

Media Awareness and Consumer Perception of Microgreens

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Abstract—Microgreens have emerged as a modern functional food due to their high nutritional value, rich antioxidant content, and sustainable cultivation methods. With increasing public interest in healthy lifestyles and organic foods, media platforms play a significant role in creating awareness and influencing consumer perception regarding microgreens. This study examines the impact of media awareness on consumer perception, purchasing behavior, and acceptance of microgreens. The research explores how social media, digital marketing, and health journalism contribute to public understanding of microgreens and influence market demand. The study also identifies the challenges affecting consumer acceptance, including pricing, perishability, and lack of awareness. Findings indicate that media exposure positively influences consumer knowledge and purchase intention toward microgreens.

Index Terms—Microgreens, Media awareness, Consumer perception

I. INTRODUCTION

The modern food industry is witnessing a significant transformation due to rising health consciousness and demand for sustainable food products. Among emerging functional foods, microgreens have gained considerable popularity because of their nutritional richness and environmental sustainability. Microgreens are young edible seedlings harvested within 7–21 days after germination and are known for their high concentrations of vitamins, minerals, antioxidants, and bioactive compounds.

Media platforms such as television, newspapers, Instagram, YouTube, and online food blogs have become influential tools in promoting awareness

about healthy eating practices. Through digital communication and social media marketing, consumers are increasingly exposed to information about organic farming, urban gardening, and nutrient-rich foods like microgreens. Social media influencers, nutritionists, and food bloggers significantly contribute to shaping public opinion and consumer preferences. Consumer perception plays an important role in determining the success of food products in the market. Factors such as taste, visual appearance, nutritional value, price, and availability influence purchasing decisions. Media awareness can positively affect these perceptions by educating consumers about the benefits and uses of microgreens. This research paper studies the relationship between media awareness and consumer perception regarding microgreens.

II. STATEMENT OF THE PROBLEM

Despite the increasing popularity of microgreens globally, consumer awareness in many developing countries remains limited. Many consumers are unfamiliar with the nutritional benefits, cultivation methods, and uses of microgreens. Media channels have the potential to educate consumers and influence their purchasing behavior, but limited studies have examined the relationship between media awareness and consumer perception of microgreens. This study attempts to analyze how media exposure influences consumer knowledge, attitudes, and acceptance of microgreens and whether media awareness contributes to increased demand and market growth.

III. OBJECTIVES OF THE STUDY

- To study the concept and importance of microgreens.
- To analyze the role of media in creating awareness about microgreens.
- To examine consumer perception regarding microgreens.
- To identify factors influencing consumer purchase intention.
- To study the impact of social media on consumer awareness and buying behavior.
- To identify challenges affecting consumer acceptance of microgreens.
- To suggest strategies for improving media awareness and market growth.

IV. RESEARCH QUESTIONS

1. Does media awareness influence consumer perception of microgreens?
2. What factors affect consumer acceptance of microgreens?
3. How does social media marketing impact purchase intention?
4. What are the major barriers to consumer adoption of microgreens?
5. Can digital media improve awareness about healthy food consumption?

V. HYPOTHESES

- H1: Media awareness positively influences consumer perception of microgreens.
- H2: Social media marketing significantly affects consumers' purchase intention toward microgreens.
- H3: Consumers with higher awareness levels show greater acceptance of microgreens.
- H4: Lack of awareness is a major barrier to microgreen consumption.

VI. SCOPE OF THE STUDY

The study focuses on media awareness and consumer perception of microgreens among urban and semi-urban consumers. It covers the influence of traditional media, digital media, and social media

platforms on consumer awareness, purchasing behavior, and product acceptance.

VII. RESEARCH METHODOLOGY

1. Research Design

Descriptive and analytical research.

2. Sources of Data

a) Primary Data

- Consumer surveys
- Interviews
- Questionnaires

b) Secondary Data

- Research journals
- Books
- Websites
- Online articles
- Government reports
- Social media studies

3. Sampling Method

Convenience sampling.

Sample Size

100–150 respondents.

4. Tools for Data Collection

- Google Forms questionnaires
- Consumer interviews
- Observation

5. Statistical Tools

- Percentage analysis
- Tables
- Graphical analysis
- Likert scale analysis

VIII. REVIEW OF LITERATURE

Kritika Rawat et al. (2024)

The study examined consumer awareness and acceptance of microgreens among 150 respondents aged 20–35 years. The findings showed that awareness about microgreens was moderate, while consumer perception toward their health benefits was positive. Major constraints identified were lack of awareness, perishability, and pricing concerns.

Aishvina Singh et al. (2024)

The review analyzed market trends and consumer perception regarding microgreens. The study found that increasing awareness about health benefits and sustainable agriculture positively influences consumer demand. However, income disparities and limited awareness remain major barriers.

Chen et al. (2020)

This research studied consumer acceptability of hydroponically and soil-grown broccoli microgreens. The findings revealed that sensory quality and perceived health benefits significantly influenced purchase intention, whereas pricing had less direct impact.

Muftiyatunnisa et al. (2023)

The study examined the role of Instagram in promoting product knowledge and purchase intention regarding microgreens. The research concluded that social media exposure significantly improves consumer awareness and influences buying decisions.

Caracciolo et al. (2020)

This study explored sensory attributes and consumer acceptability of 12 microgreen species. The results indicated that taste, flavor, and texture strongly influence consumer willingness to consume microgreens.

IX. CONCEPTUAL FRAMEWORK

1. Independent Variables

- Media awareness
- Social media exposure
- Health consciousness
- Product knowledge
- Advertising and promotion

2. Dependent Variables

- Consumer perception
- Purchase intention
- Consumer acceptance

X. IMPORTANCE OF MEDIA AWARENESS IN MICROGREEN PROMOTION

1. Role of Social Media

Platforms such as Instagram, YouTube, and Facebook create awareness through:

- Health-related content

- Cooking videos
- Influencer marketing
- Online advertisements

2. Health Journalism

Health journalism educates consumers regarding:

- Nutritional benefits
- Organic food consumption
- Sustainable food systems

3. Digital Marketing

Digital marketing strategies include:

- SEO marketing
- Content marketing
- Email campaigns
- Online food communities

4. Consumer Education

Media improves consumer knowledge regarding:

- Growing methods
- Nutritional value
- Culinary uses
- Environmental sustainability

XI. CONSUMER PERCEPTION OF MICROGREENS

Consumer perception refers to the way consumers interpret and evaluate microgreens based on information, experiences, and media exposure.

1. Positive Perceptions

- Healthy and nutritious food
- Organic and sustainable product
- Attractive appearance
- Premium quality

2. Negative Perceptions

- Expensive product
- Limited availability
- Short shelf life
- Lack of awareness

XII. FACTORS INFLUENCING CONSUMER PURCHASE INTENTION

Table 1: Factors Influencing Consumer Purchase Intention

Factors	Influence on Consumers
Health Benefits	Encourages positive purchase behavior
Media Awareness	Improves product knowledge
Taste and texture	Influences acceptance
Pricing	May discourage some consumers
Packaging and Branding	Enhances product appeal
Social Media Reviews	Builds trust and awareness
Availability	Affects buying convenience

XIII. SAMPLE QUESTIONNAIRE TABLE

Table 2: Awareness of Microgreens

Response	Number of Respondents	Percentage
Aware of Microgreens	80	80%
Not Aware	20	20%

Table 3: Sources of Awareness

Source	Percentage
Instagram/social media	45%
YouTube	20%
Television	10%
Newspapers/Magazines	8%
Friends and Family	17%

Table 4: Consumer Perception toward Microgreens

Statement	Strongly Agree	Agree	Neutral	Disagree
Microgreens are healthy	55%	35%	8%	2%
Media increases awareness	60%	30%	7%	3%
Microgreens are expensive	40%	32%	20%	8%
Social media influences buying decisions	58%	28%	10%	4%

XIV. FINDINGS OF THE STUDY

- Media awareness significantly influences consumer knowledge and perception of microgreens.
- Social media platforms are the major sources of information about microgreens.

- Health consciousness positively affects consumer acceptance.
- Taste, texture, and visual appearance influence buying behavior.
- Pricing and perishability remain major barriers.
- Consumers exposed to digital marketing show higher purchase intention.

XV. SUGGESTIONS

- Increase awareness campaigns regarding microgreens and healthy diets.
- Encourage health journalism and food education programs.
- Use influencer marketing to promote microgreens among youth.
- Improve packaging and storage technologies.
- Conduct workshops and exhibitions on urban farming.
- Provide affordable pricing and subscription-based delivery services.

XVI. CONCLUSION

Media awareness plays a crucial role in shaping consumer perception and acceptance of microgreens. Social media, health journalism, and digital marketing significantly influence public understanding, purchase intention, and demand for microgreens. As consumers become more health-conscious, awareness regarding nutrient-rich and sustainable foods continues to grow.

Although challenges such as pricing, perishability, and limited awareness remain, effective media communication strategies can improve consumer acceptance and market expansion. Promoting microgreens through digital platforms and educational campaigns can contribute to healthier lifestyles and sustainable food systems.

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