



# The Influence of Psychological and Socioeconomic Factors on Farmers Dealing with Covid-19

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## Introduction

- The pandemic of COVID-19 is a rapidly growing concern around the world.
- Through educational programs, policymakers are trying to change farmers' attitudes toward adaptation to COVID-19.
- The effectiveness of these educational activities depends on designing and conducting research related to factors that change behavior in order to adapt to COVID-19.
- While the technological, infrastructural, and educational focus has been usually paid to farmers' behavior, much less attention has been given to psycho-social factors which may influence farmers' behavior.

## Objective

- To investigate the psychological and socioeconomic factors influencing the behavior of adaptation to COVID-19.

## Methods

- This study was planned and carried out through a sectional online survey.
- The statistical population of this study was farmers in Dashtestan County of Bushehr province in southern Iran.



- The sample comprises 377 farmers in southern Iran.
- The data collection tools in this study were online questionnaires that validity and reliability were confirmed.
- SPSSversion24 software was used to analyze the data.

## Results

- The mean age of farmers was 41.43 years.
- Education levels of the sample are relatively high: 2.2% of the farmers are either illiterate or 8.7% have only attended primary school. Some 27.8% have education above primary school to high school, while the remaining 61.3% have earned a Bachelor's degree or better.
- The results of the regression showed that socioeconomic and psychological variables (perceived happiness, perceived well-being, self efficacy, and perceived stress) were able to explain 35% of the changes in behavior consistent with COVID-19.
- The results of the study also showed that well-being is the most important predictor of adaptive behavior with COVID-19.

Variables	B	Standard Error	β	Sig.
Perceived Happiness	0.170	0.086	0.112	0.0001
Perceived Well-being	0.210	0.051	0.330	0.0001
Perceived Stress	-0.232	0.123	0.220	0.001
Self-efficacy	0.341	0.042	0.190	0.002
Constants= 36.609		F=78.324	R <sup>2</sup> =0.35	

## Conclusions

- The results of the present study could help planners and policymakers identify ways to improve adaptive behavior to increase the effectiveness of educational activities in coping with COVID-19.
- The results of this study also highlight the importance of considering social psychological measures and demographic characteristics in the development and evaluation of educational programs to stimulate adaptive behavior.