Tropentag, September 16-18, 2026, hybrid conference

"Towards multi-functional agro-ecosystems
promoting climate resilient futures"

Farmers' self-efficacy and continued use of social media: An application of the expectation confirmation model

Khadijeh Soleimani[1], Bahman Khosravipour[1], Katharina Löhr[2], Stefan Sieber[2]

[1] *University of Khuzestan, Agricultural Sciences and Natural Resources, Iran*
[2] *Leibniz Centre for Agric. Landscape Res. (ZALF), SusLAND, Germany*

Abstract

Agriculture serves as a cornerstone of economic and social development in many developing countries, yet it faces growing challenges driven by climate variability, labour shortages, and limited access to information. The emergence of social media as an interactive digital communication tool presents new opportunities to enhance farmers' learning, knowledge sharing, and self-efficacy. They have a crucial role in enabling smooth

communication, enhancing global connectivity, distributing knowledge, and supporting content sharing

across digital platforms Through bidirectional communication and community engagement, social media platforms can foster a sense of collective identity and empowerment, which in turn strengthens farmers' job performance and supports the sustainability of agricultural practices.

Despite its widespread popularity, the use of social media for agricultural purposes remains limited, and farmers' willingness to continue using these platforms has not been adequately explained. To address this gap, the present study extends the Expectation Confirmation Model (ECM) by incorporating two additional variables—self-efficacy and job performance—to investigate the factors influencing farmers' continuance intention to use social media in Khuzestan Province, Iran. Data were collected through a researcher-designed questionnaire and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS v3. The results confirmed that self-efficacy has a significant positive effect on both farmers' satisfaction and their intention to continue using social media. Moreover, self-efficacy was found to positively influence job performance, underscoring its critical role in digital engagement and behavioural continuity. These findings contribute to the theoretical refinement of ECM in the agricultural context and provide actionable insights for policymakers and extension organisations aiming to promote sustainable digital adoption among farmers

Keywords: Expectation - Confirmation Model (ECM), job performance, self-efficacy, Social Media (SM)

Contact Address: Khadijeh Soleimani, Agricultural Sciences and Natural Resources University of Khuzestan, Fac. of Agricultural Engineering and Rural Development, Khuzestan, Mollasani, Iran, e-mail: khadijeh.soleimani@gmail.com