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**MEDIA CHOICE AND ADVERTISING EFFECTIVENESS OF SELECTED FAST FOOD FIRMS IN
YENAGOA**

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Abstract

The main aim of this work is to assess media choice in product advertising using fast food firms situated in Bayelsa state as a case study. In carrying out this research, we adopted survey method, which was used in this study through the use of accidental sampling technique. A total of hundred (100) questionnaire was used for the work. Analysis was done using tables and percentage frequencies. From the findings, it can be said that cost of advertising media affects media choice; advertising influences consumers in patronizing fast food firms; television/movie advertising was said to be the most efficient media channel. Based on the study, television and radio continuously make use of consumer's language in fast food advertisement; then it was observed that consumers concentrate on available, cheap and audience familiar medium. Therefore, the researcher recommend that management of fast food firms should spend more time on audience research to know the most appropriate medium/media that can deliver their message effectively.

Introduction

In today's liberalized and globalized Nigerian economy, the utmost concern of advertisers is that of making advertising effective. Marketing research companies equips the advertiser with the valuable information and Knowledge about the consumer's needs wants, preferences and demand. Ad makers and agencies can use this information to design their advertisement layout. Knowing about advertising effectiveness is very important for the marketers as large sums of money are poured into advertising.

Advertising is part of the promotional mix along with personal selling, sales promotion and publicity all of which are used to sell or acceptance for an organization's products, services or ideas (Kibera et, al. 1998). In recent times, people are greatly influenced by advertising and other forms of promotions. This could either be advertising via newspapers, magazines,

television, radio prints, social media et cetera. Hence for any retail firm to succeed, it is important that advertisers in both the public and private sector communicate effectively and efficiently to their target audience (Belch and Belch, 2007).

Advertising objectives are basically specific to communication tasks, as such advertising objectives can be classified by primary purpose such as; to inform or create awareness, to persuade or to remind.

Advertising has many and varied functions. It informs, educates, persuades, reminds and assists other marketing activities. It informs many people at once about available products and services and where to get them and at what prices.

Lately, consumers are in the focus of a wide range of firms in a global world, all of which implies an increase of advertising effort and profitability of the firm. Hundreds or even thousands of advertising messages are out in front of consumers every day through various media platforms.

However, Sissors, Azanville and Roger (2002) posited that if advertising media fail to achieve its purpose, it implies a great amount of budget wastage and a potential damage to brand images, since too many consumers are targeted with the wrong advertising medium.

Nevertheless, when advertisers are not aware of the purposes for which various media are best suited, it no longer becomes an important consideration, and they may choose advertising media based on other factors.

In today's fast-paced and high-tech age, businesses are using some forms of advertising to make prospects aware of their products and services. There is no one best way to advertise your product or service. It is important to explore the various advertising media and select those which will most effectively convey your message to your customers in a cost-efficient manner. Therefore, there is a multiplicity of advertising media in Nigeria.

Choosing the right media for a particular product can sometimes be simple as a matter of routine and sometimes be difficult and shrouded in unknown.

Wikipedia (2003), also posits that efficient (a most effective) advertising requires those an advertising media which: - can reach the target audience as completely as possible. - can deliver a message with maximum visibility. - can deliver messages economically, and within the budget set. - can communicate within an environment which is suitable to the product and its audience. One of the features of media choice for many firms is that there is a wide range of possible media available.

Notwithstanding, 'audience' is a very important concept throughout media studies. All media advertising are made with an audience in mind, i.e. a group of people who will receive, buy as well as prospective buyers. When media advertising is being planned, perhaps the most important question the producers consider is "Does it have an audience?" if he answers to this is 'no' then there is no point in going any further, you have to re-strategize. This is because audience research is a major part of making the right media choice for effective advertising.

Choosing the right advertising is important to any business large or small and most forms of it provided today work. Advertising may arguably be the oxygen to any firm, which is why it is important for a business to understand what audience they are targeting and what would be best suited for that audience. Hence, purpose of this study will be, to highlight the various media platforms and examine the most effective for advertising fast food in Yenagoa.

Purpose of the Study

The purpose of this study is to;

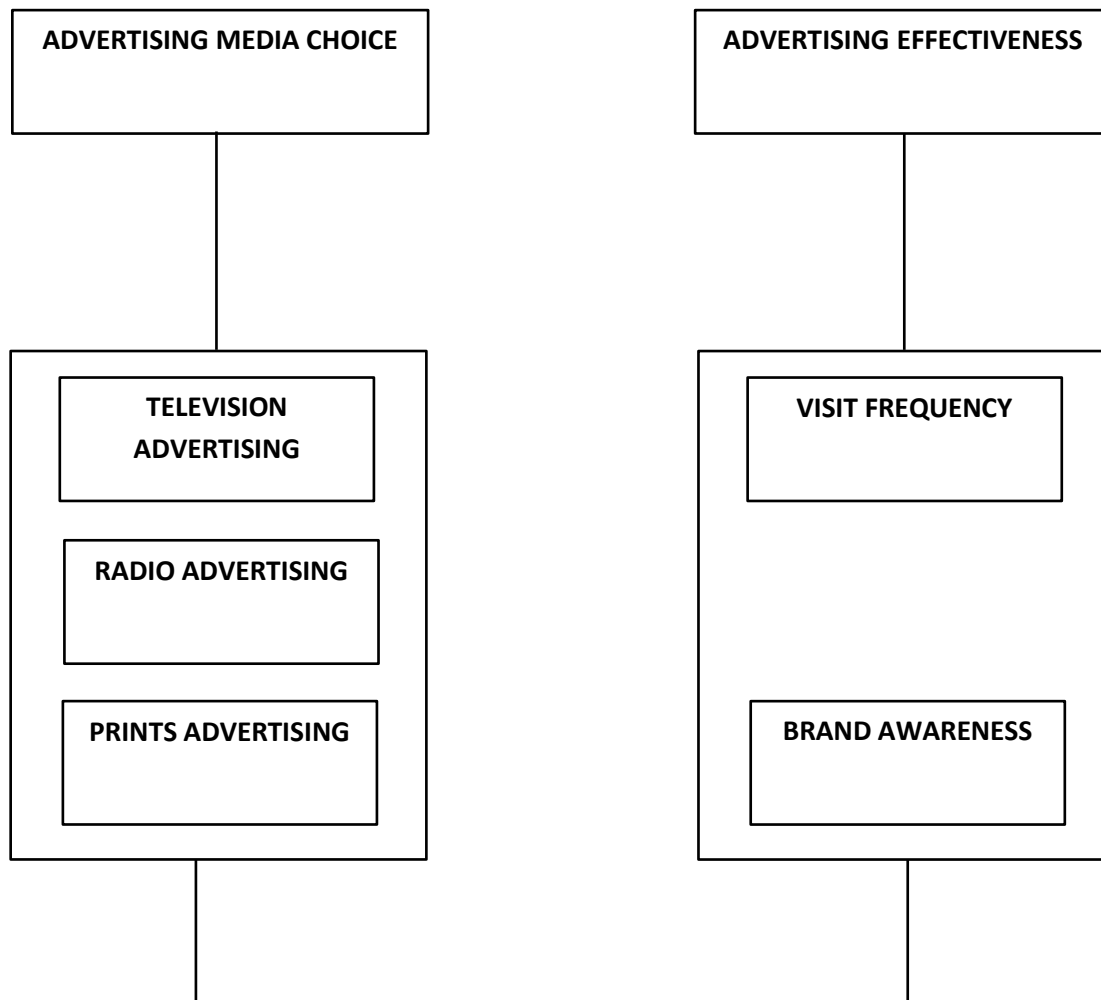
- (i) Determine the relationship between the media and advertising effectiveness
- (ii) Encourage fast food firms to switch to the most appropriate media that is customer-oriented.
- (iii) Examine the various advertising media and select the one which most effectively convey advertising messages to fast food customers in a cost-efficient manner.

Research Questions

The questions below were formulated for the purpose of this study. However, they are limited to the following;

- (i) What is the relationship between media choice and advertising effectiveness?
- (ii) What are the benefits of choosing the right media in advertising of fast food firms?
- (iii) Which particular medium effectively convey advertising messages to fast food customer in a cost efficient manner?

Conceptual Framework



The following hypotheses were formulated for the purpose of this research work.

H₁: There is a significant relation between media choice and advertising.

H₂: There are benefits of choosing the right media in the advertising of fast food firms.

H₃: Media choice has a significant influence on consumer's choice towards fast foods.

Conceptualizing Media Choice

Media Choice

This is process of choosing the most efficient media for advertising, to achieve the required coverage and number of exposures in a target audience. To evaluate media efficiency, planners consider a range of factors including: the frequency; to maximize overall awareness, the advertising must reach the maximum number of the target audience and the spread, ideally all of the audience should receive the average number of OTS (opportunity to see), according to Ogilvy (1983).

Media Channels

Many scholars and authors have come up with the conclusion that media can generally be classified into "traditional media" and "new media". Cook (2001) stated that advertising is everywhere around us: in newspapers, in magazines, on billboards along the streets, on television, in radio, in means of public transport and any place the sponsor pays to distribute their message and the effects of the advertising influence us whether we like it or not.

The media plan begins with a consideration of alternative channels of media. However, Kotler and Keller (2009) posited that the channel of media best serving purposes today may be evaluated differently tomorrow.

Television Advertising

The television represents the advertising support which has known the fastest expansion in the last 50 years, being one of the most recent "media" for publicity. It ensures, through a unique combination of sound, light and movement, the advantage of an impression gained through the direct contact with the product or the respective service, also allowing the presentation of some persuading explanations.

Television advertising offers the benefit of reaching large numbers in a single exposure. Yet because it is a mass medium capable of being seen by nearly anyone, television lacks the ability to deliver an advertisement to highly targeted customers compared to other media outlets. Television networks are attempting to improve their targeting efforts. In particular, networks operation in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming (i.e., TV shows geared to specific interest groups) designed to appeal to selective audiences. However, television remains an option that is best for products that targeted to a broad market. The geographic scope of television advertising may vary, from local or regional advertising through to national coverage, depending on whether public broadcasting or subscriber-based cable services are used.

Advertising through television represents one of the most modern promoting methods with a decisive role in presenting and selling new products. It has continuously evolved due to the impact that visual media have on the public and it also has the benefit of the scientific

discoveries which lead to the development of international satellite communication. As a result, it is not limited anymore and it has a major impact on its public, on an international scale.

Television advertising was introduced for the first time for all products which have someone to pay for the transmitted message and it was named collective or compensatory publicity. In time, a more aggressive form has emerged, but only for certain products or lines of products and it was called brand publicity.

Television advertising, once seen as the mainstay of media advertising, is facing numerous challenges from alternative media, especially interactive and social media, Technological innovations, especially the advent of ads blocking and capping, has eroded TV's immediacy and relevance for some audiences. Bayelsa state has over 4 television stations.

Radio Advertising

Promotion through radio has been a viable advertising option for over 80 years. Radio advertising is mostly local to the broadcast range of a radio station, however, at least three options exist that offer national and potentially international coverage. First, in many countries there are radio networks that use many geographically distinct stations to broadcast simultaneously.

Also, the potential for national and international advertising may become more attractive as radio stations allow their signals to be broadcast over the internet.

In many ways radio suffers the same problems as television, namely, a mass medium that is not highly targeted and offers little opportunity to track responses. But unlike television, radio presents the additional disadvantage of limiting advertisers to audio-only advertising. For some products advertising without visual support is not effective.

Prints Advertising

Print media continue to offer varied advertising opportunities. Print publications such as magazines, books, newspaper and Special Issue publications (such as annuals) offer a variety of advertising opportunities.

Magazines, especially those that target specific niche or specialized interest areas, are more tightly target compared to broadcast media. Additionally, magazines offer the option of allowing marketers to present their message using high quality imagery (e.g., full color) and can also offer advertisers the ability to integrate interactive, tactile experiences through the use of scratch-it papers impregnated with scents (e.g., perfume).

Newspapers have also incorporated color advertisements, though their main advantage rests with their ability to target local markets. For advertisers, the ability to insert catalogs or special promotional material into the newspaper is an advantage.

Special Issue publications can offer very selective targeting since these often focus on an extremely narrow topic (e.g., auto buying guide, tour guides, college and university ratings, etc.).

Media Choice Criteria

Media buyer's quantitative choice criteria circle around maximizing efficiency while minimizing costs. De Pelsmacker (2004), defined media choice as the extent to which a medium reaches the members of an advertiser's desired target group commonly defined by demographic characteristics. The main aim of any advertising media is to deliver the message in an appropriate form and to the proper audience. Thus, the media selection takes into account

those criteria of media that relate to message needs and audience requirements. The basic criteria include:

Cost: This is a consideration where advertisers attempt to allocate the advertising budget in a cost efficient manner subject to satisfying other objectives. Some mediums can be very expensive as compared to others. Radio advertising is generally cheaper than television advertising. Money spent on advertising forms an important cost factor as budget decision may lead to profitability or drain away most of the profits. Advertisement can be considered as an investment into future sales, building brand equity and customer loyalty. Proper budget allocation for long-term an advertising effect is necessary for proper planning (Khan 2009).

As regards to fast food firms optimizing media choice (somewhat simplified) involves finding the best media that gives reaches the desired target audience at low cost. This implies that the various fast food firms operational in Yenagoa ought to go for the media that reaches its target audience at a subsidized cost.

Media Exposure: This implies determining how much advertising column is required to accomplish advertising objectives. Exposure is described by ratings. Rating refers to the percentage of an audience that has an opportunity to see an advertisement placed in a particular media channel. Gross rating points reflect the gross weight that a particular advertising schedule has delivered. If a given media schedule reaches 80% of homes with an average exposure frequency of 3, media schedule has a gross rating point of 240. It is important to note that a great number of GRI^{D's} does not necessarily indicate superiority. This determination of media effectiveness takes into consideration how often persons of the target audience have an opportunity to be exposed to advertising messages for the brand (Shimp 2007).

Exposure simply means that consumers come in contact with the marketer's message. In this study therefore; we ought to find out the media channel that has more exposure in times of advertising fast food firms.

Media Frequency: This can be explained as the number of times the receiver is exposed to the media channel in a specified period (Belch and Belch, 2003). Frequency is the number of times the advertisement is released while reach is the total number of persons exposed to advertisement.

Media Reach: Media reach is generally considered as reaching specific audiences efficiently as the most important consideration when selecting media and channels (Shimp 2009). Reach is the number of different persons or household exposed to a particular media schedule at least once during a specified time period (Kotlert and Keller, 2007). Reach represents the total number of persons who hear/see or at least one of the advertiser's messages at a specified time frame. The specific time frame can be one week, one month or some other length.

Ultimate success generally depends upon message quality and frequency according to Shimp (2007) who notes that frequency value planning is an approach that attempt to get the most out of an advertising investment in the sense of selecting the most efficient advertising schedule.

Media Choice and Advertising Effectiveness

The heart of advertising effectiveness is the question of how it influences the advertiser in making a biased in favour of one alternative (media channel) over other alternatives. The

advertising medium is the carrier of the advertising message and this medium can be very expensive. As advertisers spend huge amount of money there is need to determine the effectiveness of these expenditures becomes increasingly important. If a certain media medium is not achieving its goals, then there is need to know so that a firm can stop wasting money. This avoids costly mistakes and helps firms develop more efficient and effective communication. A firm needs to know whether target market is getting their message and acting on it. Advertisers strive to determine whether their communications are working and how well they are working relative to other options. Assessing effectiveness is a critical aspect of media management because only by evaluating results is it possible to determine whether objectives are being accomplished. Media advertising is effective if it meets the advertisers' objectives. Shimp (2007) argued that a good advertising must satisfy the following considerations. One, it must extend from the overall marketing strategy. Media choice should be compatible with the overall marketing strategy of a firm. Two, effective advertising must state the consumer's view. Advertising must be stated in a way that relates to the consumer needs. Three, advertising must find a unique way to break through clutter.

There is competition and companies compete for the consumers' attention. Four, good advertising should never promise more that it can deliver. Consumers learn quickly and when they have been deceived, they will resent the advertiser. Lastly, good advertising presents the creative idea from overwhelming the choice. The purpose of advertising is to inform and ultimately sell companies' products and or services. Put differently, the purpose of advertising is to create awareness to the general public both within and outside Bayelsa of various fast food firms within Yenagoa and its metropolis.

Research Design

The research design for this study is the descriptive design. Descriptive research survey. The choice of this research design was considered appropriate because of its advantages of identifying attributes of a large population from a group of individuals. The descriptive research design was also used for the purpose of this study because the study requires collecting of data used to determine the media choice that is most effective for the advertising of fast food firms in Yenagoa.

Population of the Study

Population of a study is a group of persons or aggregate items, things the researcher is interested in getting information on media choice and advertising effectiveness of fast food firms in Yenagoa. The population of the study consisted of the resident of Yenagoa who patronize food firms. The reason for choosing Yenagoa for this study is because it is observed that majority of fast food firms are located in Yenagoa.

Sample size determination

A randomized sample size was taken from 100 respondents sampled from Yenagoa and Niger Delta University, Wilberforce Island. The administered questionnaire was collected after completion by the respondents on the same day and their responses used for analysis.

Methods of data collection

Data were collected from two main sources namely:

- (i) Primary source and
- (ii) Secondary source

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Primary Source: This study was dependent on the primary source of data. The primary data was collected using structured questionnaire distributed directly to the respondents. The questionnaire had both open ended questions to enable guide the respondent through filling of the questionnaire as well as probe them for more information.

Secondary Source: The secondary source formed the major theoretical part that was derived through critical review of related literature (material written by others researchers).

Validation of the Research Instrument

The questionnaire used as the research instrument was subjected to face its validation. This research instrument (questionnaire) adopted was adequately checked and validated by collective of research interest.

Data Analysis

The data collected was analyzed using simple percentages and was presented on tables and explanations made. Here formed the basis of the analysis and interpretation of data as presented in chapter four.

Results/Discussion

Effectiveness of advertising on reach and creation of awareness

The first objective of the study was to determine the relationship between the media and advertising effectiveness. The study sought to establish whether the respondents were aware of various forms of advertisements adopted by various firms. Majority of the respondents (98%) attested to being aware of various forms of advertisements adopted by various fast food firms. This illustrates that the effectiveness of television advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various firms in Bayelsa.

The respondents were asked to indicate their attitude towards advertisements.

Table 1: Illustrate the study findings.

	Frequency	Percentage
Information	35	35%
Create Awareness	31	31%
Entertaining	25	25%
Irritating	3	3%
Annoying	3	3%
Waste of time	3	3%
Total	100	100%

Source: Field Data (2020)

As shown in Table 1, most of the respondents (35%) indicated that advertising was informative, with a closer percentage indicating creation of awareness. 3% indicated that advertising was either irritating, annoying or a waste of time. These findings mean that most of the respondents have a positive attitude towards advertising as illustrated by their various perceptions about the use of advertising. This clearly shows a positive attitude toward a diverting and hence is a good indication for marketers. In order to further identify the effectiveness of advertising on reach and creation of awareness, the respondents were

requested to indicate the amount of time spend on various platforms of advertising. The responses were rated on a five point Likert scale where: 1=less 1hr, 2=1-2hrs, 3=2-4hrs, 4=4-6hrs while 5=over 6hrs.

Table 2: Time spend on various platforms of advertising

	Frequency	Percentage
T.V, Movies	4.21	0.515
Prints and (Newspaper Mags.)	2.42	1.241
Radio Ads	1.11	1.372

Source: Field Data (2020)

According to the findings in Table 2, on an average, a person spends more than 4 hours on TV and movies, rather than on you know what radio and print medium. Hence, on an average the exposure of television to an individual is around 40% more than that of other mediums i.e. the reach of television is much better than that of others.

Table 3: Do you think media selection is appropriate in marketing/advertising fast food firms?

	Frequency	Percentage
Yes	80	80%
No	1	1%
Sometimes	13	13%
Can't Say	6	6%
Total	100	100%

Source: Field Data (2020)

In the explanation of the results on the above table, it shows that 80% of the total target population said media selection is appropriate while 1% disagreed that media selection is not appropriate in fast food marketing. 13% of the respondents said sometimes, 6 respondents representing 6% can't say.

Table 4: Do you think there is any significant relationship between media selection and effective advert?

	Frequency	Percentage
Yes	83	83%
No	5	5%
Can't Say	12	12%
Total	100	100%

Source: Field Data (2020)

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The results on the above table, it shows that 83% of the respondents said media selection is appropriate while 5% of the respondents went for no. while 12% of the respondents indicated that they can't say.

Table 5: Factors Influence patronage of fast food firms

Based on Table 4.8 below, the highest number of respondents, 49 of the respondents were influenced to buy a product based on information provided by friends and relatives, with TV commercials being second with over 25% of the total target population. Magazines and newspaper were rated third with 4% of the respondents going for it. However, 14% indicated for social media as having influence on their patronage decision. Online advertisements were at 8%. Therefore, friends and relative were the major influencers behind decision making. This depicts that traditional form of advertising has an edge over internet advertising in terms of consumer preference to mode of advertising. Traditional mode got over 70% preferences than that of internet advertising which is huge margin.

	Frequency	Percentage
Newspaper and Magazines	4	4%
Friends and relatives	49	49%
T. V Commercial	25	25%
Online advertisements	8	8%
Social Media	14	14%
Total	100	100%

Source: Field Data (2020)

Table 6: Most effective media choice

The second objective of the study was to establish the most appropriate media that is customer-oriented. First, the respondents were asked which mode of media they prefer and the findings presented in the Table 6.

Based on the results from the questionnaire, it showed that 52% of the respondents indicated that television advertisement is their most preferred; however, 17% of the total respondents went for radio jingles. Those that went for banners and posters are 10% of the respondents went for prints ads as their most preferred where as another 12% preferred others. This information is represented in the table below.

	Frequency	Percentage
T.V Commercials	52	52%
Prints Ads: newspaper and magazine	10	10%
Banner and posters	8	8%
Radio Jingles	18	18%
Others	12	12%
Total	100	100%

Source: Field Data (2020)

Table 7: Which media do you think bring out quality and retentive advertisement messages closer to the audience?

It is clearly shown from the table below (which is generated from question 12 of the questionnaire) that 68% of the respondents say it is television, 8 respondents which represent 8% go for radio jingles while 6% respondents each went for either magazine or newspaper.

Those that went for billboard are 13 respondents that represent 13% where as another 5% said it others.

	Frequency	Percentage
Television Commercials	68	68%
Radio Jingles	8	8%
Print (Newspaper and Magazine)	6	6%
Billboards	13	13%
Others	5	5%
Total	100	100%

Source: Field Data (2020)

Table 8: Which media is the most effective media that convey fast food messages to the consumers?

	Frequency	Percentage
Television Commercials	61	61%
Radio Jingles	15	15%
Print (Newspaper and Magazine)	7	7%
Billboards	12	12%
Others	5	5%
Total	100	100%

Source: Field Data (2020)

In explanation to the above table 8, a total number of 61 of the respondents say it is television commercials, while 15% of the respondents said radio jingles. 7% of the total respondent's shows it is print i.e. newspaper and magazine. For billboard 12% of the respondents went for it. While 5 respondents that shows 5% went for others.

Table 9: Do you think fast food firm messages sustain consumers' interest?

	Frequency	Percentage
Yes	31	31%
No	58	58%
Can't Say	11	11%
Total	100	100%

Source: Field Data (2020)

In the table 9 above, it reflects that 58 respondents which represent 58% said no that fast food messages do not sustain consumer's interest very well. Nevertheless, 31% of the said yes while 11% responded in uncertainty.

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Table 10: Media with more visit Frequency

	Frequency	Percentage
Television Commercials	52	52%
Radio Jingles	43	43%
Print (Newspaper and Magazine)	5	5%
Total	100	100%

Source: Field Data (2020)

In the table 10 above, it showed the media channel/medium with the most visits. The results showed that 52% of the respondents think that television advertising has more visit and based on the open ended question it showed that this is because of its high coverage. 43% went for radio jingles, and their major reason is that in the state people tend to listen radio more than other medium. However, the remaining respondents which represent a total of 5% indicated their choice for prints. They stated that they read more than they listen to radio or even watch movies.

Cost-efficiency and advertisement effectiveness

The third objective of the study was to figure out the most effective media medium that conveys an advertising messages to fast food customers in a cost-efficient manner.

Table 11: Do you think that advertising media effectively convey advertising messages to fast food customers in a cost-efficient manner?

	Frequency	Percentage
Yes	22	22%
No	45	45%
Can't Say	33	33%
Total	100	100%

Source: Field Data (2020)

The above table answers the question on whether every advertising medium is cost-efficient. Therefore, 22% of the total target respondents representing yes. While, 45% which represents majority of the respondents said no while 33 respondents were very indecisive on the matter.

Table 12: Which medium best covers message at a cost effective manner

The table below shows that 35 and 32 respondents which represent 35% and 32% choose television and prints (newspaper and magazines) each as most cost-efficient medium un conveying fast food advertisement messages to the consumers. While 16 respondents which represent 16% went for radio. However, 10% of the total respondents representing 10% supported billboard and 7 respondents showing 7% said is others.

	Frequency	Percentage
Television Commercials	35	35%
Radio Jingles	16	16%
Print (Newspaper and Magazine)	32	32%
Billboards	10	10%

Others	7	7%
Total	100	100%

Source: Field Data (2020)

Table 13: What extent has cost of advertising affected media selection?

	Frequency	Percentage
High	36	36%
Very high	57	57%
Rarely	5	5%
Can't say	2	2%
Total	100	100%

Source: Field Data (2020)

Bringing the results of the above table together, it shows that 36% of the respondents said that the affect is high. 57% of the respondents ticked also that the resultant affect is very high, while 5% of them said rarely and 2% of the respondents said they can't say.

Table 14: Aspect if media selection advertisers should concentrate on

	Frequency	Percentage
Available media	4	4%
Cheap media	24	24%
Customer familiar media	19	19%
All of the above	53	53%
Total	100	100%

Source: Field Data (2020)

This research question serves as a piece of advice to the management of fast food firms. The result indicates that 4% of the respondents representing indicated that advertisers should concentrate on available medium in media selection. 24% of the respondents advised marketers to go for cheap media. of the respondents posited that marketers should go with the media that is familiar to the consumers. While 53 of the respondents representing 53% said all at the above.

Discussion of Findings

Research Question 1

What is the relationship between media choice and advertising effectiveness?

The above research question which is the first question in this research work, tried to investigate if there is any significant relationship between media choice and advertising effectiveness. In a bid to answer this research question, table 4.4, 4.6, 4.7 and 4.8 respectively were used to answer the research question. Table 4.4 shows that 35% of the respondents said they find advertisement informative. Table 4.6, shows that 80% of the total target population said media selection is appropriate in advertising fast food firms. However, 83% of the total respondents In table 4.7 indicated that there is a significant relationship between media selection/choice and advertising effectiveness. However, table 4.8 showed that 48% of the respondents are more influenced by friends and relatives to patronize fast food firms. From the above observations we can say that there is a relationship between media choice and advertising effectiveness.

Research Question 2

What are the benefits of choosing the right media in advertising?

The above research question which is the second research questions in this research work, tried to examine the benefits that are associated to getting the right media choice for marketing their products.

In an attempt to answer this research question, table 52% of the respondents indicated that television advertisement is their most preferred. Table 4.10 showed that 60% of the respondents indicated that television brings out quality and retentive advertisement messages closer to the consumers. More so, table 4.11 also showed that television advertisement is the most effective media that convey fast food messages to the consumers, as 61% of the respondents' ticked television as their option. Under table 4.12 58% of the respondents didn't agree to the fact that fast food firm messages sustain consumers' interest, this posted a big challenge for the research. Furthermore, in table 4.13, 52% of the respondents thinks that television advertising has more visit than other medium of advertising.

From the data presented above, it is obvious that a lot of benefits are got from choosing the right media in advertising.

Research Question 3

Which particular media channel most effectively conveys advertising messages to fast food customers in a cost-efficient manner?

The research question stated above is the third and final research question for this work. The question tries to bring an answer to the cost-effective media that will convey advertising messages to fast food consumers in a cost-efficient manner.

To seek answers to this effect, the selected table that matched this discussion are tables 4.14, 4.15 and 4.26 respectively. In table 4.14, a total of 45% of the respondents said no that not all advertising media are cost efficient depending on the advertiser and the product he is advertising and his target audience. In choosing the particular media that are most cost-efficient in delivery fast food advertisement messages to the consumers, 35% of respondents in table 4.15 said it is television commercials. 57% of the respondents in table 4.16 said advertising media affect media selected very high.

Therefore, the findings showed that television commercials convey fast food advertisement messages to customers in a cost-efficient and most effective ways. It also showed that not all media are cost-efficient, mostly depending on the kind of products the advertise is showcasing and the deviser's target audience.

Conclusion

The result of this study shows a significant relation between the independent variable (media choice) and the dependent variable (advertising effectiveness); thus, based on these results, the following conclusions was drawn.

That television was identified as the most important media to consider when developing a media choice, T. V is considered to be the most glamorous and prestigious media. Different media vehicles are available and from the findings of the study, the three top most are the radio, television and newspaper (prints) advertising. Of which television advertising has a greater percentage of visit frequency.

Those activities of television advertising geared towards brand awareness, from the research, television has more coverage than other medium/channel of advertising, it also has much impact on the consumer. More so, it portrays a dramatic effect in the mind of the consumer unlike the other medium of advert.

Notwithstanding the major benefit of choosing the right media channel is high patronage. As found in the work, television advertising has higher coverage and recall ability more than other medium of advertising as stated in this work. This high coverage helps to attract customers even from outside the state.

Recommendations

The following recommendations were made in the light of the major findings.

1. Television is an indispensable advertising tool. Consumers of fast food have proved that television commercials create awareness and communicate effectively. Management of fast food firms should embrace advertising using television commercial, in order to expand their market and withstand competition.
2. The study also found that television advertising is effective in reach and creation of awareness and the researcher recommends that the companies should invest more in television advertising to increase market share and provide product information.
3. Finally, the management of fast food firms located in Bayelsa should spend more time on audience research to know the most appropriate media that can deliver their message effectively. They should search for consumer oriented media that can influence consumers, since consumer is always influenced by selecting the right reaching media.

Suggestions for Further Studies

Since this study explored the most effective media choice for fast food advertising on consumer behavior: the case of Yenagoa and its metropolis, the study recommends that a similar study should be done in other universities for comparison purposes and to allow for generalization of findings on the effectiveness of media choice on consumer behaviour as suggested by Gong and Maddox (2003), "future research can look into the impact of web advertising across different countries and cultures to enhance the global understanding of web advertising effectiveness".

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