

**UNIBEN UNDERGRADUATES EXPOSURE AND RESPONSIVENESS
TO PIGGYVEST TARGETED ONLINE ADVERTISING**

BY

**RUTH EBELE CHIAZOR
ART2100902**

**UNIVERSITY OF BENIN
BENIN CITY**

AUGUST, 2025.

**UNIBEN UNDERGRADUATES EXPOSURE AND RESPONSIVENESS
TO PIGGYVEST TARGETED ONLINE ADVERTISING**

BY

**RUTH EBELE CHIAZOR
ART2100902**

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF ARTS
UNIVERSITY OF BENIN
BENIN CITY**

AUGUST, 2025.

**UNIBEN UNDERGRADUATES EXPOSURE AND RESPONSIVENESS
TO PIGGYVEST TARGETED ONLINE ADVERTISING**

BY

**RUTH EBELE CHIAZOR
ART2100902**

**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN, BENIN
CITY, IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF BACHELOR OF ARTS {B.A} DEGREE IN MASS
COMMUNICATION**

AUGUST, 2025.

DECLARATION

This research is based on a study undertaken by me Ruth Ebele Chiazor with the Matriculation Number Art2100902 in the department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. Ndubuisi Umoro. All ideas are product of my personal research and where the views of others have been used, are duly acknowledged.

RUTH EBELE CHIAZOR
ART2100902

CERTIFICATION

This is to certify that this research work was carried out by RUTH EBELE CHIAZOR with MAT NO: ART2100902 in the department of Mass Communication, faculty of Arts, University of Benin, Edo state under the supervision of:

Dr. Ndubuisi Umoro
Project supervisor

Date

Dr. D.O. Ekhareafo
Head of Department

Date

AUTHOR'S STATEMENT

I hereby grant the University of Benin, through the University of Benin Library, a non-exclusive, worldwide right to reproduce and distribute my thesis and abstract (hereinafter "the Work"), in whole or in part, through any media, in its present form or any translated version for preservation and accessibility, provided such translation does not alter its content. This grant is royalty-free, and I retain the right to publish the Work in its current or future versions elsewhere.

Warranties

I further affirm that:

1. I am the sole author of the Work and grant the University of Benin the right to make it available four (4) years after the award of my degree, in compliance with the University of Benin Senate regulations.
2. The Work does not contain confidential information requiring third-party consent for disclosure.
3. I have exercised due diligence to ensure that the Work is original and does not breach any Nigerian law or infringe upon any third party's copyright or other Intellectual Property Rights, to the best of my knowledge.
4. Where the Work includes copyrighted material not owned by me, I have obtained unrestricted permission from the copyright holder to grant this license to the University of Benin Library. Such third-party materials are clearly identified and acknowledged within the Work.
5. In the event of any copyright dispute concerning the Work, I agree to indemnify and hold harmless the University of Benin, its officers, employees, and agents from any liability arising from the material authorized under this agreement.
6. The University of Benin is under no obligation whatsoever to take legal action on my behalf as the Depositor in the event of an intellectual property rights infringement or any other related dispute in the material deposited.

Author's Name

Signature/Date

Email

Supervisor's Name

Signature/Date

Email

DEDICATION

This project is dedicated to almighty God for his guidance, strength, wisdom and courage to go through this programme in spite of the challenges, during the period of this study; and to my parents Mr. Emmanuel Chiazor and Mrs. Regina Chiazor for being there for me, teaching, leading and seeing me through.

ACKNOWLEDGEMENTS

My profound appreciate goes to the Almighty God who in His infinite Mercy, gave me the grace to face this great task and go through with it. I give all the glory for the gift of life and the grace for the success of this study.

I would love to profer my sincere gratitude to my project supervisor, Dr Ndubuisi Omoro for his constructive criticisms, proofreading, editing and necessary suggestions, during the course of this study, which earned this work it's success. I pray that the God Almighty grant you success in all your endeavor's in life. Amen.

My deep gratitude also goes to my Dean of Faculty, Prof. Marcel Okhakhu, to my amiable Head of Department (Hod), Dr. Daniel Ekhareafo, and to my lectures, Prof. Ezekiel Asemah, Mr Sunday Ekerikevwe, Dr. Mrs. Ene Obaje, Dr. Mrs. Gloria Ogono, Dr. Nonso Nnabuiife, Prof. Ambrose Uchenunu, Mr. Henry Ewere. I am most grateful for all the knowledge passed through your teachings. I am also indepted to Mr. Bright Ojie for his encouragement and support towards making this project a realit. Also to my siblings, miss loveth , Mrs Angela, and Mr Emmanuel for their financial support and encouragement. Mr. Emmanuel Obosi, Mr Abraham Obosi, Mr Felix Obosi, Mr Robert Chiazor I am very grateful for all your prayers and financial support God bless you immensely. To my beautiful aunty and cousins Mrs. Uwaoma Obosi, Irene, Daniel and Favour. Thank you all for your prayers financial support and believing in me. I say a very big thank you to my Boss Mr. Favour Ehizojie, and to my Wonderful friends that turn sisters, Miss Kororo blessing, Miss Gift Obiefule, miss Julia George and Miss Precious Agbongiasede. May God grant you all your heartfelt desires. Amen.

TABLE OF CONTENTS

Cover Page	-	-	-	-	-	-	-	-	-	i
Title page	-	-	-	-	-	-	-	-	-	ii
Declaration	-	-	-	-	-	-	-	-	-	iii
Certification	-	-	-	-	-	-	-	-	-	iv
Author's Statement	-	-	-	-	-	-	-	-	-	v
Dedication	-	-	-	-	-	-	-	-	-	vi
Acknowledgements	-	-	-	-	-	-	-	-	-	vii
Table of contents	-	-	-	-	-	-	-	-	-	viii
List of Tables	-	-	-	-	-	-	-	-	-	x
Abstract	-	-	-	-	-	-	-	-	-	xi

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study	-	-	-	-	-	-	-	-	-	1
1.2 Statement of the Problem	-	-	-	-	-	-	-	-	-	4
1.3 Objectives of the Study	-	-	-	-	-	-	-	-	-	5
1.4 Research Questions	-	-	-	-	-	-	-	-	-	5
1.5 Significance of the Study	-	-	-	-	-	-	-	-	-	5
1.6 Scope of the Study	-	-	-	-	-	-	-	-	-	6
1.7 Definition of Terms	-	-	-	-	-	-	-	-	-	7

CHAPTER TWO: LITERATURE REVIEW

2.1 The Concept of Advertising	-	-	-	-	-	-	-	-	-	9
2.2 Online advertising: An Overview	-	-	-	-	-	-	-	-	-	10
2.3 History of Piggyvest	-	-	-	-	-	-	-	-	-	11
2.4 How social media affect Piggyvest Targeted Online advertising	-	-	-	-	-	-	-	-	-	12
2.5 Strategies of online advertising	-	-	-	-	-	-	-	-	-	13
2.6 Empirical review	-	-	-	-	-	-	-	-	-	17
2.7 Theoretical Framework	-	-	-	-	-	-	-	-	-	19

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design	-	-	-	-	-	-	-	-	24
3.2 Population of the Study	-	-	-	-	-	-	-	-	25
3.3 Sample Size	-	-	-	-	-	-	-	-	26
3.4 Sampling Method	-	-	-	-	-	-	-	-	27
3.5 Instrument for Data Collection	-	-	-	-	-	-	-	-	27
3.6 validity of the instrument	-	-	-	-	-	-	-	-	28
3.7 Reliability of the Instrument	-	-	-	-	-	-	-	-	28
3.8 Method of Data Collection-	-	-	-	-	-	-	-	-	28
3.9 Method of Data Analysis	-	-	-	-	-	-	-	-	29

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1 Preamble	-	-	-	-	-	-	-	-	30
4.2 Data presentation and Analysis	-	-	-	-	-	-	-	-	30
4.3 Discussion of Findings	-	-	-	-	-	-	-	-	40
4.3.1 Research Question One	-	-	-	-	-	-	-	-	40
4.3.2 Research Question Two	-	-	-	-	-	-	-	-	40
4.3.3 Research Question Three-	-	-	-	-	-	-	-	-	41
4.3.4 Research Question Four	-	-	-	-	-	-	-	-	41

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary	-	-	-	-	-	-	-	-	42
5.2 Conclusion	-	-	-	-	-	-	-	-	42
5.3 Recommendations	-	-	-	-	-	-	-	-	43
5.4 Suggestion for Further Studies	-	-	-	-	-	-	-	-	44
5.5 Limitations of the study	-	-	-	-	-	-	-	-	44
References	-	-	-	-	-	-	-	-	45
Appendix	-	-	-	-	-	-	-	-	47

LIST OF TABLES

Table 1: Distribution of respondents by gender	-	-	-	-	-	-	-	30
Table 2: Age distribution of respondents	-	-	-	-	-	-	-	31
Table 3: Distribution of Respondents by Marital Status	-	-	-	-	-	-	-	32
Table 4: Distribution of Respondents by Faculty	-	-	-	-	-	-	-	32
Table 5: Distribution of Respondents by Level	-	-	-	-	-	-	-	33
Table 6: I have seen any Advertisement Related to Piggyvest Online	-	-	-	-	-	-	-	34
Table7: Where have you mostly seen these Advertisements?	-	-	-	-	-	-	-	35
Table8: How Frequently do you see PiggyVest ads Online	-	-	-	-	-	-	-	36
Table 9: I have clicked on Piggyvest Ad	-	-	-	-	-	-	-	36
Table10: What made you click?	-	-	-	-	-	-	-	37
Table 11: I Use PiggyVest Currently	-	-	-	-	-	-	-	38
Table 12: How effective do you think PiggyVest ads are at convincing students to use the platform?	-	-	-	-	-	-	-	38
Table 13: Students' Attitudes towards PiggyVest Targeted Online Advertising-	-	-	-	-	-	-	-	39

ABSTRACT

This study investigates the UNIBEN undergraduates exposure and responsiveness to PiggyVest's targeted online advertising. In an increasingly digital world, online financial services like PiggyVest have become popular, especially among young people. This research aims to understand the level of awareness and engagement of UNIBEN students with PiggyVest's marketing campaigns. Specifically, the study seeks to: determine the extent to which UNIBEN undergraduates are exposed to PiggyVest's online advertisements, evaluate the effectiveness of these advertisements in influencing their financial behavior, and identify the factors that influence their responsiveness to the platform's marketing messages. A quantitative research design was employed, utilizing a survey to collect data from a sample of UNIBEN undergraduates. The data was analyzed using summary and analytics statistics to determine the relationship between exposure to targeted online advertising and the responsiveness of the students. The researcher therefore, conclude that online advertisement should be utilized more in creating awareness about products or services. Thus, the researcher recommended that piggyvest company should continue to use online advertising to create awareness for their services.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The evolution of online advertising has transformed how businesses communicates with their target audiences.

Advertising from time immemorial, is one of the most effective ways of reaching consumers of products and services in order to persuade them to patronize the advertised product or services. Advertising is a huge and pervasive industry. Advertising is a tool developed for sales. It has become the leading communication platform and communication arrowhead that gives meaning and the required bite to modern marketing. As a result, Okwechime (2009) believes that advertising consist of a sequence of actions such as research, planning, campaign & evaluation and that because its goal is to supply vital information in order to make a simple purchase. Advertising is distinct from personal selling. He went further to say that the definition above provide a solid foundation for comprehending the concept of advertising.

Lysonski and pollay (2010) pointed out that advertising creates a pervasive and persuasive communication environment that sells a great deal more than just the products. That is to say that advertising, entices people to know more and also in a way, persuade them to purchase the products. Advertising as it were, is a marketing function whose aim is to sell goods and services to consumers and its impacts can go beyond the purpose of selling products to consumers. Just as the media of social communication have enormous

influence everywhere, so does advertising which uses the media as a vehicle for persuasion as well as a powerful force for shaping attitudes and behaviour in today's world.

Advertising is seen as the process of persuading potential customers to buy products or promote its services. It is the branch of marketing that deals with communicating to customers about products, brands and services, while the basic principles of advertising still apply, online advertising is not just another new channel for advertising, it is a new approach to advertising which offers a unique understanding on consumers behaviour. Traditional advertising channels such as Print, Radio, Television and Billboards, are not forms of online advertising as online advertising, has to do with online media such as Social Media (Facebook, Twitter, Instagram etc.), Search Engines, Emails etc.

It is important to expatiate on the term "Online Advertising". Online advertising, refers to as prominent form of marketing that uses mobile and desktop platforms to deliver trackable and measurable campaigns via social media, search engines, video streaming channels and email to reach targeted customers. It involves delivering electronic messages to potential customers. According to Hubspot (2020) online advertising refers to any marketing effort that involves the internet, digital technologies or an electronic device. When the marketing department exits online, it is classified as online advertising. That means social media marketing, search engine marketing or pay-per-click advertising, email marketing, content marketing etc. are under online advertising.

According to Kaplan and Haenlein (2011), web 2.0 is a platform where content is continuously altered by all operators in sharing and collaborative way. Web 2.0 is a based technology which helps to create highly interactive platforms through which individuals and communities share co-create, discuss and modify user-generated content.

Having known what advertising and online advertising is, it is germane to also throw more light on the history of PiggyVest Online Services and what it stands to achieve. PiggyVest, formerly known as PiggyBank.ng, is a Nigerian financial technology platform that provides savings and investment services. The platform was founded in 2016 by Joshua Chibueze, Odunayo Eweniyi, and Somto Ifezue. It was created to help individuals develop a consistent savings habit through digital technology. The idea for PiggyVest came from a common Nigerian practice known as "Ajo" or "Esusu", where people save small amounts of money collectively over a period. The founders decided to digitize this traditional savings culture, making it easier and more secure for users to save money automatically. In 2019, PiggyBank.ng rebranded to PiggyVest as it expanded its services beyond savings to include investment opportunities, allowing users to earn returns on their savings. Today, PiggyVest is one of the leading financial technology platforms in Nigeria, with over 4 million users.

PiggyVest is on a mission 'to give everyone the power to better manage & grow their finances'. The platform uses targeted online advertising through social media platforms like Instagram, Facebook, Twitter, and Google to reach its audience, especially youths and students who seek better financial management options. Thus, this research

studied UNIBEN undergraduate's exposure and Responsiveness to PiggyVest targeted online advertising.

1.2 Statement of the Problem

Despite the increasing popularity of PiggyVest among young Nigerians, little is known about how effective its targeted online advertising is in reaching and influencing undergraduates. However, good a company's product or service is, if it is not known then it is not good. (Ekuobase, 2020), being "known" therefore is critical to customer's attraction and retention as well as the survivability and competitiveness of a business. Uniben undergraduates being part of the brands target audience are regularly exposed to online advertising through social media and search engines.

Although, online advertising is very important for business growth in today's day and age, many business owners have failed to take advantage of these online channels and advertise their business through online strategies. This is because they are familiar to the use of traditional media to promote sales and win customer's loyalty. Thus, the world is fast changing as everyone is virtually online. However, the extent of Uniben Undergraduates exposure whether these ads lead to active engagement or registration on the platform remains unclear. In order to save cost and promote business activities, every available online channel must be employed, to reach target customers. This study, therefore, helps to assess the level of undergraduates responsiveness and exposure of Uniben to PiggyVest targeted online advertising.

1.3 Objectives of the Study

The following will serve as the objectives for the purpose of this research.

1. To identify the platforms where PiggyVest ads are most frequently encountered.
2. To determine the level of exposure of Uniben undergraduates to PiggyVest targeted online ads.
3. To examine the factors influencing undergraduates' engagement with PiggyVest ads.
4. To assess the responsiveness of Uniben undergraduates to PiggyVest ads.

1.4 Research Questions

The following research questions have been designed to guide this study.

1. To what extent are Uniben Undergraduates exposed to PiggyVest targeted online advertisement?
2. How responsive are Uniben undergraduates to PiggyVest targeted online advertisements?
3. Which online platforms are most commonly used by PiggyVest to reach undergraduates?
4. What factors influence Undergraduates decision to engage with Piggyvest advertisements?

1.5 Significance of the Study

The importance to reach the society at large is one of the Significance of this study. This study will be important to advertising agencies and even the officials of PiggyVest company to educate and enlighten them more on how to improve on the quality of their

services and their strategies for advertisements. It will also enable the PiggyVest officials to discover effective ways of yielding returns and reaching a large audience.

This study will help the company enhance its marketing strategies to improve user acquisition among undergraduates. It also contributes to the body of knowledge among Undergraduates, about digital marketing and to know more about the service and its quality.

Lastly, to the society at large, this study provides information on the usage and quality of PiggyVest on digital marketing, specifically the impact of targeted advertising on the youth population.

1.6 Scope of the Study

The scope of the study focuses on undergraduates of the University of Benin (UNIBEN). It will assess their exposure and responsiveness to PiggyVest targeted online advertising on social media platforms such as Instagram, Facebook, Twitter and Google ads.

The scope of this study also covered online advertising and does not focus on other form ofn advertising. This was because the internet and interactive advertisement are still areas that have not been greatly touched. As a result of the dawn of technology, people are now exposed to advertisement.

1.7 Definition of Terms

Advertisement: The product or message that is disseminated through the media that is paid for by an identified sponsor

Advertising: Any form of non-personal presentation and promotion of goods, ideas and services usually paid for by an identified sponsor (PiggyVest services)

Communication: it is the process of exchanging information, ideas or feelings between individuals or groups through speaking, writing, or other means. It enables understanding and connection.

Exposure: the stage of being subjected to something such as a condition, influence or experience.

Information: the processed data that provides meaning, context or knowledge. It helps in decision-making and communication.

Online Advertising: Online advertising is the practice of using the internet to promote products, services, or brands through various digital channels, such as social media, websites, search engines, and apps. It helps businesses reach targeted audiences efficiently.

PiggyVest: PiggyVest is a Nigerian fintech platform that provides savings, investment, and financial management services. It helps users save money automatically, invest in opportunities, and achieve financial goals.

Platform: it is a foundation or system that supports and enables activities, interaction or service4s.it can be digital (like a social media site) or physical (like a stage or structure).

Responsiveness: it is the ability to react quickly and appropriately to a stimulus, request or change. it reflects adaptability, awareness and prompt action.

Targeted Online Advertising: it is a digital marketing strategy where ads are shown to specific audiences based on their interests, behaviours, demographics or online activity. It helps business (PiggyVest) reach the right customers more effectively.

CHAPTER TWO

LITERATURE REVIEW

Preamble:

This work is designed to check the work of relevant literature and other similar issues done by researchers. This literature review covers a variety of scholarly sources and is organized under the following headings;

2.1. Concept of Advertising

2.2. Online advertising: an overview

2.3. History of Piggyvest

2.4. How Social media affects Piggyvest Targeted Online ads

2.5. Strategies of Online Advertising

2.6. Review of Empirical Studies

2.7. Theoretical Framework

2.1. Concept of Advertising

Sambe (2005), sees advertising as any paid form of non-personal presentation and promotion of ideas, goods and services by and identified sponsor. This, explains the fact that for any message to be described as an advertising message, it has to be paid for, and identified by a sponsor, the paid aspect here, show the fact that the space or time for an advertisement generally, must be bought. Also, the identified sponsor refers to brands and companies or individual whom paid for their product to be advertised. According to William j. station, “advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization.

Advertising is an event, image which is not directed to one person but large targeted audience. It is an event or perception, that affects the way we feel about a particular product or service, the aim is to change perception and belief of a consumer or prospective consumer.

2.2 Online Advertising: An Overview

Online advertising in Nigeria traces back to the early 2000s when the internet became widely available. Initially, Online advertising was limited to simple banner and website pop-up ads. However, as the internet became more accessible and online users grew, online advertising in Nigeria began to evolve.

Online advertising involves using paid and organic strategies to reach targeted audiences across various online platforms, including search engines, social media, websites and mobile apps.

Today, online advertising continues to evolve, with new technologies and platforms emerging, providing marketers with new and innovative ways to reach consumers with new ad engagement. Over the years, companies can now use data and algorithms to personalize advertising to individual consumers, creating a more targeted and effective advertising experience. Online advertising continues to evolve with advancements in technology, including artificial intelligence, data analytics and augmented reality. Businesses that leverage innovative and well-targeted online campaigns can effectively engage with their desired audience and achieve their marketing goals.

2.3. History of PiggyVest

PiggyVest is a Nigerian digital savings and investment platform founded in 2016. The platform, provides a deviation of savings and investment options as well as financial education resources. PiggyVest was formally known as PiggyBank. In 2019, PiggyBank.ng rebranded to PiggyVest as it expanded its services beyond savings to include investment opportunities, allowing users to earn returns on their savings. Somto Ifezue, Odunayo Eweniyi and Joshua Chibueze founded PiggyVest. PiggyVest was created to help people save money and invest safely and securely.

PiggyVest is a platform for wealth management, a digital asset manager for millennials. PiggyVest's suite of product will be designed to provide access to micro pensions, micro insurance and democratize access to government-issued financial instruments like treasury bills.

The platform has been since grown rapidly and has become of Nigeria's most popular savings and investment platforms. It has attracted many users and received position feedback for its user-friendly interface, range of savings and investment options, and security features. PiggyVest has also received several awards and recognition for its contributions to financial inclusion and innovation in the Nigerian fintech sector. Today, PiggyVest is one of the leading platforms in Nigeria, with over 4 million users. The platform uses targeted online advertising through social media platforms like Instagram, Facebook, Twitter (X), and Google to reach its audience, especially youths and students who seek better financial management options.

2.4. How Social Media affects PiggyVest Targeted Online Adverts

According to Smith, social media has a significant impact on how people view advertising. Targeted audience can be narrowed down through social media based on demographic factors including age, sex, occupation, and educational or professional background.

Nowadays, the internet is used for almost everything in fact because it has sped up information transfer. By tracking user likes and responses, advertisers can keep an eye on their advertising messages and determine how many people have seen them. Social media has become a vital tool in the digital marketing landscape, proving platforms for companies like PiggyVest to reach and engage with their target audience. Through the use of data-driven algorithms, social media platforms such as Instagram, Facebook, and Twitter (X) enable precise targeting, ensuring that PiggyVest's advertisements are shown to users who are most likely to be interested in financial management situations. This targeted approach not only increases the effectiveness of their campaigns but optimizes their marketing budget.

The creation of useful content can be done using social media as a vehicle for communication. Operators of PiggyVest use social media accounts, especially Instagram, Tiktok and Twitter (X) to persuasively advertise their products and services to their customers who are predominantly young Nigerians. PiggyVest often collaborates with financial influencers and content creators who share personal finance tips and endorse the platform. These partnerships leverage the trust and credibility that influencers have established with their followers, making advertisements feel more authentic and relatable.

Through sponsored posts, stories and reels, Piggyvest's services are continuously showcased to a wide and engaged audience.

Social media as an effective tool for getting PiggyVest services, aids in keeping the current clients active and interested. By developing engaging social media contents, you can keep your audience engaged and perhaps even find brand advocates. Additionally, receiving positive feedback shows that they are performing as intended, whilst negative feedback encourages them to improve their brand and services further to satisfy customers.

2.5. Strategies of Online Advertising

Igbineweka et al, (2020), states that the mastery of how to use the new media which is natural to this generation is necessary but not enough to positively impact business fortune, hence, the use of the new media such as the internet, social media can help promote or ruin the business. A good online advertising strategy must identify prospective customers (prospects) and take them through the customer value chain of awareness, engagement, subscription, conversion, advocacy and promotion.

According to smart insights (2018) the most effective digital marketing strategy is social media marketing, followed by content marketing and data management. This strategy is examined below:

I. Social media marketing:

Tuten, Solomon, (2015), states that the term social media marketing is the process of gaining websites traffic or attention through social media sites by creating and sharing content that encourages users to engage and participate.

Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desire culture, mission, or tone. According to Tuten and Solomon (2015), there are five core pillars of social media marketing:

- a. **Social Community:** Focuses on building relationships and encouraging interaction among users (e.g., likes, comments, shares, discussions).
- b. **Social Publishing:** Involves sharing content (text, images, video) to inform, entertain, or persuade audiences through platforms like blogs, YouTube, or Instagram.
- c. **Social Entertainment:** Includes the use of games, contests, or other playful content to engage users and enhance brand experience.
- d. **Social Commerce:** Using social platforms to support buying and selling activities, including reviews, recommendations, and purchase links.
- e. **Social CRM (Customer Relationship Management):** Using social media to manage customer relationships by providing support, gathering feedback, and enhancing satisfaction.

Because audience can be better segmented than more traditional marketing channels, companies can ensure they focus their resources on the audience that they want to target using social media marketing. Some of the metrics used to measure the success of social media marketing (which is known as digital marketing and e-marketing) include: Website

reports, such as Google Analytic, Return on Investment (ROI), customer response rates or the number of times customers post about a company.

II. Content Marketing

According to marketing institute (2018), content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience and ultimately, to drive profitable customer action. Content marketing refers to marketing activities that involves the creation and sharing of media and publishing content in order to acquire and retain customers. (Baltes, L.P, 2015). It is all about using content to attract and retain visitors and eventually turn them into customers. Black link stated that there are many different types of content marketing, including:

Blogging, Video, Podcasting, Info graphics, Email, Visual content, eBooks, Slide share presentations, Quizzes/tools, Slide decks, Free app and Social media posts.

Even in person, physical leaflets and phone books can be considered types of content marketing. The key is that the content provides information or entertainment, usually for free, in support of a business goal.

III. Data Management

According to Data Management Association (2009), data management refers to the development and execution of architectures, policies, practices, and procedures that properly manage the full data lifecycle needs of an enterprise. Oracle 2021, says that the

goal of data management is to help people, organizations and connected things optimize the use of data within the bounds of policy and regulation so that they can make decisions and take actions that maximize the benefit to the organization. Today, organizations use a data management solution that provides an efficient way to manage data across a diverse but unified data tier. Data management systems are built on data management platforms and can include:

- ❖ Data integration tools
- ❖ Metadata management system
- ❖ Data warehouse
- ❖ Data lakes
- ❖ Data analytics
- ❖ Master data management (MDM)

In today's digital economy, effective data management in digital marketing is vital for understanding consumer behavior, personalizing campaigns, and optimizing engagement across channels. By leveraging data management platforms to collect, organize, and analyze customer data, marketers can make data-driven decisions that enhance targeting accuracy, improve return on investment, and foster long-term customer relationships. As digital landscapes evolve, strong data management practices remain a cornerstone for achieving sustainable marketing success."

2.6. Empirical Review

This section convers previous studies related to this present research. Ogunwemimo, Onafuye and Ajaegbu, (2024) conducted a research on **"PiggyVest's Social Media Advertisements on Financial Literacy and Money Management Skills of Babcock University Undergraduates,"** published in August 2024. This research examines the influence of PiggyVest's social media advertising on the financial literacy and money management skills of students at Babcock University. Grounded in the Theory of Planned Behavior and Media Dependency Theory, the study employed both quantitative and qualitative methodologies, surveying 408 undergraduates and analyzing data from PiggyVest's YouTube database. The findings indicate that exposure to PiggyVest's financial literacy advertisements significantly enhances students' money management skills and positively influences their financial attitudes. The study concludes that social media serves as an effective tool for improving financial literacy among youths and recommends that financial institutions, governments, and educational bodies leverage social media platforms to educate young individuals on financial matters.

Arikenbi and Olley, (2022), AN EVALUATION OF THE EFFECTIVENESS OF SOCIAL MEDIA PLATFORMS IN PROMOTING ONLINE ADVERTISING IN NIGERIA. This study evaluates the effectiveness of social media platforms in promoting online advertising in Nigeria. The study is to determine the influence social media platforms have on online advertising and to ascertain the level of people's awareness on the use of social media for online advertising Based on the study's objectives, three research questions were formulated to serve as a guide for this study. The researcher

adopted the survey research method as the most suitable research design for this study. Also, the diffusion of innovation theory was adopted for this study. Findings emanating from this study show that through social media platforms a lot of people become aware of different products online. Social media platforms have become a viable tool in promoting online advertising as most business organizations and brands are embracing it to make their products, goods and services known to a wider audience. This study recommends that Nigerian business organizations embrace social media for online advertising since it has the potential to reach their target market. It also recommends that social media platforms should be seen as avenues to make products and services known.

The above studies helps to determine the empirical relationship between digital marketing and business performance among SMEs, the effectiveness of social media platform in promoting advertising on a firms sale and PiggyVest social media advertising on financial literacy, none of them assessed the extent of exposure and responsiveness of targeted online advertising, their attitude towards online advertising and how online ads (social media) affects the growth of PiggyVest on undergraduates. It is this gap in knowledge that this study seeks to fill.

2.7. Theoretical Framework

Given the body of literature reviewed and the focus of this study, three theoretical frameworks have been adopted to guide the research: Uses and Gratification Theory, Knowledge Gap Theory, and Attitude Change Theory.

The Uses and Gratification Theory explains how UNIBEN undergraduates actively engage with PiggyVest's targeted online advertising to satisfy their personal needs and interests, particularly in areas such as saving, financial management, and investment opportunities.

The Knowledge Gap Theory supports the idea that differences in access to information and digital literacy among undergraduates may influence how effectively PiggyVest's messages are received and acted upon. This theory highlights the role of education, internet access, and exposure to media in shaping the responsiveness of different student groups.

The Attitude Change Theory explores how the persuasiveness of PiggyVest's advertising based on the credibility of the source, clarity of the message, and characteristics of the audience can influence students' attitudes toward the brand and, ultimately, their financial behavior.

Taken together, these theories offer a useful framework for understanding how PiggyVest's targeted online advertising shapes the awareness, perceptions, and responses of UNIBEN undergraduates.

Knowledge Gap Theory

This theory suggests that as the availability of media content and information increases in a society, the divide in knowledge between different social classes—particularly the privileged and underprivileged—also tends to widen. While one might expect that more information would help close the gap between those with access to knowledge and those without, the theory argues otherwise. Instead, individuals who are already well-informed ("the information rich") tend to absorb and benefit from this influx of information more rapidly than those with limited access or capacity ("the information poor"), thus expanding the gap. Proponents of this theory believe that there is a saturation point for the informed population—once they reach a certain level of knowledge, they become stable in their understanding. Meanwhile, individuals at the lower end of the information spectrum must continue to seek knowledge to bridge the gap, creating a constant imbalance.

This theory is relevant to this research because digital media platforms, including the internet and other communication technologies, significantly shape how people acquire and share information. The mass media often guides public discourse in a way that encourages individuals to align with dominant perspectives. As a result, people may adapt their opinions and attitudes to match prevailing societal narratives, which are often influenced by the media. This alignment not only affects individual thinking but can also influence broader societal trends, such as consumer behavior and business growth.

Attitude Change Theory

This theory is originally developed by Carl Hovland and his colleagues at Yale University in the 1940s and 1950s, focuses on how persuasive communication influences shifts in people's attitudes and behaviors (Asemah & Nwaoboli, 2022). Initially referred to as Persuasion Theory, it emphasizes that attitude change is a critical precursor to behavior change. Without a change in attitude, it is unlikely that behavioral transformation will occur (Nwaoboli, 2022).

The theory identifies three core elements that determine the effectiveness of a persuasive message:

1. The origin of the message, the information it carries, and the audience it is directed to.
2. Who delivers the message, what the message contains, and who receives it.
3. The sender of the message, its content, and the target audience.

In this research, PiggyVest serves as the source of the message, employing targeted online advertising to reach UNIBEN undergraduates. According to the theory, source credibility is essential—UNIBEN students are more likely to be influenced if PiggyVest is perceived as trustworthy, authoritative, and relevant to their financial goals.

The content of PiggyVest's advertisements must also resonate with its target audience. Messages should be clear, relatable, and aligned with the values, needs, and aspirations of UNIBEN undergraduates. Highlighting benefits such as saving incentives, investment options, and financial literacy could strengthen the persuasive power of the campaign. The audience in this case, the UNIBEN undergraduates—plays a pivotal role in determining the success of the communication. Their existing beliefs, attitudes, and level

of financial awareness can greatly affect how they interpret and respond to PiggyVest’s messages.

This study investigates how these three elements—source, message content, and audience characteristics—contribute to attitude and behavioral change among UNIBEN undergraduates exposed to PiggyVest’s targeted online advertisements. For PiggyVest’s campaign to be most effective, it must ensure that its advertisements are delivered through credible channels, contain compelling and relevant content, and are designed with a deep understanding of the audience’s mindset.

Uses and Gratification Theory

This theory, suggests that media users actively seek out specific media and content to satisfy their personal needs and desires. Rather than being passive recipients, individuals choose, interpret, and retain media messages based on their unique interests, motivations, and expectations. This theory emphasizes that “people do things with the media, not the other way around.” In the context of this study, the theory helps explain how UNIBEN undergraduates engage with PiggyVest’s targeted online advertising. Students are likely to interact with financial content that aligns with their personal goals—such as saving money, learning about investments, or building better financial habits. Their exposure to PiggyVest’s ads is not random but influenced by their specific needs, including financial security, planning, and convenience.

This theory is especially relevant in digital marketing, as it provides insight into how audiences like UNIBEN students use platforms such as social media and websites to

fulfill various informational and utilitarian needs. PiggyVest’s effectiveness in advertising depends largely on how well it aligns its messages with these existing needs and motivations.

By applying the Uses and Gratification Theory, this study seeks to understand the reasons UNIBEN undergraduates engage with PiggyVest advertisements and how these engagements influence their responsiveness—whether they choose to adopt the platform, interact with its features, or ignore the content altogether.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

An important aspect of any good research project is the research methodology. Methodology refers to the method, procedures or modalities by which the researcher intends to accomplish the objectives of his or her research project.

Therefore, it is necessary for data to be collected and analysed so that valid and reliable conclusion could be drawn. Hence, the following procedure methods were adopted in order to achieve the objectives of the research.

3.1 The Research Design

3.2 Population of the Study

3.3 Sampling Size

3.4 Sampling Method

3.5 Instrument of Data Collection

3.6 Validity of Instrument

3.7 Reliability of Instrument

3.8 Method of Data Collection

3.9 Method of Data Analysis

3.1. Research Design

The technique adopted in this study was survey design. The survey design, allows researchers to measure characteristics, opinions and behaviours of a given population, and this work on premise that the population is too large for research to realistically observe all the element in the population.

Asemah, Gujubawu, Ekharefo, and Okpanachi, (2012) observed:

A survey is an empirical study that uses questionnaires or interviews to discover descriptive characteristics of an occurrence. It enhances both the study of small basic or large population. Thus, from the entire population, some basic element that shares the same characteristics would be studied, (p.107).

The survey research method has enormous advantages. Babbie(2010). States that surveys allow researchers to collect large amount of data from a sizable and diverse population in a relatively short time, which enhances the generalizability of the findings. Survey research focuses on people, the vital parts of people, their beliefs, opinion, attitudes, motivations and behaviour. This study shares some of the said features and advantages.

Furthermore, survey design is the best design affordable for this study because it allows the researcher to collect original data for a population too large to observe directly. Therefore, this study employed a quantitative research design, specifically the survey method, which is commonly used for human-related research. The primary instrument for data collection was the questionnaire.

3.2 Population of the Study

It involves the general targeted area of study in specification of their opinion, belief, motivation, attitudes and behaviour. A population is made up of all conceivable elements, subjects or observations relating to a particular phenomenon of interest to the researcher.

The population of this study is derived from the undergraduates of the University of Benin. According to Unirank review, UNIBEN has a total estimate of 77,000 students.

3.3 Sample Size

Sample size refers to the number of individuals or responses selected from a larger population to participate in a research study or survey. It serves as a representative subset used to collect data and make generalizations about the entire population (Nwaoboli, Ezeji & Osife-Kurex, 2022). For this study, the sample size is 402 respondents. This figure was determined using the Cochran sample size formula (Cochran, 1977), which is appropriate for large populations where the sample constitutes more than 5% of the total population.

Formula: $N = \text{estimated sample} / (1 + \text{estimated sample} / \text{population})$

$$N = 400 / (1 + (400 / 77000)) = 214.2$$

$$N = 400 / (1 + 0.005)$$

$$N = 400 / 1.005 \quad N = 398$$

$$N = 398 / 0.99 \text{ (Response rate)} = 402$$

Therefore, the sample size used for this research is 402.

3.4 Sampling Method

The study adopted a multi-stage sampling procedure in selecting respondents, as this approach allowed for systematic selection across three levels using a mix of simple random, stratified, and purposive techniques.

In the first stage, three faculties; Arts, Education, and Engineering, were randomly selected from the University of Benin's fifteen faculties, which include Agriculture, Arts, Education, Engineering, Environmental Sciences, Law, Life Sciences, Management Sciences, Pharmacy, Physical Sciences, Social Sciences, College of Medicine, College of Dentistry, and Veterinary Medicine.

The second stage involved purposive selection of fifteen departments from the chosen faculties. These departments were Mass Communication, Theatre Arts, English and Literature, Linguistics, International Studies and Diplomacy, Early Childhood Education, Adult Education, Chemistry Education, Physics Education, Mechanical Engineering, Chemical Engineering, Electrical Engineering, Agricultural Engineering, Civil Engineering, and Petroleum Engineering.

Finally, in the third stage, simple random sampling was applied to select individual respondents from the departments, ensuring fairness and eliminating bias in respondent selection.

3.5 Instrument of Data Collection

The instrument used for this research work is questionnaire. According to Asemah et al (2012), "a questionnaire is a structured form, either written or printed, that consists of a formalized set of questions designed to collect information on some subject or

subjects from one or more respondents”. For this research, the questionnaire instrument is divided into two sections: the demographic section and the psychographic section. The demographic section, is used to elicit information about the bio-data of the respondents while the psychographic section, focuses on the research questions with a view to solve them.

3.6. Validity of the Instrument

The instrument (questionnaire) used in this research work, is valid because after constructing and carefully studying the questionnaire, it was passed to the researcher’s supervisor for critical examination and modification of some aspect of the questionnaire.

3.7 Reliability of the instrument

The questionnaire used for this study is reliable because the questionnaire was subjected to a pilot study. A pilot experiment is often used to test the design of the full-scale experiment, which then can be adjusted. It is used to increase the outcome of the research.

3.8 Method of Data Collection

The researcher utilized both primary and secondary data sources for this study. For the primary data, questionnaires were personally distributed to the respondents. These questionnaires included relevant questions covering both demographic and psychographic aspects. The secondary data was obtained through research in general textbooks, internet sources, lecture notes, and previous studies conducted by other researchers on the subject matter.

3.9 Method of Data Analysis

The data collected for this study were analyzed using frequency, tables and simple percentage, while necessary explanations will be given underneath each table for simple understanding. The formula for simple percentage is seen bellow:

$$\frac{\text{Number of respondents} \times 100}{\text{Total of Respondents}}$$

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Preamble

This chapter shows and analyses the data collected and sorted using the questionnaire distributed to the respondents, as well as discussion of findings. The total number of questionnaire distributed was 402 but 2 were not properly filled, making it a total sample size of 400 after questionnaire administration which accounts for 99.5% and 0.5% loss. 400 respondents represent 100% of the sample size being studied.

The first section of data analysis is the division of data according to the items in the instrument using frequency table and simple percentage. The second section discusses the findings of the study.

4.2. Data presentation and analysis

Section A: bio-data

Table 1: distribution of respondents by gender

Sex	No. Of respondents	Percentage
Male	120	30%
Female	280	70 %
Total	400	100%

Source: Field survey 2025.

The sample was made up of more female respondents (70%) than male respondents (30%). This shows that both male and female participated in the study. However, the females were more available for the study.

Table 2: Age distribution of respondents

Age	No. Of respondents	Percentage
18-22	145	36%
23-28	155	39 %
29- above	100	25%
Total	400	100%

Source: Field survey 2025.

The age distribution shows that most respondents fall within the 23–28 age range which is (39%), followed by those within the age range of 18–22 (36%). Respondents aged 29 and above make up the remaining 25%. This indicates that the study primarily reflects the views of young adults, which aligns with the target demographic for digital financial platforms like PiggyVest. The dominance of respondents under 28 suggests that the findings are heavily influenced by the preferences and online habits of the students

Table 3: Distribution of Respondents by Marital Status

Marital Status	No. Of respondents	Percentage
Single	379	35%

Married	21	5 %
Total	400	100%

Source: Field survey 2025.

The data shows that the majority of respondents are single (95%), while only 5% are married. This depicts that the respondents were more actively involved in the study were single.

Table 4: Distribution of Respondents by Faculty

Faculty	No. Of respondents	Percentage
Art	256	64%
Engineering	100	25 %
Education	44	11%
Total	400	100%

Source: Field survey 2025.

The distribution shows that most respondents are from the Faculty of Arts (64%), followed by Faculty of Engineering (25%), and Faculty of Education (11%). This data suggests that the study reached more students from the faculty of Arts.

Table 5: Distribution of Respondents by Level

Level	No. Of respondents	Percentage
-------	--------------------	------------

100	45	11%
200	69	17%
300	75	19%
400 and above	211	53%
Total	400	100%

Source: Field survey 2025.

The results indicate that more than half of the respondents (53%) are in 400 level and above. Those in 300 level account for 19%, 200 level for 17%, and 100 level for 11%. This distribution means that the findings are likely to be influenced by the perspectives of older students who may have more financial experience and greater exposure to PiggyVest advertisements compared to lower-level students.

Section B: Psychographic data

Exposure to piggyvest advertisements

Table 6: I have seen any Advertisement Related to Piggyvest Online

Variables	No. Of respondents	Percentage
Agree	288	72%
Strongly Agree	100	25%
Disagree	12	3%
Strongly Disagree	0	0%
Undecided	0	0%
Total	400	100%

Source: Field survey 2025.

The data shows that virtually all respondents have come across a PiggyVest advertisement online, with 72% agreeing and 25% strongly agreeing. Only a very small portion (3%) disagreed, while none expressed strong disagreement or indecision. This depicts that PiggyVest’s online advertising campaigns have achieved near-universal visibility among UNIBEN undergraduates, demonstrating an extensive reach within the student population.

Table7: Where have you mostly seen these Advertisements?

Variables	No. Of respondents	Percentage
Instagram	156	39%
Facebook	54	14%
Twitter (X)	32	8%
YouTube	105	26%
Blogs/Websites	30	8%
WhatsApp	23	6%
Telegram	0	0%
Total	400	100%

Source: Field survey 2025.

Instagram emerged as the most common platform where respondents encountered PiggyVest advertisements (39%), followed by YouTube (26%). Facebook accounted for 14%, while Twitter (X) and blogs/websites each contributed 8%. WhatsApp was the least common source (6%), and no respondents reported seeing PiggyVest ads on Telegram. These results suggest that PiggyVest’s advertising efforts are most visible on visually engaging and youth-oriented platforms like Instagram and YouTube, which aligns with the media consumption habits of university students.

Table8: How Frequently do you see PiggyVest ads Online

Variables	No. Of respondents	Percentage
Very often	80	20%
Occasionally	180	45%
Rarely	100	25%
Never	40	10%
Total	400	100%

Source: Field survey 2025.

This data, show that PiggyVest has a visible presence among UNIBEN undergraduates, with 65% of respondents seeing the ads either very often or occasionally. Only a small group (10%) claimed to have never come across a PiggyVest ad. This suggests that the platform’s digital marketing strategy has a broad reach among students.

Section C: Responsiveness to piggyvest advertisements online

Table 9: I have clicked on Piggyvest Ad

Variables	No. Of respondents	Percentage
Agree	120	30%
Strongly Agree	100	25%
Disagree	80	20%
Strongly Disagree	60	15%
Undecided	40	10%
Total	400	100%

Source: Field survey 2025.

More than half of the respondents (55%) indicated that they have clicked on a PiggyVest advertisement. This highlights a relatively high level of engagement with the platform’s promotional content. However, 35% reported they have not clicked on any ad, indicating that while the ads attract attention, they do not convince everyone to take action.

Table10: What made you click?

Variables	No. Of respondents	Percentage
Curiosity	100	25%
Interest in Saving/Investing	120	30%
Influencer Endorsement	60	15%
Attractive Design	80	20%
Urgency or promo offer	40	10%
Total	400	100%

Source: Field survey 2025.

Interest in saving or investing was the biggest motivator (30%) for clicking on PiggyVest ads, followed by curiosity (25%). Attractive design (20%) and influencer endorsements (15%) also played significant roles, while urgency or promo offers had the least influence (10%). This indicates that students respond more to the platform’s core value proposition than to flashy promotions.

Table 11: I Use PiggyVest currently

Variables	No. Of respondents	Percentage
Agree	110	28%
Strongly Agree	90	23%
Disagree	102	25%
Strongly Disagree	80	20%
Undecided	18	4%
Total	400	100%

Source: Field survey 2025.

Half of the respondents (51%) reported that they currently use PiggyVest, suggesting that the platform has managed to convert a significant portion of its audience into active users. However, nearly the same proportion (49%) either disagreed or were undecided, indicating there is still considerable room for market growth

Table 12: How effective do you think PiggyVest ads are at convincing students to use the platform?

Variables	No. Of respondents	Percentage
Not effective	60	15%
Slightly effective	80	20%
Neutral	70	18%
Effective	110	28%
Very effective	80	20%
Total	400	100%

Source: Field survey 2025.

Almost half of the respondents (48%) rated PiggyVest ads as either effective or very effective in convincing students to use the platform. A smaller proportion (15%) felt the ads were not effective at all. The remaining respondents were split between being slightly convinced (20%) or neutral (18%), suggesting that while the ads work for many, they could be refined to convert more skeptical students.

Table 13: Students’ Attitudes towards PiggyVest Targeted Online Advertising

Variables	No. Of respondents	Percentage
Positive	340	85%
Negative	28	7%
Undecided	32	8%
Total	400	100%

Source: Field survey 2025.

The findings reveal a strongly positive perception of PiggyVest’s targeted online advertisements among UNIBEN undergraduates. An overwhelming majority (85%) expressed a positive attitude, showing that the ads are generally well-received and resonate with students. Only a small fraction (7%) viewed the ads negatively, while 8% remained undecided. This suggests that PiggyVest’s advertising approach is largely effective in creating a favorable brand image, with minimal resistance from the audience. However, the small undecided group indicates there is still an opportunity to further engage students who have yet to form a strong opinion.

4.3. Discussion of Findings

4.3.1 Research Question 1: To what extent is UNIBEN undergraduates exposed to PiggyVest targeted online advertising?

From the data presented in Table 6 (I have seen any advertisement related to PiggyVest online), 287 respondents (71.8%) agreed that they had seen PiggyVest advertisements online, while 100 respondents (25%) strongly agreed. Only 13 respondents (3.2%) disagreed, and none strongly disagreed or were undecided.

This clearly shows that the majority of the students are aware of PiggyVest's online advertisements, indicating a high level of exposure. In other words, most UNIBEN undergraduates who participated in the survey have come across PiggyVest promotions on one platform or another.

4.3.2 Research Question 2: To what extent is PiggyVest's targeted online advertising strategy effective in reaching and engaging undergraduates of the University of Benin?

Data from Table 7 (Where have you mostly seen these advertisements) shows that Instagram had the highest reach with 156 respondents (39%), followed by YouTube with 105 respondents (26.3%). Facebook was the third most common platform with 54 respondents (13.5%), while Twitter (X) recorded 32 respondents (8%). Blogs/websites accounted for 30 respondents (7.5%), and WhatsApp was the least with 23 respondents (5.8%). Telegram recorded no respondents.

This suggests that PiggyVest's strategy is most effective on visual and interactive platforms such as Instagram and YouTube. These platforms appear to have a stronger influence in capturing the attention of UNIBEN students compared to messaging apps or blog sites.

4.3.3 Research Question 3: What is the attitude of UNIBEN undergraduates towards PiggyVest targeted online Advertising?

The study found that students generally have a positive attitude towards PiggyVest online ads. Out of 400 respondents, 355 (89%) had a positive perception, 14 (3%) had a negative perception, and 31 (8%) were undecided.

This positive outlook suggests that the ads are well-received and not seen as annoying or irrelevant by most students. It also indicates that the brand message is being delivered in a way that students appreciate.

4.3.4 Research Question 4: How do UNIBEN undergraduates respond to PiggyVest targeted online advertisements?

The findings reveal that students' responses are mostly positive. A large proportion either agreed or strongly agreed that they had seen PiggyVest adverts, and the platforms with high engagement (Instagram, YouTube) are those that allow interactive content such as videos, animations, and stories.

This means that students respond better to adverts that are visually appealing, easy to understand, and delivered on platforms they frequently use. The very low rate of disagreement also shows that negative perception or lack of awareness is minimal among respondents.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Summary

This study examined the exposure and responsiveness of UNIBEN undergraduates to PiggyVest targeted online advertising. The main objectives were to find out the level of awareness students have about PiggyVest adverts, how often they are exposed to these adverts, and their attitude towards them. The research also investigated whether these adverts influence their decision to use PiggyVest.

Based on the responses obtained from the administered questionnaires, the study revealed the following findings:

1. UNIBEN undergraduates are highly exposed to PiggyVest targeted online advertising, especially through social media platforms such as Facebook, Instagram, and YouTube.
2. Respondents generally have a positive attitude towards PiggyVest advertising, although many remain cautious because of issues related to trust and fear of online scams.
3. PiggyVest adverts were found to be persuasive and effective in creating awareness, but exposure does not always lead to active usage of the platform.

5.2 Conclusion

Based on the findings, PiggyVest targeted online advertising has created a fair level of awareness among UNIBEN undergraduates. It can be concluded that PiggyVest

targeted online advertising is generally effective among UNIBEN undergraduates. The tables showed that a large number of students are aware of these adverts and are regularly exposed to them, especially through social media platforms, like YouTube, Instagram, Facebook etc. Many respondents claimed to have clicked on the adverts, which shows that the adverts succeeded in capturing their attention. Although some respondents expressed caution due to fear of online fraud, the overall results still prove that PiggyVest adverts are creating good awareness and encouraging interest among students. However, PiggyVest targeted online advertising can be said to have achieved its purpose of reaching, informing, and influencing undergraduates at UNIBEN.

5.3 Recommendations

Based on the findings of this study, the following recommendations are made.

1. PiggyVest should emphasize safety, transparency, and user testimonials in their adverts, since most students are skeptical about online saving platforms.
2. Piggyvest adverts should feature student-friendly messages, showing how PiggyVest can help undergraduates manage small amounts of money effectively.
3. Beyond online adverts, PiggyVest should organize awareness programs in schools like UNIBEN to connect directly with students.
4. Many students prefer adverts that are straight to the point. PiggyVest should avoid too many technical terms and focus on benefits students can easily relate to.
5. Introducing student-specific bonuses or referral packages could motivate more undergraduates to try out the platform.

5.4 Suggestions for Further Studies

This research was limited to UNIBEN undergraduates. The following are suggested topics for Future studies:

1. Researchers can extend the study to other universities in Nigeria to compare responses.
2. Examine how socio-economic background or level of study influences students' responsiveness to online financial adverts.

5.5 Limitations of the Study

At the beginning of this study, 402 respondents were selected and distributed questionnaire to in order to provide responses for the study but at the end of the administration, 2 questionnaire were not properly filled, this made the sample size to reduce to a total of 400 respondents, the researcher had to make use of the smaller sample, this affected the generalization of these research work. Another limitation was that it wasn't easy sourcing for materials but the little I had were of help anyways. Lastly, the epileptic power supply and financial constraints were also a limitation as the researcher had to seek for fund to complete the research.

REFERENCES

- Anyacho R. (2007). *Advertising Principles and Practice: The Nigerian Perspectives* (1st ed.). Lagos: MIPIN.
- Asemah S. E. (2011). *Perspective in Advertising and Public Relations*. Jos: Lizborn Press.
- Belch G. E., & Belch M. A. (2007). *Advertising and Promotion: An integrated marketing communication perspective*. New York: McGraw-Hill Company.
- Ezekiel S. Asemah (2011). *Principles and practice of mass communication, third edition*. Jos: Maktol Press.
- Ezekiel S. Asemah, Angela N. Nwammuo & Adeline O.A. Nkwam-Uwaoma (2017). *Theories and Models of communication second edition*. University of Jos Press, Jos, Plateau state.
- Ezekiel S. Asemah, Mohammed Gujbawu, Daniel O. Ekhareafu, Ruth A. & Okpanachi, F. (2012). *Research Methods and Procedures in Mass Communication*.
- Lysonski S. & Pollay R. W. (2010). Advertising sexism is forgiven but not forgotten: Historical, cross-cultural and individual Differences in Criticism and Purchase Boycott Intentions. *International Journal of Advertising*.
- Okwechime C. (2009). *Essentials of advertising in Nigeria*, Asana prime lagacies LTD.
- Oliseh F. P. (2012). *Computer mediated communication (Cmc) and the challenges before Users in Nigeria*. Uyo: BSM resources Limited.
- Sambe J.A. (2005). *Introduction to Mass Communication Practice in Nigeria*.

Piggyvest, history, mission, vision and achievement. Retrieved from
<https://www.piggyvest.com/about>

QUESTIONNAIRE

Department of Mass Communication,
Faculty of Arts,
University of Benin,
Benin City.
April, 2025.

Dear Respondent,

REQUEST FOR THE COMPLETION OF ITEMS IN

I am a final year student of the Department of Mass |Communication, University of Benin. I am conducting a research on UNIBEN UNDERGRADUATES EXPOSURE AND RESPONSIVENESS TO PIGGYVEST TARGETED ONLINE ADVERTISING. This research work is in partial fulfilment of the requirements for the award of Bachelor of Arts (B.A) in Mass Communication.

I will be grateful for your assistance and cooperation in spending a few time to complete the attached questionnaire in order to facilitate the research. The responses you provide would be used purely for academic purpose. Your anonymity is protected in accordance with research ethics.

Thank you for your kind assistance, cooperation and understanding.

Yours faithfully,

CHIAZOR RUTH EBELE
Researcher

INSRUCTION: please tick [] as appropriate option to the questions below.

SECTION A: Demographic Data

1. Gender [] Male [] Female
2. Age Range [] Below 18 [] 18–22 [] 23–27 [] 28 and above
3. Marital status [] Single [] Married
4. Faculty
 - Arts
 - Education
 - Engineering
5. Level
 - 100 Level
 - 200 Level
 - 300 Level
 - 400 Level and above

SECTION B: Psychographic Data

Exposure to PiggyVest Advertisements

6. I Have seen any advertisement related to PiggyVest online?
 - Agree
 - Strongly agree
 - Disagree

Strongly disagree

Undecided

7. Where have you mostly seen these advertisements? (Select all that apply)

Instagram

Facebook

Twitter (X)

YouTube

Google/Search Engines

Blogs/Websites

WhatsApp

8. I frequently see PiggyVest ads online?

Very often

Occasionally

Rarely

Never

SECTION C: Responsiveness to PiggyVest Advertisements

9. I have clicked on a PiggyVest ad?

Agree

Strongly agree

Disagree

Strongly disagree

Undecided

10. what made you click?

Curiosity

Interest in saving/investing

Influencer endorsement

Attractive design

Urgency or promo offer

11. I use PiggyVest currently?

Agree

Strongly agree

Disagree

Strongly disagree

Undecided

12. How effective do you think PiggyVest ads are at convincing students to use the platform?

Not effective

Slightly effective

Neutral

Effective

Very effective

13. What are the Students' Attitudes towards PiggyVest Targeted Online Advertising?

Positive

Negative

Undecided