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Media Effects on the Consumption of Organically Produced Vegetables in Ikeja Local Government Area of Lagos State

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Abstract

The study assessed the effects of media outlets on organic vegetable consumption in the Ikeja Local Government Area of Lagos State. Primary data were collected from 135 respondents selected through a proportionate sampling technique. Data on respondents' attitudes toward organic vegetable consumption, media outlets, and consumption frequency were analyzed using linear regression at the 5% significance level. Respondents demonstrated a generally favourable attitude toward consuming organic vegetables. The Internet (75.6%) and social media (74.8%) were the most frequently used sources of information, while media effects (R = 0.69, β = 0.43) significantly influenced consumption levels. However, additional efforts are required to reach a wider range of consumer groups. Strategic use of media platforms will influence more consumers, raise awareness, foster positive attitudes, and enhance organic vegetable consumption in urban areas. Agricultural extension agencies and health promoters need to intensify the use of digital media campaigns, particularly social media and internet-based platforms, to disseminate targeted information on the benefits of organic vegetables, while also integrating traditional media channels to reach less digitally connected populations.

Keywords: Media effects on organic vegetables, Organic food consumption, consumer perception, media exposure

Introduction

Media is necessary for marketing and the consumption of organic vegetables (Arimi, 2023) because of its substantial potential to influence purchasing decisions and to provide information on product availability and points of sale. The growing global awareness of health, nutrition, and environmental sustainability has driven increased interest in organic food. Organic vegetables, in particular, are widely recognized as healthier alternatives to conventionally grown produce because they are cultivated without synthetic fertilizers, pesticides, and genetically modified organisms (Food and Agriculture Organization, 2020; World Health Organization, 2021). Despite the growing global demand for organic food, increased awareness, accessibility, and consumption in many developing countries, including Nigeria, remain relatively low (Adebayo, Oladejo, & Ajibade, 2021; International Federation of Organic Agriculture Movements, 2022).

One of the critical factors influencing consumer behaviour in this regard is the media, which serves as a powerful tool for shaping perceptions, disseminating information, and influencing lifestyle changes (Philip, Kotler *et al*., 2021).
Media exposure through channels such as television, radio, newspapers, and social media platforms influences knowledge dissemination and adoption behaviours (Oladipo et al., 2023; Yekinni et al., 2024), while online advertising plays a significant role in informing consumers about the benefits and availability of organic produce (Arimi, 2023; Dwivedi et al., 2021). In metropolitan areas such as Lagos, where residents are highly exposed to diverse media platforms, such influence is even more pronounced.
In Nigeria, vegetables are commonly grouped into leafy, root, and fruit types based on the edible parts of the plant, including leaves, stems, bulbs, seeds, roots, and fruits (Ajayi et al., 2022; Olayinka & Odeniran, 2025). Beyond their diversity, they play a vital role in nutrition by providing minerals, vitamins, and dietary fibre that promote overall well-being and help reduce the incidence of chronic illnesses such as cardiovascular diseases and certain cancers (Arimi et al., 2025). Despite their nutritional benefits, vegetable consumption in Nigeria is well below the World Health Organization's daily recommendation of 400g per person (Arimi, 2023). This shortfall is attributed to factors such as low income, poor education, high prices, urbanization, and the perishability of vegetables (Obayelu et al., 2022).

Despite increased promotion of healthy living and the availability of organic produce in urban markets, organic vegetable consumption in Nigeria remains relatively low compared with other regions globally (Arimi, 2023). Media platforms have been actively disseminating information on the health and environmental benefits of organic foods. Still, the actual impact on consumer behaviour in local contexts such as Ikeja remains unclear. Some consumers may be aware of organic vegetables but fail to adopt them due to high cost, limited accessibility, cultural food preferences, or doubts about authenticity (Nwofoke & Bargissa, 2020). Others may lack awareness altogether (Okonta et al 2023). The gap between media exposure and actual consumption behaviour calls for a systematic investigation. Hence, this paper assesses the effects of the media on the consumption of organic vegetables in the Ikeja LGA of Lagos State. The specific objectives are to examine consumers' attitudes toward organic vegetable consumption, identify the media platforms for disseminating information about organic vegetables, and assess consumers' levels of organic vegetable consumption.

Hypothesis Testing

Ho1**:** Media broadcast has no significant influence on the level of organic vegetable consumption.

Methodology

This research was carried out in the Ikeja Local Government Area, an urban settlement located at approximately Latitude 6.6 °N and Longitude 3.4 °E in southwestern Nigeria. Ikeja serves as the administrative capital of Lagos State and is one of the most economically vibrant metropolitan areas in the country. The area is highly urbanized and consists of notable districts such as Oregun, Alausa, Ogba, Opebi, Magodo, and Government Reserved Area (GRA). Ikeja has a rapidly growing population estimated at between 470,000 and 977,000 inhabitants (NPC, 2006). Ikeja Local Government Area covers approximately 45–50 square kilometres and lies within the coastal plains of southwestern Nigeria. Common vegetables cultivated and marketed in the area include spinach, amaranthus, lettuce, cabbage, fluted pumpkin, and cucumber. The strategic location of Ikeja as a commercial and transportation hub, coupled with increasing internet penetration and media exposure, makes the area suitable for studies relating to consumer behaviour, food choices, and organic vegetable consumption among urban households.

The study relied on primary data collected from 135 households that consume organic vegetables. Ikeja Local Government Area is divided into eight political wards, which serve as the primary administrative and electoral units within the LGA: Magodo (180 households), Oregun (185 households), Alausa (130 households), Ogba (200 households), Akiode (180 households), Opebi (140 households), GRA (150 households), and Agidingbi (190 households). From the 1,351 households, 10% were sampled, resulting in 135 respondents. Data were collected on attitudes toward organic vegetable consumption, media exposure, and level of consumption using a structured interview schedule. Consumption frequency was assessed using a five-point scale: once weekly (1), twice weekly (2), three times weekly (3), four times weekly (4), and daily (5). Attitudinal items were developed, and participants indicated their agreement, disagreement, or uncertainty to measure their perception of organic vegetable consumption. In addition, Media sources were also listed, and participants reported how often they received information about organic vegetables.The collected data were analyzed using frequency counts, percentages, and regression analysis (Arimi, 2023). The statistical test was conducted at a 0.05 probability. The study also employed the Attention-Interest-Desire-Action (AIDA) advertising model, which explains consumer decision-making in four stages: cognitive (awareness), affective (interest and desire), and behavioural (action). In this context, socioeconomic variables such as income, education, and household size were expected to influence the progression through these stages. Awareness of the health benefits of organic vegetables represents the cognitive phase, while the ability to purchase and consume them is shaped by socioeconomic capacity.

Results and Discussion

Attitude of Consumers toward the Consumption of Organic Vegetables

Table 1 reveals that consumer attitudes toward organic vegetables are generally positive. A large proportion (64.4%) agreed that organic vegetables are better for their health, while 80.0% reported consuming them because no chemical inputs are used in production. This reflects strong health consciousness among consumers and indicates that media campaigns emphasizing the natural and chemical-free attributes of organic produce can significantly influence purchase decisions. Similar findings have been reported in recent studies, which show that organic food consumption is largely driven by perceived health benefits and environmental concerns (Rana & Paul, 2020; Massey et al., 2023).

A majority (75.6%) of respondents expressed a willingness to pay a premium for organic vegetables, and 74.1% were willing to recommend them to friends and family. This peer-to-peer influence, supported by mass and social media promotion, can reinforce positive consumer behaviour. Recent studies confirm that positive consumer attitudes and social influence significantly sustain demand for organic products, particularly in urban markets (International Federation of Organic Agriculture Movements, 2022; Yeh & Yang, 2025).

Furthermore, 60.7% of respondents acknowledged that organic vegetables are more nutritious than conventional vegetables, and 65.9% valued their greener appearance and larger leaves. Media messages highlighting visual appeal and nutritional superiority are likely to sustain these perceptions. Aschemann-Witzel et al. (2021) emphasized that perceived nutritional value and product quality are key determinants of organic food choices. In addition, 65.2% of respondents believed that consumers generally prefer organic vegetables, while 71.9% cited better taste and natural quality as the reasons for this preference. Massey et al. (2023) and Nguyen et al. (2023) confirmed that taste, freshness, and perceived naturalness are major drivers of consumer preference for organic food. Media platforms such as cooking shows, food blogs, and advertisements can therefore amplify the sensory appeal of organic vegetables, attracting wider patronage.

Another strong motivator is post-harvest durability; 87.4% agreed that organic vegetables do not deteriorate as quickly as conventional ones, while 76.3% consumed them because they are readily available in the market. This implies that both quality attributes and accessibility are central to consumer acceptance. Food and Agriculture Organization (2022) highlights that availability, freshness, and health-related attributes significantly influence sustained demand for organic foods. Media outlets that communicate freshness, shelf-life, and market availability can therefore strengthen consumer confidence.

Table 1: Attitude of the consumers toward consumption of organic vegetables (N= 135).

Attitude of the consumers toward consumption of organic vegetable	Agreed %	Mean
Consumption of organic vegetable is better for my health	64.4	1.5
I consume organic vegetable for not using chemical inputs in its production	80.0	1.7
I am willing to pay higher prices for organic vegetable	75.6	1.6
I am willing to introduce organic vegetable to my friends and family for consumption	74.1	1.5
Organic vegetable is more nutritious than chemically grown vegetable	60.7	1.5
I consume organic vegetable because its greener and have bigger leaves	65.9	1.5
I am of the belief that consumers prefer organic vegetables to chemically grown vegetables	65.2	1.5
I prefer organic vegetables because they taste better and have a natural quality	71.9	1.5
After harvest, it does not deteriorate easily compared to a chemically grown vegetable	87.4	1.8
I consume organic vegetables because they are readily available in the market	76.3	1.6

Source: Field survey, 2023

Attitude toward the Consumption of Organic Vegetables

Table 2 shows that the majority of respondents (76.3%) had a favourable attitude toward consuming organic vegetables, while only 23.7% held an unfavourable attitude. This implies that most consumers not only recognize the value of organic vegetables but are also positively inclined toward including them in their family diets. A favourable attitude of this magnitude suggests that the media plays an important role in shaping awareness and perceptions, as exposure often highlights the health, environmental, and nutritional benefits of organic produce. This finding is consistent with Masih et al. (2025) that post-pandemic media discussions boosted awareness and positive sentiment toward organic food, while Kamboj and Kishor (2024) confirmed that media exposure to food safety issues reinforces favourable consumer attitudes and willingness to pay for organic products. Similarly, Chetioui et al. (2023) found that in emerging markets, consumers' attitudes toward organic foods became more positive in the post-COVID-19 era, largely driven by health concerns and by information disseminated through traditional and social media.

Therefore, the dominance of favourable attitudes among respondents suggests that sustained media messaging and educational campaigns could further consolidate consumer interest and expand the market for organic vegetables.

Table 2: Attitude toward the consumption of organic vegetables

Attitudecategory	Attitude category	Percent	Mean
	Unfavourable	23.7	14.3
	Favourable	76.3	14.3
	Total	100.0	14.3

Source: Field survey, 2023

Sources of Information on Organic Vegetable Consumption

Table 3 highlights the major sources of information through which consumers learn about organic vegetables. The findings reveal that the internet (75.6%) and social media (74.8%) were the most frequently used sources of information, followed by mobile marketing (SMS) (66.7%). Television (63.0% occasionally) and newspapers (55.6% occasionally) also contributed, but at lower levels compared to digital platforms.

The prominence of the internet and social media underscores the growing importance of digital media in shaping consumer awareness and behaviour toward organic food. Consumers' exposure to health, nutrition, and environmental messages online appears to positively influence their consumption decisions. This suggests that the media does not just provide information but actively creates awareness that shapes attitudes, corrects misconceptions, and enhances willingness to pay for organic vegetables. These findings are consistent with Masih et al. (2025), which found that post-pandemic consumers increasingly relied on digital platforms for health-related food choices, while Kamboj and Kishor (2024) highlighted that social media campaigns significantly shaped consumers' perceptions of organic food in India.

Table 3: Sources of information on organic vegetable consumption

Sources of information	**Frequencies of receiving the information**		**Mean**	**SD**
	Always %	**Occasionally %**		
Television	28.9	63.0	1.2	0.7
Internet	75.6	24.4	1.8	1.3
Magazines	0.0	68.9	0.6	0.1
Newspapers	0.0	55.6	0.5	0.3
Social media	74.8	15.6	1.7	1.5
Radio	17.8	68.9	1.0	0.5
Mobile marketing	66.7	23.7	1.6	1.1

SD* means standard deviation

Source: Field survey, 2023

Table 4 shows that the majority of respondents (55.6%) consumed organic vegetables once a week, while 22.2% consumed them twice a week, 15.6% consumed them three times a week, and only 6.7% consumed them four times a week. This distribution suggests that although awareness and attitudes toward organic vegetables are generally favourable, actual consumption is still relatively low, with most consumers limiting intake to once weekly. The low frequency of consumption may be linked to factors such as limited availability, higher prices, or inconsistent media promotion of organic products. While media platforms such as the internet and social media have helped raise awareness, the translation of this awareness into regular consumption appears constrained by socioeconomic factors such as income, household size, and competing food preferences.

This finding aligns with Chetioui et al. (2023) and Kamboj and Kishor (2024) research showing that positive attitudes toward organic food do not always translate into high consumption frequency due to barriers such as affordability and accessibility. However, it also indicates that the media can play a stronger role by not only creating awareness but also emphasizing affordability, local availability, and practical benefits of organic vegetables, thereby encouraging higher consumption frequency. The implication is that while consumers are aware of and positively inclined toward organic vegetables, media-driven campaigns should move beyond awareness creation to behaviour reinforcement, helping consumers adopt organic vegetables as a regular part of their diet rather than an occasional choice.

Table 4: Frequency of consumption of organic vegetables

Frequency of consumption	Percentage
Once a week	55.6
Twice a week	22.2
3 times a week	15.6
4 times a week	6.7

Source: Field survey, 2023

Relationship between Media Effects and Organic Vegetable Consumption

The model summary in Table 5 indicates that media effects have a strong positive relationship with consumers' awareness of organic vegetable consumption in the study area ($R = 0.691$). The adjusted R^2 value of 0.50 indicates that media exposure explains approximately 50% of the variation in consumers' awareness, with the remaining 48.9% attributable to other factors not captured in the model. This suggests that the model provides a reasonably good fit for explaining the role of media in shaping awareness levels.

Further analysis reveals that media effects are statistically significant in influencing awareness (β = 0.48), indicating that increased exposure to media platforms leads to higher awareness of organic vegetable consumption among consumers. This finding implies that media channels serve as a critical tool for behavioural change communication in urban food systems. Strengthening media engagement strategies, particularly through digital platforms such as social media, internet-based campaigns, and mobile messaging, substantially improves public awareness and encourages healthier food choices, including organic vegetable consumption. This finding is consistent with Dwivedi et al. (2021) and Massey et al. (2023), who reported that consumer awareness and attitudes toward organic foods are significantly shaped by media exposure, health consciousness, and product information dissemination. The present study extends these findings by demonstrating that media influence is not only perceptual but also statistically significant in driving awareness within urban Nigerian settings.

Table 5: Relationship between media effects and organic vegetable consumption among the respondents

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691[a]	.503	.481	.413

a. Predictors: (Constant), media effects

- **P ≤ 0.05**

Conclusion and Recommendations

There is increasing promotion of healthy living and the growing availability of organic produce in urban markets, however,the consumption of organic vegetables in Nigeria remains relatively low. Media platforms have played a crucial role in disseminating information on the health and environmental benefits of organic foods. However, more efforts are still needed by agricultural extension agencies and health promoters to intensify the use of digital media campaigns, particularly social media and internet-based platforms, to disseminate targeted information on the benefits of organic vegetables, while also integrating traditional media channels to reach less digitally connected populations.

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