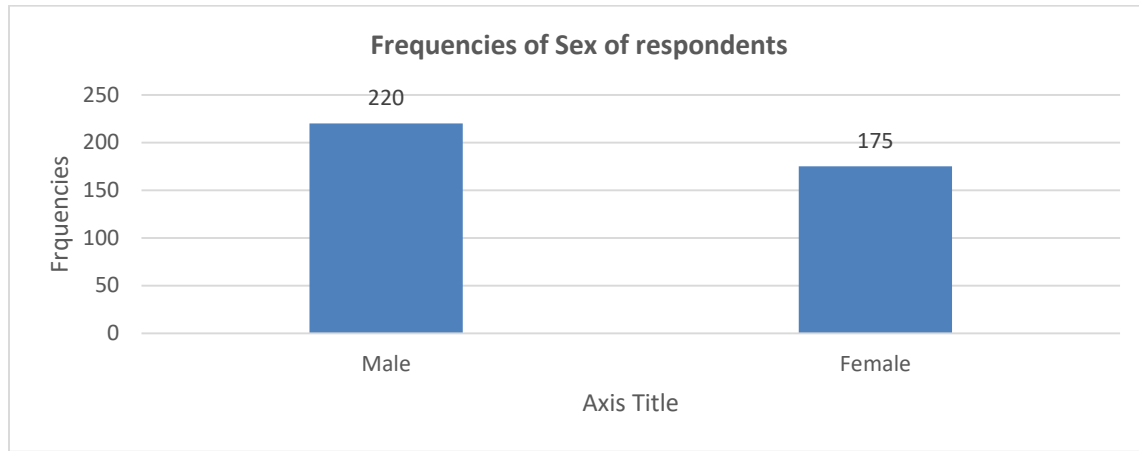


Figure 1

Table 1 and Fig. 1 shows that 220(55.7%) of the sampled respondents are male while 175(44.3%) are female.

Table .2: Age of Respondent

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-30	117	29.6	29.6	29.6
31-38	110	27.8	27.8	57.5
39-49	54	13.7	13.7	71.1
50-59	76	19.2	19.2	90.4
60 and above	38	9.6	9.6	100.0
Total	395	100.0	100.0	

Source: Researchers Field Survey, 2025

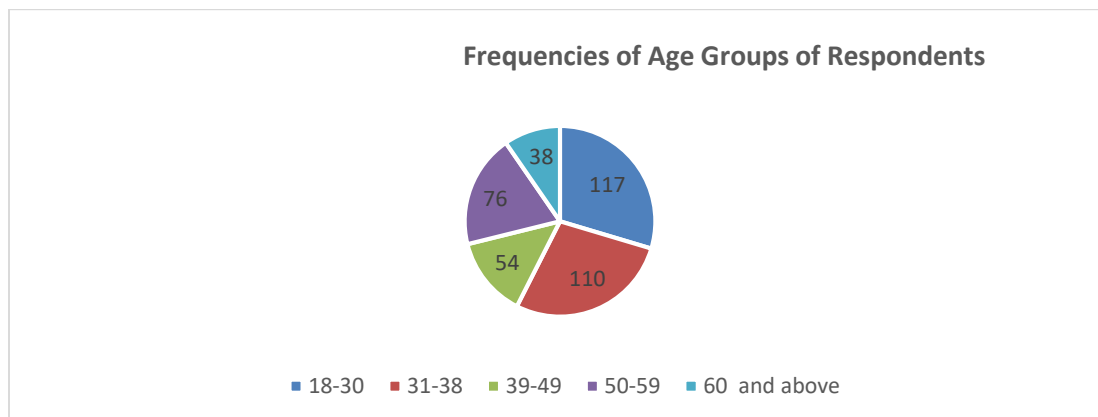


Figure 2

Table 2 and Fig. 2 shows that 117(29.6%) of the sampled respondents are within the age group of 18-30, 110(27.8%) are within the age group of 31-38, 54(13.7%) are within the age group of 39-49, 76(19.2%) are within the age group of 50-59 and 38(9.6%) are within the age group of 60 and above.

Table 3: What is your school qualification?

Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
FSLC	53	13.4	13.4	13.4
WASC/NECO	150	38.0	38.0	51.4
B.Sc/NCE/HND	142	35.9	35.9	87.3
M.Sc and above	50	12.7	12.7	100.0
Total	395	100.0	100.0	

Source: Researchers Field Survey, 2025

Figure 3

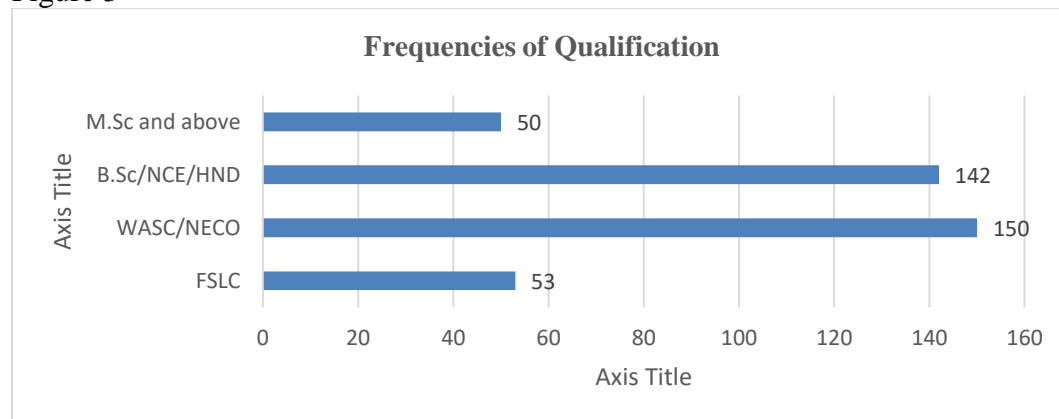


Table 3 and Fig. 3 shows that 53(13.4%) has qualification of FSLC, 150(38.0%) has WASC/NECO, 142(35.9%) has B. Sc/NCE/HND and 50(12.7%) has M.Sc and above.

Descriptive Statistical Analysis

Objective 1: Examine the extent to which mobile applications marketing influence brand preference of quick-service restaurants in Yenagoa, Bayelsa State

Note: The criterion value for taking decision is the summation of all the Likert scale ratings divided by the number of ratings: $4+3+2+1 = 10/4 = 2.5$

Table 4: Descriptive Statistical Outcome of mobile applications marketing influence brand preference of quick-service restaurants

S/n	Mobile Application Marketing	SA(4)	A(3)	D(2)	SD(1)	Mean	Remark
1	Mobile application interacts with consumers and present the best service for them	214	132	39	20	3.04	Accept
2	Using my phone to get a service is much easier than visiting the restaurant branch	219	128	17	31	3.01	Accept
3	I prefer using the brand app specially if it works offline	155	117	94	39	3.47	Accept
4	I know about the promotions and adds from the app not the main website of the brand	94	73	160	38	2.61	Accept
5	I always depend on the application on my phone to know the latest promotions from a restaurant	145	111	8	23	3.42	Accept
6	I have applications to all my favourite restaurant on my phone	132	74	169	30	2.62	Accept
	Grand Mean					3.03	

Source: Researchers Field Survey and Computation, 2025.

The analysis of the data using mean from tables 4 revealed that the grand mean score of responses from the statements on mobile application is 3.03 which is above the criterion mean of 2.5. This affirms that majority of respondents are of the opinion that the statement presented influences brand preference of quick-service restaurants in Bayelsa State Nigeria. Also, all the individual statements presented were all confirmed to influence brand preference of quick-service restaurants with mean values that are all above the criterion value of 2.5.

Objective 2: Ascertain the extent to which social media marketing influence brand preference of quickservice restaurants in Yenagoa, Bayelsa State

Table 5: Descriptive Statistical Outcome of social media marketing influence brand preference of quick-service restaurants

S/n	Social Media Marketing	SA (4)	A (3)	D (2)	SD (1)	Mean	Remark
1	Restaurants use Facebook ads that are specific to reach people based on their location, interests, and demographics.	137	78	137	53	2.60	Accept
2	Restaurants utilize WhatsApp as a customer service tool to provide instant support and engage with customers in real time.	184	136	41	24	3.32	Accept
3	Restaurants create visually appealing and shareable content using Instagram showing their food and attract potential customers.	219	118	37	31	3.47	Accept
4	Restaurants run contests and giveaways on Twitter to generate excitement and encourage user engagement, ultimately driving more traffic to the restaurant's social media pages.	87	61	190	67	2.49	Reject
5	Restaurants use Telegram to reach a wider audience and promote their menu specials or limited-time offers.	198	126	39	42	3.37	Accept
6	Restaurants use TikTok to create short and entertaining videos to connect with younger audiences and showcase their unique brand personality.	214	117	38	36	3.42	Accept
	Grand Mean					3.11	Accept

Source: Researchers Field Survey and Computation, 2025.

The analysis of the data using mean from table 5 revealed that the grand mean score of responses from the statements on social media marketing is 3.11, which is above the criterion mean of 2.5. This is a confirmation that majority of respondents are of the opinion that the statement presented influences brand preference of quick-service restaurants in Bayelsa State Nigeria. Also, all the statements presented except statement 4 were all confirmed influence brand preference of quick-service restaurants with mean values that are all above the criterion value of 2.5.

Objective 3: Examine the extent to which email marketing influence brand preference of quick-service restaurants in Yenagoa, Bayelsa State

Table 6: Descriptive Statistical Outcome on use of email marketing influence brand preference of quick-service restaurants

S/n	Email Marketing	SA (4)	A (3)	D (2)	SD (1)	Mean	Remark
1	Restaurants uses personalizing email content based on customer preferences and purchase history to increase engagement and encourage repeat visits.	175	171	5	14	3.39	Accept
2	Restaurants utilizes catchy subject lines and visually appealing designs to grab the attention of recipients and entice them to open the email.	202	140	13	10	3.46	Accept
3	Restaurants send out regular newsletters to keep customers informed about new menu items, promotions, and upcoming events.	145	115	69	36	3.01	Accept
4	Restaurants leverages email automation tools to send personalized birthday offers and anniversary discounts, making customers feel valued and appreciated.	177	170	5	13	3.40	Accept
5	Restaurants incorporate eye-catching visuals and graphics to enhance the visual appeal of emails.	201	143	11	10	3.20	Accept
6	Restaurants often include call-to-action buttons in their emails to encourage recipients to take specific actions, such as placing an order or signing up for loyalty programs.	167	156	37	35	3.15	Accept
	Grand Mean					3.35	Accept

Source: Researchers Field Survey and Computation, 2025.

The analysis of the data using mean from tables 6 show that the grand mean score of responses from the statements on use of e-mail marketing is 3.35 which is above the criterion mean of 2.5.

This means that majority of respondents affirm that use of e-mail marketing influence brand preference for quick-service restaurants in Bayelsa State Nigeria. Also, all the individual statements presented as indicators were all confirmed to have influence on brand preference for quick service restaurants with mean values all above the criterion value of 2.5.

Objective 4: Ascertain the extent to which short-message service marketing influence brand preference of quick-service restaurants in Yenagoa, Bayelsa State

Table 7: Descriptive Statistical Outcome on short-message service marketing influence brand preference of quick-service restaurants

S/n	SMS Marketing	SA (4)	A (3)	D (2)	SD (1)	Mean	Remark
1	Restaurants utilize personalized SMS messages to offer exclusive discounts and promotions to their loyal customers.	149	112	80	24	3.06	Accept
2	Restaurants employ SMS surveys to gather valuable feedback from customers, allowing them to improve their services and meet customer expectations	165	133	48	19	3.22	Accept
3	Restaurants use SMS marketing to send out regular updates and announcements about new menu items or limited-time offers, keeping customers informed and engaged.	198	126	19	22	3.37	Accept
4	Restaurants leverage SMS campaigns to encourage customer referrals, offering incentives or rewards for referring friends and family to their establishment.	211	120	7	27	3.41	Accept
5	Restaurants utilize SMS automation to send out birthday greetings and special offers to customers, making them feel valued and appreciated.	125	79	135	26	2.83	Accept
6	Restaurants implement SMS loyalty programs where customers can earn points or rewards for their purchases, encouraging repeat business and fostering customer loyalty.	155	123	76	41	2.54	Accept
	Grand Mean					3.178	

Source: Researchers Field Survey and Computation, 2025.

The result of the analysis of the data using mean from tables 7 revealed that the grand mean score of responses from the statements on short message service marketing is 3.178 which is above the criterion mean of 2.5. This affirms that majority of respondents are of the opinion that the statements presented are collectively effective in influencing brand preference for quick service restaurants in Bayelsa State Nigeria. Also, all the individual statements presented as short message service marketing all confirmed to be effective with mean values that are all above the criterion value of 2.5.

Inferential Analysis: Test of Hypotheses

The four hypotheses formulated for this study was analyzed using Pearson's Product Moment Correlation with the aid of SPSS at 95% confidence level which was accepted as criterion for the probability for either accepting the null hypotheses at ($p > 0.05$) or rejecting the null hypotheses formulated at ($p < 0.05$).

Test of Hypothesis One

Ho1: There is no significant relationship between mobile applications marketing and brand awareness of quick-service restaurants in Yenagoa, Bayelsa State.

Table 8: Correlation between mobile applications marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State.

		Mobile Applications Marketing	Brand Preference
	Pearson Correlation	1	.578**
Mobile Applications Marketing	Sig. (2-tailed)		.007
	N	395	395
	Pearson Correlation	.578**	1
Brand Preference	Sig. (2-tailed)	.007	
	N	395	395
**. Correlation is significant at the 0.05 level (2-tailed).			

Source: Field Survey, 2025

The result on Table 8 is summary of Pearson Product Moment Correlations Coefficient (PPMCC) showing significant relationship between mobile application marketing and brand preference. The result shows PPMCC (r) 0.578**, this indicates that there is a strong and positive relationship between brand application marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State at 0.05 level of significance and P. Value of 007. Hence, we reject the null hypothesis and conclude that there is significant positive relationship between brand application marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State.

Test of Hypothesis two

Ho2: There is no significant relationship between social media marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State.

Table 9: Correlations between social media marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State.

		Social Media Marketing	Brand Preference
	Pearson Correlation	1	.512**
Social Media Marketing	Sig. (2-tailed)		.009
	N	395	395
	Pearson Correlation	.512**	1
Brand Preference	Sig. (2-tailed)	.009	
	N	395	395
**. Correlation is significant at the 0.05 level (2-tailed).			

Source: Field Survey, 2025

The result on Table 9 is summary of Pearson Product Moment Correlations Coefficient (PPMCC) showing strong significant relationship between social media marketing and brand preferences. The result reveals PPMCC (r) as 0.512**. This implies that a strong and positive relationship exists between social media marketing and brand preference sat 0.05 level of significance and P-Value of 0.008. Hence, we reject the null hypothesis and conclude that there is a strong positive and significant relationship between social media marketing and brand preferences.

Test of Hypothesis three

Ho₃: There is no significant relationship between email marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State.

Table 10: Correlation between email marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State

		email marketing	Brand Preference
	Pearson Correlation	1	.546**
email marketing	Sig. (2-tailed)		.008
	N	395	395
	Pearson Correlation	.546**	1
Brand Preference	Sig. (2-tailed)	.008	
	N	395	395
**. Correlation is significant at the 0.05 level (2-tailed).			

Source: Field Survey, 2025

The result on Table 10 is summary of Pearson Product Moment Correlations Coefficient (PPMCC) showing strong significant relationship between email marketing and and brand preference of quick-service restaurants in Yenagoa, Bayelsa State. The result of analysis shows PPMCC (r) 0.546**. This implies that strong and positive co-relationship exists between email marketing and

and brand preference of quick-service restaurants in Yenagoa, Bayelsa State at 0.05 level of significance and P-Value of 0.008. Hence, we reject the null hypothesis and conclude that there is a strong positive and significant relationship between email marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State.

Test of Hypothesis four

Ho₄: There is no significant relationship between short-message service marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State.

Table 11: Correlations between short-message service marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State.

		Short-message service marketing	Brand Preference
Short-message service marketing	Pearson Correlation	1	.694**
	Sig. (2-tailed)		.005
	N	395	395
Brand Preference	Pearson Correlation	.694**	1
	Sig. (2-tailed)	.005	
	N	395	395
**. Correlation is significant at the 0.05 level (2-tailed).			

Source: Field Survey, 2025

The result on Table 11 is summary of Pearson Product Moment Correlations Coefficient (PPMCC) showing the strong significant relationship between short-message service marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State. The result of analysis shows PPMCC (r) = 0.694**. The result indicates that a strong and positive relationship exists between short-message service marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State at 0.05 level of significance and P-Value of .005. Hence the null hypothesis is rejected and alternate hypothesis is hereby accepted that there is a positive and significant relationship between short-message service marketing and brand preference of quick-service restaurants in Yenagoa, Bayelsa State.

DISCUSSION

The demographic characteristics were analyzed using frequencies and percentages. The sample respondents for this study comprises of 220(55.7%) male and 175(44.3%) of female with ages of 117 between 18-30 years, 110 between 31-38 years, 54 between 39-49, 76 between 50-59 and 38 participants between the ages of 60 and above. For participants qualification, 53(13.4%) has FSLC, 150(38.0%) has WASC/NECO, 142(35.9%) has B.Sc/NCE/HND and 50(12.7%) has M.Sc and above.

Descriptive statistics with the use of mean was used to analyzed the Likert scale to proffer answers for the four research questions and objectives. The result for objective one revealed that mmobile application marketing significantly influences brand preference of quick-service restaurants. The result for objective two revealed that social media marketing significantly influences brand preference of quick-service restaurants. The result for objective three revealed that email marketing significantly influences brand preference of quick-service restaurants. The result for objective four revealed that short message service marketingsignificantlyinfluencesbrandpreferenceofquick-servicerestaurants. 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 Somsiriwattana (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 Somsiriwattana (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 Zhang (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.

Technology and Brand Awareness of Quick Service Restaurants

The result revealed that technology has a strong positive effect on the relationship between mobile marketing and brand awareness ($R = 0.682$). Furthermore, the result of Hypothesis Five indicated that technology in use has a significant moderating effect on the relationship between mobile marketing and brand awareness in quick-service restaurants in Bayelsa State. These results are consistent with the findings of Sunny and Anael (2016), who also found a strong positive relationship between digitally-based marketing strategies and brand awareness. The authors concluded that incorporating mobile marketing strategies can greatly enhance brand awareness in the quick-service restaurant industry.

CONCLUSION

From the above analysis, the study concluded that all the dimensions of the independent variable have a positive and significant relationship with the dependent variable. Meaning that brand preference as a mediator variable has a significant relationship with mobile marketing and brand awareness in quick service restaurants in Bayelsa state. This implies that adopting mobile marketing strategies like social media marketing, email marketing, short-message-service marketing, and other technological strategic options, quick service restaurants will ensure customers remain aware of their brands. This allows the organization to remain competitive and very relevant in the fast food industries.

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.

REFERENCES

- Aaker, D. A. (2010). *Building strong brands*. Free Press.
- Ahmad, N., & Guerrero, E. (2020). Influence of social media on brand awareness: A study on small business. Published Thesis, University of Gavle Press.
- Becker, M., and Arnold, J., (2010). *Mobile marketing for dummies*. Wiley Publishing, Inc.
- Carter, T., (2008). Sales management coaching: A model for improved insurance company performance. *Journal of Hospital Marketing & Public Relations*, 16(1-2), 113–125.
- Eneizan, B., Mohammed, A. G., Alnoor, A., Alabboodi, A. S., &Enaizan, O. (2019). Customer acceptance of mobile marketing in Jordan: An extended UTAUT2 model with trust and risk factors. *International Journal of Engineering Business Management*, 11(2), 456-476
- Gaughan, L. (2012). *Mobile marketing a tool for building customer loyalty*. Letterkenny Institute of Technology Press.
- Gerber, C., Terblanche-Smit, M., & Crommelin, T. (2014). Brand recognition in television advertising: The influence of brand presence and brand introduction. *Acta Commercii* 14(1). doi.org/10.4102/ac.v14i1.182.
- Grover, P., Kar, A. K., & Janssen, M. (2019). Diffusion of blockchain technology: Insights from academic literature and social media analytics. *Journal of Enterprise Information Management*, 32 (5), 735–757.
- Hamilton-Ibama, E. L., &Horsfall, H. (2022). Brand equity and consumer response in the fast food industry in Port Harcourt. *International Journal on Economics, Finance and Sustainable Development*, 8(1), 026-033.
- Karam, A.A., & Saydam, S. (2015). An analysis study of improving brand awareness and its impact on cusumer behaviour via media in North Cyprus (A case study of Fast Food Restaurants).
- Keller K.L (2022). Conceptualizing, measuring and managing customers-based brand equity. *Journal of Marketing Management*, 57, 1-12.
- Kotler, P. & Armstrong, G. (2010), *Principles of marketing* (13th edn), Pearson Hall.

- Lee, V., Schneider, H. & Schell, R., (2004.) *Mobile applications: Architecture, design, and development*. Prentice Hall PTR.
- Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48, 5-15.
- Mani, U. L. (2020). Social media marketing acceptability among restaurants on customers relationship in Katsina State, Nigeria. Published Dissertation, Kenyatta University Press.
- Namazi, N. (2011). Mobile marketing is a way to create customer loyalty, increase awareness and boost sales
- Neumeier, M. (2006). *The brand gap*. New Riders.
- Park, J., Hyun, H., & Thavisay, T. (2021). A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention. *Journal of Retailing and Consumer Services*, 58 , Article 102272.
- Reveilhac, M., & Blanchard, A. (2022). The framing of health technologies on social media by major actors: Prominent health issues and COVID-related public concerns. *International Journal of Information Management Data Insights*, 2 (1), 1–17.
- Saheb, T., Amini, B., & Alamdari, F. K. (2021). Quantitative analysis of the development of digital marketing field: Bibliometric analysis and network mapping. *International Journal of Information Management Data Insights*, 1 (2), 1–12.
- Schierz, P.G., Schilke, O. and Wirtz, B.W., (2010). Understanding consumer acceptance of mobile payment services: An empirical analysis. *Electronic Commerce Research and Applications*, 9(3), 209-216.
- Smith, K. (2019). 53 incredible facebook statistics and facts.
- Somsiriwatthana, K. (2021). The study the effectiveness of email marketing on purchasing intention. Published Thesis, Mahidol University Press.
- Sunny, E., & Anael, O.J. (2016). Mobile marketing in a digital age: Application, challenges and opportunities. *British Journal of Economics, Management & Trade*, 11(1), 1-13.
- Washburn, B., (2011). Library mobile applications: What counts as success? *Information Outlook*, 15(1), 13-15.

ACKNOWLEDGEMENT

The author wishes to acknowledge all academics whose works were cited and used to develop this project. Most especially and worthy of note is the tertiary education trust fund(TETFUND) for sponsoring this work financially through the institutional based research(IBR) intervention. And to all research assistants and students, we say a big thank you. Also, my gratitude goes The Isaac Jasper Boro College of Education Sagbama, for the support to its platform in assessing the grant.