



Effect of Socio-Personal Factors on Goal Setting Pattern of Farm Families

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ABSTRACT

The present study was undertaken to study the existing attitude and career goal setting pattern, effect of socio-personal factors of the homemakers on the attitude and career goal setting pattern and explore the constraints in goal setting and attainment of farm families. Results revealed that overall goal setting pattern of farm families was quite erroneous (overall SMART percent score of 11.39) with attitude goal setting per cent score of 5.86 and career 16.89. A positive non significant relationship between the age (0.10), education (0.07), family type (0.10), family size (0.12) and family income (0.09) of the respondents and their goal setting pattern was found. Major constraint faced by the respondents while setting the goals was lack of training to set goals (94.66 %), ambiguous goals, frustration due to successive failure in goal achievement and hopelessness due to persistent struggle with uncertainties (82.66 %).

Key Words: Age, Attitude, Education, Constraints, Goal setting pattern, Farm families.

INTRODUCTION

Goal setting involves the development of an action plan designed to motivate and guide a person or group towards a goal. It is guided by goal setting criteria *i.e.*, Specific, Measurable, Agreeable, Realistic and Timely (SMART). The concept of SMART was introduced by George T Doarn in the issue of Management Review of November 1981 issue. SMART is a mnemonic acronym giving criteria to guide in the setting of goals. The development of individual goals, discussion, negotiations of family goals, farm and family priority setting gives structure to the management process. Setting goals as a family at least annually should become part of the farm management routine. Achievement of goals results in a feeling of accomplishment and pride. There is a vast pool of human resources in farm families which can be tapped and channelized only by a proper road map in the form of specific and realistic goals. Bagozzi *et al* (2003) in the study shows that particular goals are represented in a hierarchical network of motives.

They also found the idiographic motives and linkages between motives were prove by regressing attitudes, intentions to reenlist, and commitment toward the army on motives and linkage between motives. The progressive realization of worthwhile goals leads to success. Klein *et al* (1999) highlighted that goals are central to current treatments of work motivation and goal commitment is critical that construct the relationship between goals and task performance. They were confused about the role of goal commitment and recently had key construct received by the empirical attention. Unaware of the fact that ultimate goal should initiate and influence intermediate and means end goals, farm families are taking haywire decisions which are leading to chaos in the families. It is very important to set financial, physical, personal development, family, spiritual, social and career goals as per their terms of attainments. West *et al* (2003) studied that examined the impact of goals on memory and memory beliefs. Hence, the present study was undertaken to assess the effect of socio-personal

Table 1. Correlation of socio-personal characteristics of the respondents with the goal setting pattern.

Sr. No.	Socio-personal characteristics	Attitude goals	Career goals
1.	Age	0.06	0.14
2.	Education	0.06	0.08
3.	Farm income	0.10	0.08
4.	Family type	0.13	0.08
5.	Family size	0.16	0.09

*cor-relation is significant at the 0.05% level of significance (2-tailed)

factors of the homemakers on the attitude and career goal setting pattern of the farm families and to explore the constraints in goal setting and attainment. Kozlowski *et al* (2006) examined that the goal typology provided the conceptual foundation for this research and the independent and united effects of achievement orientation and goal setting approaches on trainees self regulatory activity. They found that all 3 factors had a significant influence on self-regulations, with goal content publicity display the greatest result.

MATERIALS AND METHODS

The study was conducted in three different cultural zones of Punjab *i.e.*, Majha, Malwa and Doaba. Three districts were randomly selected from different cultural zones of Punjab namely Amritsar from Majha, Sri Muktsar Sahib from Malwa and Jalandhar from Doaba. Further, one village from each district- namely Khankot (Amritsar), Hari-ke-kalan (Sri Muktsar sahib) and Jamsheer khara (Jalandhar) were randomly selected. A total sample of 150 respondents comprising of fifty respondents from each village was taken. An interview schedule was administered to the sample families for collection of data. The goal setting pattern was studied on the basis of a goal being SMART *i.e.*, specific, measurable, agreeable, realistic and timely. Correlation was calculated for determining the relationship between the socio-personal characteristics and goal setting areas. Attained score, percentage and mean weighted scores (MWS) for each set of goal were calculated. Average and percentage was calculated for determining the constraints in setting and achieving the goals.

RESULTS AND DISCUSSION

Effect of socio-personal factors on goal setting pattern

The socio-personal characteristics like age, education, family income, family type and family size etc. of an individual have a bearing on the mental makeup of an individual. Since goal setting is a mental process so how far the personal characteristics of respondents are impacting their goal setting pattern was studied (Table 1).

Age of the respondents

Every passing year unfolds new realities of life to an individual and gives new orientation to future. The data (Table 1) reveal that though there was a positive correlation between age of the respondents and goal setting pattern (attitude goal setting 0.06 and career goal setting 0.14), but it was non-significant. It was found during the course of investigation that since the respondents, irrespective of their age, had no knowledge of importance and techniques of goal setting in making a life successful so they were incapable of setting specific, measurable, agreeable, realistic and timely goals.

Educational level

Education is the premise of progress, in every society, in every family. The data reveal that though there was a positive correlation between educational level of the respondents and goal setting pattern (attitude goal setting 0.06 and career goal setting 0.08) but non-significant. It was found that since the majority of respondents were just educated up to higher secondary level which was not much meaningful in bringing about a change in the goal

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mindedness of an individual so there was not any significant relationship of educational level of the respondent and their goal setting pattern.

Family income

It was revealed that was a positive but non-significant correlation between the family income of the respondents and goal setting pattern (attitude goal setting 0.10 and career goal setting 0.08). Since the respondents had no knowledge of increasing the family income by making the techniques of goal setting in making life successful so that they were incapable of setting specific, attainable, agreeable, realistic and timely goals.

Family type

A positive but non-significant correlation between the family type of the respondents and goal setting pattern was found which indicates that majority of the respondents were from joint families, whereas in nuclear families a significant correlation was observed between family type and goal setting pattern. The data (Table 1) reveal that family size of the respondents and their goal setting pattern was also positive but non-significantly correlated. It was found during the course of investigation that majority of the respondents having 5-10 members in the families but they faced many constraints while setting their relationship with the goal setting pattern.

Constraints in goal setting and attainment

Setting goals give a long term vision and short term motivation to reach the desired ends. Goal setting imparts required inspiration by focusing on acquisition of knowledge and helps one to organize resources so that one can make the very most of one's life. It is a natural mental process of an enlightened mind but there might have been many constraints in stating and achieving goals.

The data (Table 2) reveal that majority (87.3%) of the respondent families lacked goal mindedness *i.e.*, an ability to translate the dreams into actionable tasks. They (87.6%) were not aware that to reach the destination it is important to take

every step with some conviction by sensible goal setting. It was reported by respondents (94.6%) that they had no formal or informal training in setting specific, measurable, agreeable, realistic and timely goals. It could be concluded through an intriguing discussion with the respondents that majority (65.3%) of them were afraid of the uncertainties of the future so fearing to do any planning for future. Eighty one per cent respondents reported that they were apprehensive of the difference of opinion of family members on important issues so they did not dare to float any issue to be set as a family goal. Moreover 81.3 per cent respondents reported that they themselves were not aware about utility of translating their family issues in the form of goals. Majority of the respondents (83.3%) lacked interest in setting meaningful goals with due consultation of their family members since they were not aware of the motivating role of goal setting.

Most of the respondents (81.3%) were not aware that goal setting is a systematic procedure of achieving goals by keeping the family resources in view and so were trying to imitate the others achievements/ acts unrealistically. Similarly the respondents' families were facing many constraints in achieving their goals. Since they did not possess the required skill of setting specific, measurable, agreeable, realistic and timely goals so whatever dreams they outlined were very ambiguous. So, 82.6 per cent respondent reported that they faced difficulties in achieving their goals because their goals were very ambiguous. Further 75.6 per cent respondents quoted that since they lacked co-operation from their families so they faced hardship in achieving any goal were the reason in case of 74.6 per cent respondents. It was found during the discussion with respondents that though they somewhat outline the expectation of their life *i.e.*, set their goals but most of them (82.6%) lack commitment of their own self to chase that goal. 82.6 per cent respondents informed that their successive failure on goal achievement due to many reasons has rendered them frustrated to follow the other goals. Majority of the respondents (72.3%) blamed diminishing returns from their farms for lack of initiative in them to look

Table 2. Distribution of respondents as per the constraints faced while setting and achieving goals.

Sr. No.	Constraints	Attitude goals (%)	Career goals (%)	Overall Percentage
A.	Goal setting			
1.	Lack of goal mindedness	88.0	86.6	87.3
2.	Unaware about goal setting	90.0	85.3	87.6
3.	Lack of training to set goals	96.0	93.3	94.6
4.	Uncertain future planning	65.3	65.3	65.3
5.	Difference in opinion of family members	82.0	81.3	81.6
6.	Unawareness about utility of goal setting	81.3	82.0	81.3
7.	Lack of interest	83.3	83.3	83.3
8.	Setting unrealistic goals	83.3	80.0	81.3
	Average percentage	83.6	82.2	82.9
B.	Goal achieving			
1.	Ambiguous goals	83.3	82.0	82.6
2.	Non-cooperative family members	74.6	76.6	75.6
3.	Unexpected interruption	72.6	76.6	74.6
4.	Lack of money	74.6	76.6	75.6
5.	Lack of spirit of commitment	83.3	82.0	82.6
6.	Lack of initiative	66.6	70.0	68.3
7.	No role models to emulate	76.6	82.0	79.3
8.	Frustration due to successive failure in goal achievement	83.3	82.0	82.6
9.	Hopelessness due to persistent struggle with uncertainties	83.3	82.0	82.6
	Average percentage	77.6	78.8	78.8

forward to life with positive hope which constrained them in achieving their goals. It was found during the course of investigation that lack of infrastructure and facilities and lack of opportunities for employment has made them quite apprehensive of their future. So, 82.6 per cent respondents reported that they were in the state of hopelessness due to their persistent struggle with uncertainties and were not inspired to chase their goals.

CONCLUSION

On the basis of above findings it can be concluded that career goals were better than attitude goals for making long term goals but without any specific road map. Mid-term and short-term goals are stepping stones which should be directed towards long term goals. The outcome suggests that farm families of Punjab are not setting and working towards achieving their goals in a systematic manner.

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Received on 10/3/2018

Accepted on 30/6/2018