The Impact Of Social Media On Microgreens Product Knowledge And Purchase Intention

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Purpose- The purpose of this research is to find out the impact of social media Instagram on microgreens' product knowledge and purchase intention by using several components of the AISAS model.

Design/Methodology- Respondents in this study were 15 to 45 years old and were followers of Instagram accounts that disseminate knowledge and market microgreens' products. This study uses a simple random sampling method. This study employs a variance-based structural equation modeling (SEM) analysis, that is partial least squares (PLS). The data from this research were analyzed using SmartPLS 3.0 software.

Findings- The results revealed that social media significantly affected attention, Interest, and Search. Search has a significant and positive impact on increasing knowledge of microgreens products. Knowledge of microgreens products has a significant impact on purchase intentions of microgreens products.

Originality- This research produces new findings regarding consumer behavior on microgreens and their influencing factors.

Practical Implications- The results of this study can be used as a reference to find marketing methods and develop the most effective strategies to attract microgreens consumers.

Introduction

Information and communication technology development has led to new media changing people's daily lives and lifestyles. Currently, the communication strategy aims to create scenarios that encourage consumers to look for a product information product, purchase it, and then spread it to other customers through word of mouth (Sugiyama & Andree, 2010). Social media marketing has replaced traditional marketing as the primary form of marketing nowadays. Businesses and individuals have quickly adopted social media technologies, changing the character of interactions and allowing businesses to communicate with customers and boost brand equity (Pucci et al., 2019). Social media marketing is used to reach out to a specific user group with marketing messages as well as to build a community. Social media is brought a new generation of savvy, intelligent, and resistant to influence consumers. Through social media, this generation is constantly actively looking for the most recent information on goods and services (Simiyu et al., 2019). Sugiyama & Andree (2010) discussed the AISAS marketing communication model derived from technical advancements (Attention, Interest, Search, Action, Share). AISAS is a model that anticipates customer behavior and takes actions that align with actual customer behavior. This model assists consumers in finding product information leading up to making a purchase decision.

Social media marketing has evolved and now permeates many industries, including agriculture. Microgreens are an agricultural product with a higher nutritional and vitamin content than conventionally cultivated veggies. Microgreens' are functional garden crops that have emerged to sustainably diversify the world's food system, facilitate urbanization and adaptation to global climate change, and improve human health (Michell et al., 2020). Microgreens are grown from the seeds of a variety of edible vegetable species. Microgreens' are typically harvested one to three weeks after germination when the cotyledon leaves are grown, whether or not a pair of true leaves appear (Verlinden, 2020). Microgreens' have become popular as culinary additions to improve the mouthfeel, color, visual and aroma appeal of various food dishes over the last two or three decades, and have recently been promoted as healthy diet modifications (Verlinden, 2020).

Based on data from the research institute Mordor Intelligence (2020) on Microgreens' Market-Growth, Trends, Covid-19 Impact, and Forecasts for 2021-2026, it was stated that microgreens' continued to increase with a Compound Annual Growth Rate (CAGR) of 7.5% with a market with the fastest growing in Asia-Pacific. Other data from the research institute Data M Intelligence (2021) which discusses Microgreens' Market, Size, Share, Opportunities, and Forecast for 2020-2027, states that the international microgreens market will grow at a rate of a CAGR of 8% during the forecast period (2020-2027). According to data from Reactgreens (2021), countries on the Asian continent are significant suppliers of microgreens seeds because they are well aware of their presence. The Indonesian Ministry of Agriculture also supports efforts to achieve national food security during the Covid-19 pandemic in April 2021 by implementing the P2L sustainable food yard initiative (Fitri Asta, 2021). Vegetable consumption can decrease the risk of chronic diseases, so microgreens are becoming one of the good products for consumption today. However, microgreens' have no direct antiviral effect. Nonetheless, microgreens contribute indirectly by protecting organs through antioxidant properties boosting the immune system, and contributing to the creation of a first-line virus defense system (Choe et al., 2018). According to Candra Kusumah & Nurjasmi (2021), microgreens can be a nutritious food for the elderly, particularly during the Covid-19 pandemic, because they contain various nutrients and bioactive compounds that can strengthen the immune system and thereby prevent many diseases. However, compared to other Asian nations, Indonesia still has a low rate of microgreen development. One of the factors is the Indonesian people's lack of awareness and knowledge about microgreens.

Based on this data, Indonesia has the opportunity to develop microgreens. Microgreens can potentially increase businesses that are environmentally friendly and good for health. Indonesians can make agribusiness agriculture

more competitive by improving food security and boosting microgreen exports. This shows the Indonesian people's importance of knowledge and literacy about microgreens. Knowledge of microgreens is essential for educating and persuading consumers that microgreens-based products have numerous advantages for long-term health. Consumers' opinions, emotions, and needs are affected by their level of knowledge. In commerce on social media, users promote products by sharing their thoughts and feelings. Purchase intention is a type of behavior that can be influenced by knowledge and feelings. Purchase intention can be influenced by knowledge because people can make informed decisions when they are knowledgeable about products and services (Ghahtarani et al., 2020).

Purchase intention is a motivating factor that motivates people to buy certain products. Marketers aim to change consumers' purchasing behavior by influencing their purchase intentions. Purchase intention is one of the best methods for predicting consumer buying behavior. One of the most effective ways to forecast customer purchasing behavior is through purchase intention. This study applied the AISAS model to investigate social media's impact on microgreens' product knowledge and purchase intention.

Literature Review

This study is guided by the AISAS model, which analyzes consumer behavior during a period when technological growth has resulted in the Internet and the digital era (Utama et al., 2021). Figure 1 shows the stages of the AIAS model as described by (Sugiyama & Andree, 2010). The AISAS model's steps begin with a company releasing a product, service, or advertisement that catches the attention of consumers (attention). This generates consumer interest in the company's product or service (interest). Furthermore, customers try to gather information about the company's product or service (search). According to the data collected and provided by the company, as well as the feedback and opinions from those who purchased and used the product or service, the consumer then forms a general impression. If consumers are satisfied with the information gathered, they will make a purchase (action). Following the purchase, the consumer serves as an information conduit by conversing with others or sharing opinions and perceptions on social media (share) (Sugiyama & Andree, 2010).
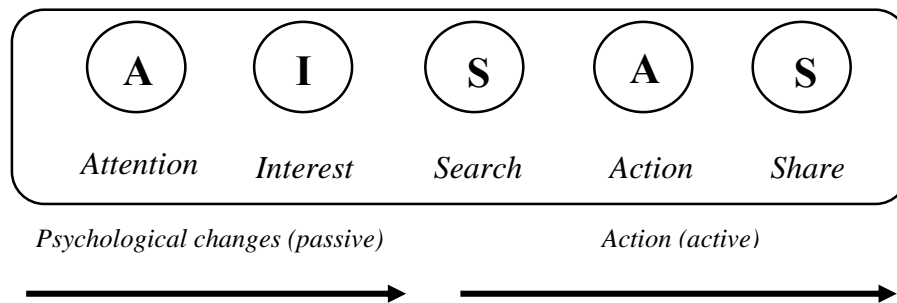

Figure 1. AISAS MODEL

Source: Sugiyama & Andree, 2010

Social Media and AISAS Model

Social media can affect a person's attitude towards something; therefore, social media is used as a marketing strategy today. Social media influences the purchasing path of consumers, particularly the online decision-making process (Pucci et al., 2019). Promotion using social media platforms like Instagram and Facebook can give attention to the public and be a marketing communication in the digital era (Kurnianti, 2018). Social media can be a way for someone to be interested and find out about a product. Posts posted on social media positively

affect the attention of their followers/consumers (Rini & Harahab, 2018; Jeganathan & Szymkowiak, 2020; Simonetti & Bigne, 2022).

Content that attracts attention on social media is the first step so that online businesses are known, recognized, and remembered by consumers (Fannani et al., 2020). Social media increases the interest of individuals in how a product is promoted, and they like the posts posted on social media accounts. An increase in the intensity of a post on social media is followed by an increase in followers/consumer interest in the product being promoted (Abdurrahim et al., 2019; Arianty & Siregar, 2021; Fataron, 2021). Content shared on social media ultimately makes consumers want to find out more (Abdurrahim et al., 2019). Social media accounts that convey persuasive and informative information will raise questions in followers' minds and cause followers to find out other information about a product (Rini & Harahab, 2018). Based on this discussion, we propose:

H1: Social media influences consumer attention.

H2: Social media influences consumer interest.

H3: Social media influences consumer search.

AISAS Model and Microgreens Product Knowledge

Social media accounts will get a lot of followers if they account can attract attention. Individuals will follow social media profiles that capture the attention of their interest. This interest will influence the search for more detailed product information, raising the level of product knowledge (Malan et al., 2020). The greater the customer's interest in a product, the greater the customer's understanding of the product, including the attention given to understanding the benefits, production processes, and other insights about a product (Hendriyani et al., 2013. Ditzler & Greenhawt (2016) stated that following careful consideration of the content, they became interested in learning more about the data obtained, which increased their understanding of the products. Based on the above statement, we propose:

H4: Attention influences microgreens' product knowledge.

H5: Interest influences microgreens' product knowledge.

H6: Search influences microgreens' product knowledge.

Microgreens Product Knowledge and Microgreens Purchase Intention

Product knowledge has become an essential component of consumer behavior, making it an interesting component of this research. Hong Wang explained that types of products, brands, terminology, characteristics, prices, and product trust are just a few examples of the many different types of information consumers have about a given product (Wang et al., 2019). Knowledge of a product's advantages and the satisfaction it brings consumers is referred to as product knowledge. Knowledge of usage, including how the manufacturer includes recommendations on using or consuming a product to function correctly, is required. It also entails knowledge of when and where a product will be purchased. Knowledge of a product serves as a person's consideration in determining purchase intentions for a product. With the knowledge and understanding of a product, a person will quickly evaluate and compare the benefits obtained in health, safety, and quality compared to other products. Knowledge positively affects a product's purchase intention (Fannani et al., 2020). People's purchasing intentions can be influenced by knowledge because they can make informed decisions when they are knowledgeable about products and services (Ghahtarani et al., 2020). Based on the preceding discussion, we hypothesize:

H7: Microgreens' product knowledge influences microgreens' purchase intention.

The Conceptual Framework

Based on the literature review above, a conceptual framework is made as follows:
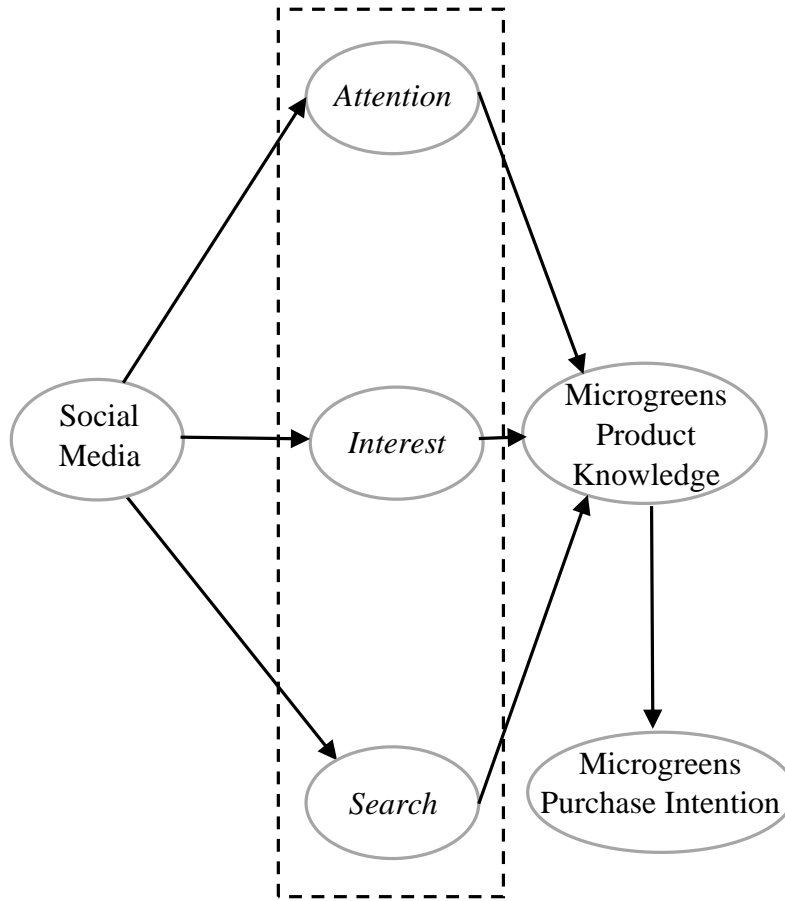

Figure 2. The Conceptual Framework

Methodology

The method in this research is an explanatory survey research method. Respondents in this study are Instagram users who follow microgreens accounts that post information or sell microgreens in the form of planting kits, microgreen vegetables, or microgreen processed products. Respondents are 15-45 years old because they are active age using Instagram and have been able to make rational decisions. A simple random sampling method was used in this study. The number of samples in the study is determined by Hair et al. (2017) theory; according to this theory, the respondent must be greater than 100, and the sample size must be at least 5 to 10 times larger than the number of question items to be analyzed. In this study, there are 26 question items, as a result, the required sample size is 26 x 6 = 156 samples, and the sample in this study was rounded up to 160 samples. Indicators in this study were measured using the Linkert scale. The study's findings were examined using the Structural Equation Modeling Partial Least Square (SEM-PLS) method as shown in Figure 3. SmartPLS 3.0 software was used to analyze the data from this study.
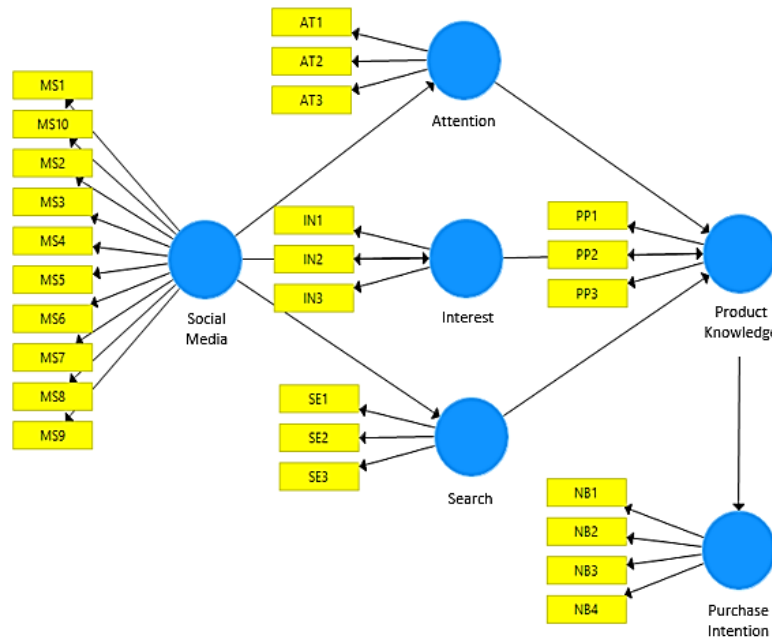
Figure 3. Structural Model, Path Analysis (SEM-PLS)

Source: Primary Data Analysis, 2022

Results

Characteristics of Respondents

The study's findings were gathered from the questionnaire analysis distributed among respondents. Table 1 describes the characteristics of respondents. Most of the respondents are women (81% of respondents). Most respondents are aged 20 to 25 years, with a percentage of 38%. Half of those respondents have a high level of education (Diploma / Bachelor / Master / Specialist / Doctoral).

Table 1. Characteristics of Respondents

	Characteristic	Frequency	Percentage (%)
Gender	Female	125	80
	Male	31	20
Age	16-20	41	26
	21-25	59	38
	26-30	43	28
	31-35	8	5
	36-40	3	2
	41-45	2	1
Education	Basic Education	2	1
	Secondary Education	73	47
	Higher Education	81	52

Source: Primary Data Analysis 2022

Evaluation of the Measurement model (Outer Model)

The measurement model (outer model) is to determine how the relationship of each indicator block with its latent variables. The convergent and discriminant validity of the indicators, as well as the composite reliability of the indicator block, are used to evaluate the measurement model. (Ghozali, 2014). Convergent validity has an ideal validity level if the loading factor value is more than 0.7. Still, along with the research development, 0.5-0.6 as the loading factor can be accepted for explanatory research (Chinn, 1998). Figure 4 depicts the output results of the loading factor value measurement. It is shown in Figure 4 that all loading factor values are above 0.6, so they still meet the requirements and can be accepted. This shows that all indicators have met the criteria of convergent validity and tend to have high average validity, so it can be concluded that the indicators in each construct are correlated with each other.
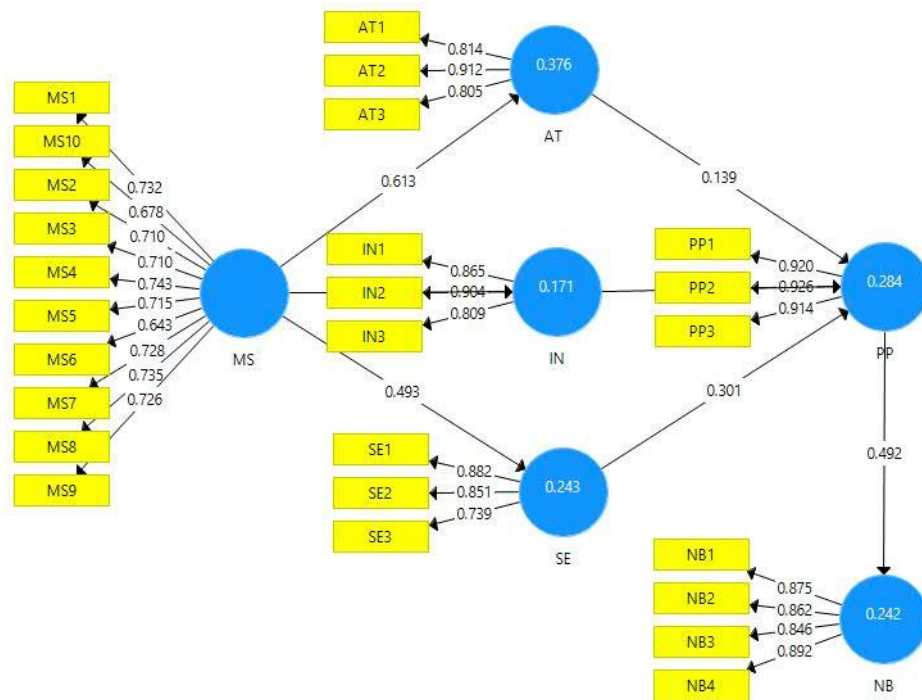

Figure 4. Outer Path Analysis Model PLS Modeling

Source: Primary Data Analysis 2022

Discriminant validity shows that the indicators measuring a construct will be highly correlated and have low correlations, even if they are not correlated with other construct indicators. Discriminant validity is determined by comparing the value of each construct's square root of average variance extracted (AVE) to the values of other constructs in the model. To be considered to have good discriminant validity, the AVE value should be higher than 0.5 (Ghozali, 2014). The output results of the AVE value in this study can be seen in Table 2. Table 2 demonstrates that the AVE value obtained for each variable is above 0.5. This indicates that each of the variables used can be stated to be valid and has a high discriminant validity value.

The reliability of an instrument in the outer model is shown by the Composite Reliability and Cronbach's Alpha values. The statistical techniques of composite reliability and Cronbach's Alpha are used to assess internal consistency in the instrument reliability test. A variable with a Cronbach's Alpha and a Composite Reliability value higher than 0.7 is considered reliable (Abedini et al., 2022; de Sul & Lucas, 2020). Table 2 displays the composite reliability and Cronbach's alpha output data from this study. Based on these values, it is possible to

conclude that each variable has met the model's evaluation criteria. The variables in this study are all reliable because Cronbach's alpha is higher than 0.6 and each variable has a composite reliability value.

Table 2. Value of Cronbach's Alpha, Composite Reliability, and AVE

Variables	Cronbach's Alpha	Composite Reliability	AVE
Attention	0,798	0,882	0,714
Interest	0,824	0,895	0,740
Search	0,765	0,865	0,683
Social Media	0,892	0,911	0,508
Product Knowledge	0,909	0,943	0,846
Purchase Intention	0,892	0,925	0,755

Source: Primary Data Analysis 2022

Evaluation of the Structural Model (Inner Model)

The structural model (inner model) explains and evaluates the connection between latent variables using Q-square, R-square, and the Goodness of Fit Index (GoF Index). R-square values can evaluate the impact of latent independent variables on the latent dependent variable. The value of the coefficient of determination is between 0 and 1. The better the model, the higher the value generated by R-square. The R-square value range is divided into three groups: strong >0.67, moderate >0.33, and weak >0.19 (Chinn, 1998). Table 3 demonstrates the attention variable has a moderate R-square value, while other variables have a weak R-square value.

Q-square attempts to assess how well the model generates observation values as well as estimated parameters (Ghozali, 2014). The model is highly predictive when the Q-square value is higher than 0. Table 3 shows the calculation results for the Q-square value. It is shown in Table 3 that the measurement findings reveal a Q-square value > 0. This indicates that the model is highly predictive.

Table 3. Values of Q-Square and R-Square Variables

Variables	Q-square	R-square
Attention	0,254	0,376
Interest	0,120	0,171
Search	0,148	0,243
Product Knowledge	0,228	0,284
Purchase Intention	0,172	0,242

Source: Primary Data Analysis 2022

The GoF Index is employed to validate the combined performance of structural and measurement models (Veriyanti & Nurhayati, 2022). The following formula calculates GoF= ((AVE) x (R^2)). The GoF Index value range is 0.00-0.24 for small, 0.25-0.37 for medium, and 0.38-1.00 for high (Wetzels et al., 2009). According to the analysis results, a high GoF value is equal to 0.43. This means that the difference between expected and observed values is low and has a high model fit. The high GoF value explains why the model in this study has a strong capability to explain empirical data, and the model form is overall valid (Navimipour et al., 2018).

Hypothesis Testing

The hypothesis was tested using Partial Least Squares (PLS) with statistical tests on each path, and the significant results of the parameter coefficients were calculated by the bootstrapping method. Table 4 shows the findings of the bootstrapping test in this study.

Table 4. Bootstrapping Analysis Results

Hypothesis	T- Statistics	P-Value	Description
H1	11,729	0,000	Significant
H2	5,686	0,000	Significant
H3	6,519	0,000	Significant
H4	1,572	0,116	Non-significant
H5	1,782	0,075	Non-significant
H6	2,792	0,005	Significant
H7	8,234	0,000	Significant

Source: Primary Data Analysis 2022

Table 4 shows that H4 and H5 are rejected, while the other hypotheses are acceptable. This can be known based on the P-value where the relationship between insignificant variables has a P-value > (0.05), so the hypothesis is rejected. The hypothesis is significant and accepted if P-value < (0.05). The value of T-statistics > T-table (1.96) proves that the reflecting indicator is valid and reliable as a constructed measure, and it is possible to conclude that the variable has a substantial impact. The variable has no significant impact if the T-statistic < T-table (1.96).

Discussion

The results indicate that social media positively affects attention (H1). Postings on social media can invite attention, and followers will be interested in seeing more about the products being marketed. Social media Instagram can increase individual interest in the products offered. Instagram can also influence individuals to seek further information about what is conveyed in posts on social media. Discussing the study's findings, the factor that can attract followers' attention is an Instagram account that shares information that is easy to understand and is carried out regularly, and is also able to build interaction with its followers. Posts posted on social media affect the attention of their followers/consumers (Jeganathan & Szymkowiak, 2020; Simonetti & Bigne, 2022). This is in line with Kurnianti (2018), which explains that promotions through social media that as Instagram and Facebook can attract the public's attention and become marketing communications in the digital era. According to the research of Fannani et al. (2020), which states that messages from posts that attract attention will be recognized, recognized, and remembered by consumers.

The statistical test showed that social media positively and significantly affects interest (H2). In this case, social media can affect the interest of microgreens' Instagram followers because the information conveyed in the post attracts attention and has a pleasing appearance. The results of this study are consistent with the findings of Abdurrahim et al. (2019), which state that someone becomes interested in the products because they see social media posts related to the products, both in the form of photos and videos. Research by Arianty & Siregar (2021) also proves that social media significantly affects consumer interest. Another study by Fataron (2021) shows that social media pages increase the intensity of customer interest.

The study findings on hypothesis H3 revealed that social media affects search, as seen from the microgreens Instagram account, which conveys complete and reliable information, making it easier for followers to find information about microgreens. The study's results prove that microgreens' Instagram accounts that can give complete and informative information will stimulate the curiosity of their followers so that followers will find out more about microgreens products. These results are in line with Rini & Harahab's research (2018); in this study, it is explained that social media accounts that convey persuasive and informative information will raise questions in the minds of followers and cause followers to find out other information about a product. Another

study by Abdurrahim et al. (2019) regarding the influence of social media demonstrates that social media has a positive impact on search. This implies that customers will search for more information related to microgreens' after seeing posts on social media accounts.

Statistical tests showed that attention has no significant effect on knowledge of microgreens products (H4). In this case, social media has not been proven to help followers remember information about microgreens, such as cultivation, benefits, and other information. This contradicts the findings of Hendriyani et al. (2013), which explain that the greater the consumer's attention to a product, the greater the understanding of the product, including the attention given to the understanding of health benefits, production processes, and understanding of the product. This is because, in the early stages of attention, followers only feel that posts on social media invite attention and do not yet understand the information conveyed. The result showed that interest has no positive or insignificant effect on microgreens' knowledge (H5). The results contradict the findings of Malan et al. (2020), which state that interest in social media is an opportunity to learn about food products because social media is a source of information that can increase knowledge and literacy about a food product.

This study showed that followers of the microgreens Instagram account feel confident in the information conveyed and want to find out and learn more about microgreens (H6). This process of seeking further information ultimately led to increased knowledge about microgreens. These results align with research by Ditzler & Greenhawt (2016), which states that information-seeking activities after paying attention to social media posts make people interested to learn more, leading to a greater understanding of the products. Information search activities after paying attention to the content of social media posts make the information received more and more. As a result, there will be an increase in literacy and knowledge.

The test results for H7 state that knowledge about microgreens has a significant and positive impact on microgreens' purchase intention. Knowledge of a product serves as a person's consideration in determining purchase intentions for a product. This proves that the more knowledge you have about a product, the higher the purchase intention for the product. With the knowledge of a product, a person will quickly evaluate and compare the benefits obtained, such as health, safety, and quality, to other products. Knowledge can influence purchase intention because people have the ability to choose when they are knowledgeable about products and services (Ghahtarani et al., 2020). These results align with research by Fannani et al. (2020), proving that knowledge positively affects purchase intention. Increased knowledge has an impact on the way consumers think, feel, and need. Users promote products on social media by sharing their thoughts and feelings. Purchase intention is a subjective behavior that can be affected by both knowledge and feelings cues.

Implication

The results obtained from the current study can be used to conclude theoretical, managerial, marketing, and policy-maker implications in marketing microgreens products in Indonesia. Theoretically, the findings of this study support the previous theory and the AISAS model, which explains how social media can affect the increase in knowledge and will subsequently affect the purchase intention of microgreens. Social media has proven to be an excellent promotional tool for microgreens products, especially in Indonesia. With social media, people have become more aware of the existence of microgreens. These results indicate that followers who see posts about microgreens will have attention and interest. Ultimately, they proceed to the stage of seeking more information about microgreens, leading to increased knowledge about them. Therefore, business actors must maximize their social media to promote microgreens products. They need to identify the message that will be conveyed correctly and provide interesting information about microgreens, starting from cultivation, benefits, processing methods, and other things related to microgreens.

Limitations and Future Studies

This study has some limitations that can be used for future research. This study used the AISAS model and was conducted in Indonesia. The social media used in this study is limited to Instagram only. Therefore, future research would be better if they could explore more deeply related to the AISAS model or could also explore other models and research methods to get more results. Future research can also examine other factors influencing purchase intentions besides product knowledge. In addition, further research is needed to explore strategies that can be used to maximize the existing social media to attract more consumers of microgreens products in Indonesia.

Conclusions

This study showed that social media is essential in changing consumer knowledge of microgreens products. The results show social media's significance and positive influence on attention, interest, and search. Search has a significant and positive impact on increasing followers' knowledge of microgreens products. Microgreens' product knowledge has a significant and positive impact on microgreens' purchase intention.

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