Health and Leisure Goal Setting Pattern of Farm Families in Different Socio-Cultural Regions of Punjab

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Abstract: *The present study was undertaken to study the existing health and leisure goal setting pattern, assess the effect of socio-personal factors of the homemakers on the health and leisure 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 10.50) with Leisure goal setting per cent score of 9.45 and Health 11.55. It was further revealed that long term goal setting pattern of farm families was comparatively better (16.69 per cent) than mid-term (9.86 per cent) and short term (4.96 per cent) goal setting pattern as respondents were found to be wishful in the guise of long term goals and quite poor in organising efforts in the form of mid and short term goals directed towards long term goals. A positive but non significant relationship between the age (0.07), education (0.14), family type (0.08), family size (0.02) and family income (0.12) of the respondents and their goal setting pattern was found. Major constraint faced by the respondents while setting the goals was unaware about the concept of goal setting (97.66 per cent) and while achieving the goals was ambiguous goal, no role model to emulate, frustration due to successive failure in goal achievement and hopelessness due to persistent struggle with uncertainties (92.66 per cent).*

Key words: Goal setting pattern of farm families, Long Term, Mid-term and Short Term goals, Constraints in goal setting

1. Introduction

Farm families of Punjab are showing signs of distress due to declining economic viability of agriculture over a period of time. Consumerism has allured the farming families too, but the farm incomes are not matching their real or unreal expectations. Indulgence into false prestige, abandonment of pious values - like simplicity, hard work, contentment etc. and changed attitudes of families has played havoc with their quality of life. One of the major reasons of distress in the farm families is setting of unrealistic goals based not on their actual resources, value system and standards of living but driven by their false prestige they imitate others' goals resulting into debt burden for their families .Values are the framework through which people evaluate their own lives and the lives of others. Farming families express their values through implementing a range of farming and domestic goals (Gasson, 1973).Farmers expressed their values through their farming and family goals and objectives.

The changing family values reflected through their changed standards of consumption is contexts specific and tangible than their underlying values (Parminder et al, 1996). Value based goal setting brings satisfaction in life. So the present study was undertaken with the following objectives.
1) To study existing health and leisure goal setting pattern of farm families of different socio-cultural regions of Punjab.
2) To assess the effect of socio-personal factors of the homemakers on the health and leisure goal setting pattern of the farm families.
3) To explore the constraints in goal setting and attainment by the farm families

2. Research 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 (District- Amritsar, Block-Verka), Hari-ke-kalan (District- Sri Muktsar sahib, Block-Muktsar) and Jamsher khera (District- Jalandhar, Block-Jalandhar east) 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, measureable, agreeable, realistic and timely. A score of one was awarded for each goal attribute 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.

3. Research Findings and Discussion

Existing Health goal setting pattern of farm families of different socio-cultural regions of Punjab

1) Long term goals
Staying healthy requires efforts on a variety of fronts. Many people feel more confident about their efforts in some of these areas than in others. The pattern of long term health goal setting pattern has been presented in the Table 1.

The data points out in the Table 1 that there were only 21.30 per cent specific, measurable, agreeable, realistic and timely long term health goals set by the respondent farm families. The goals set by the homemakers like keeping chronic diseases at bay, maintaining good eye sight, maintaining/achieving glowing skin complexion, maintaining good mental health and maintaining/achieving slim fit just by 38.53 per cent, 35.20 per cent, 13.86 per cent,

13.33 per cent and 5.60 per cent respectively. Upon comparison of the data of respondent belonging to different socio-economic regions i.e. Majha, Malwa and Doaba it was found that the respondents belonging to Doaba region were somewhat better in long term health goal setting with a goal setting score of 308, followed by respondents belonging to Majha region with a goal setting score of 268 and Malwa region with a goal setting score of 223.

Table 1: SMART score for long term health goal setting pattern of respondent families

Health goals	SMART score for goal attributes*			
Long term goals	Majha (n=50)	Malwa (n=50)	Doaba (n=50)	Total (N=150)
1) Keeping chronic diseases at bay	98(39.20)	89(35.60)	102(40.80)	289(38.53)
2) Maintaining good eye sight	88(35.20)	78(31.20)	98(39.20)	264(35.20)
3) Maintaining/achieving glowing skin complexion	34(13.60)	24(9.60)	46(18.40)	104(13.86)
4) Maintaining/ achieving slim fit	15(6.00)	9(3.60)	18(7.20)	42(5.60)
5) Maintaining good mental health	33(13.20)	23(9.20)	44(17.60)	100(13.33)
Total	268(21.44)	223(17.84)	308(24.64)	799(21.30)

Figures in parentheses indicate percentage

*Each goal attributes i.e., specific, measurable, agreeable, realistic and timely (SMART) carries equal score i.e., one. Max. goal attributes score (50 no. of respondents x max. score i.e. 5=250)

2) Mid-term goals

Poor health can cause harm health. There is little evidence that increasing health care spending past a basic level improves population health. To improves the health for that the pattern of mid-term goal setting pattern presented in Table 2. The tabulated data reveals that the mid-term health goals like increasing physical activity, improving sleep habits, improving nutrition, improving work/ life balance and reducing stress were defined by the respondent families with a goal setting score 142, 101, 52,48 and 38.Upon comparison of the data of respondent belonging to different socio-economic regions i.e. Majha, Malwa and Doaba it was found that the respondents belonging to Doaba region were somewhat better in mid-term health goal setting with a goal setting score of 170, followed by respondents belonging to Majha region with a goal setting score of 132 and Malwa region with a goal setting score of 79.

Table 2: SMART score for mid-term health goal setting pattern of respondent families

Health goals	SMART score for goal attributes*			
Mid-term goals	Majha (n=50)	Malwa (n=50)	Doaba (n=50)	Total (N=150)
1) Improving nutrition	16(6.40)	12(4.80)	24(9.60)	52(6.93)
2) Increasing physical activity	56(22.40)	23(9.20)	63(25.20)	142(18.93)
3) Improving sleep habits	33(13.20)	24(9.60)	44(17.60)	101(13.46)
4) Reducing stress	12(4.80)	8(3.20)	18(7.20)	38(5.06)
5) Improving work/life balance	15(6.00)	12(4.80)	21(8.40)	48(6.40)
Total	132(10.56)	79(6.08)	170(13.60)	381(10.16)

Figures in parentheses indicate percentage
*Each goal attributes i.e., specific, measurable, agreeable, realistic and timely (SMART) carries equal score i.e., one. Max. goal attributes score (50 no. of respondents x max. score i.e. 5=250)

3) Short term goals

Health system improvement looks only at physical availability without taking into account the "effective availability" component. The pattern of health short term goals is presented in the Table 3.

Table 3: SMART score for short term health goal setting pattern of respondent families

Health goals	SMART score for goal attributes*			
Short term goals	Majha (n=50)	Malwa (n=50)	Doaba (n=50)	Total (N=150)
1) Planning weekly menu and adhering to it	12(4.80)	6(2.40)	18(7.20)	36(4.80)
2) Doing exercise regularly	8(3.20)	6(2.40)	12(4.80)	26(3.46)
3) Adopting healthy practices for eye health	7(2.80)	5(2.00)	10(4.00)	22(2.93)
4) Maintaining health and hygiene practices	5(2.00)	3(1.20)	8(3.20)	16(2.13)
5) Maintaining good diet	6(2.40)	4(1.60)	10(4.00)	20(2.66)
Total	38(3.04)	24(1.92)	58(1.16)	120(3.20)

Figures in parentheses indicate percentage
*Each goal attributes i.e., specific, measurable, agreeable, realistic and timely (SMART) carries equal score i.e., one. Max. goal attributes score (50 no. of respondents x max. score i.e. 5=250)

Overall 3.20 per cent respondents were specific, measurable, agreeable, realistic and timely on goals set by their farm families. Short term health goals like planning weekly menu and adhering to it, doing exercise regularly, adopting healthy practices for eye health, maintaining good diet and maintaining health and hygiene practices were SMART just by 4.80 per cent, 3.46 per cent, 2.93 per cent, 2.66 per cent and 2.13 per cent respectively. Upon comparison of the data of respondent belonging to different socio-economic regions i.e. Majha, Malwa and Doaba it was found that the respondents belonging to Doaba region were somewhat better in short term health goal setting with a goal setting score of 58, followed by respondents belonging to Majha region with a goal setting score of 38 and Malwa region with a goal setting score of 24.

Existing Leisure goal setting pattern of farm families of different socio-cultural regions of Punjab

1) Long term goals
Leisure time is not a free time to automatically pass or to lounge around by doing nothing. It is basically the time for personal development, reducing stress level, rejuvenating and developing positive attitude. However, leisure time also offers a great opportunity to catch up on unfinished tasks or advance personally or professionally. Whether the farm families are sparing a leisure time for themselves to be passed with a purpose was explored and expressed in Table 4.

The data presented in the Table 4 reveals that 17.73 per cent goals set for rejuvenating self with energy and enthusiasm were specific, measurable, agreeable, realistic and timely (SMART) goals. Only 13.60 per cent, 10.80 per cent, 9.33 per cent and 8.93 per cent goals set by respondents were SMART in case of furthering social life of self and family, volunteering for community service, developing new skills and hobbies and doing extra work to finance any passion respectively. The goals of respondents from Doaba region were comparatively more SMART (15.36 per cent) than the respondents from Majha (12.48 per cent) and Malwa (8.40 per cent) region.

Table 4: SMART score for long term leisure goal setting pattern of respondent families

Leisure goals	SMART score for goal attributes*			
Long term goals	Majha (n=50)	Malwa (n=50)	Doaba (n=50)	Total (N=150)
1) Rejuvenating self with energy and enthusiasm	45(18.00)	34(13.60)	54(21.60)	133(17.73)
2) Furthering social life of self and family	34(13.60)	24(9.60)	44(17.60)	102(13.60)
3) Developing new skills and hobbies	23(9.20)	15(6.00)	32(12.80)	70(9.33)
4) Doing extra work to finance any passion	22(8.80)	17(6.80)	28(11.20)	67(8.93)
5) Volunteering for community service	32(12.80)	15(6.00)	34(13.60)	81(10.80)
Total	156(12.48)	105(8.40)	192(15.36)	453(12.08)

Figures in parentheses indicate percentage
*Each goal attributes i.e., specific, measurable, agreeable, realistic and timely (SMART) carries equal score ie, one. Max. goal attributes score (50 no. of respondents x max. score i.e. 5=250)

2) Mid-term goals
Mid-term goals leisure goals lay the much needed sign posts to reach the otherwise lightly taken long term leisure goals. Since leisure activities carried out in a systematic way accure some long term benefits like reduced stress levels, a more positive attitude, better sleep patterns and something to look forward only after doing them on regular basis. The pattern of mid-term leisure goal setting of selected farm families was studied and presented in Table 5.

The Perusal of the data reveals that only 9.57 per cent respondents were specific, measurable, agreeable, realistic and timely goals set by the farm families. Only 13.86 per cent, 9.73 per cent, 9.73 per cent, 8.40 per cent and 6.13 per cent goals set by respondents were SMART in case of creating/ building amenities in home/immediate environment, developing a social circle, finalizing the ensherined hobbies with self, vacationing/ travelling and finding suitable options for entertainment respectively. The goals of respondents from Doaba region were comparatively more SMART (12.96 per cent) than the respondents from Majha (8.96 per cent) and Malwa (6.80 per cent) region.

Table 5: SMART score for mid-term leisure goal setting pattern of respondent families

Leisure goals	SMART score for goal attributes*			
Mid-term goals	Majha (n=50)	Malwa (n=50)	Doaba (n=50)	Total (N=150)
1) Creating /building amenities in home/immediate environment	33(13.20)	26(10.40)	45(18.00)	104(13.86)
2) Developing a social circle	23(9.20)	16(6.40)	34(13.60)	73(9.73)
3) Finding suitable options for entertainment	15(6.00)	8(3.20)	23(9.20)	46(6.13)
4) Finalizing the ensherined hobbies with self	18(7.20)	23(9.20)	32(12.80)	73(9.73)
5) Vacationing/travelling	23(9.20)	12(4.80)	28(11.20)	63(8.40)
Total	112(8.96)	85(6.80)	162(12.96)	359(9.57)

Figures in parentheses indicate percentage
*Each goal attributes i.e., specific, measurable, agreeable, realistic and timely (SMART) carries equal score i.e., one. Max. goal attributes score (50 no. of respondents x max. score i.e. 5=250)

3) Short term goals
Short term leisure goals having fun activities to participate in can help balance out our career, especially when we become overwhelmed or stressed out our job responsibilities and aggravations. The pattern of short term leisure goal setting of selected farm families was studied and presented in Table 6.

The data reveals that only 8.93 per cent goals set for watching favourite TV programme were specific, measurable, agreeable, realistic and timely goals. Only 8.26 per cent, 6.40 per cent, 6.00 per cent and 4.00 per cent goals set by respondents were SMART in case of resting/ relaxing, pursing hobby, visiting friends/ relatives and attending volunteers projects respectively. The goals of respondents from Doaba region were comparatively more SMART (9.04 per cent), Majha (6.56 per cent) and Malwa (4.56 per cent) region.

Table 6: SMART score for short term leisure goal setting pattern of respondent families

Leisure goals	Total score of goal attributes*			
Short term goals	Majha (n=50)	Malwa (n=50)	Doaba (n=50)	Total (N=150)
1) Watching favourite TV programme	23(9.20)	15(6.00)	29(11.60)	67(8.93)
2) Visiting friends/relatives	15(6.00)	9(3.60)	21(8.40)	45(6.00)
3) Attending volunteers	9(3.60)	6(2.40)	15(6.00)	30(4.00)

projects				
4) Pursuing hobby	15(6.00)	12(4.80)	21(8.40)	48(6.40)
5) Resting/ relaxing	20(8.00)	15(6.00)	27(10.80)	62(8.26)
Total	82(6.56)	57(4.56)	113(9.04)	252(6.72)

Figures in parentheses indicate percentage

*Each goal attributes i.e., specific, measurable, agreeable, realistic and timely (SMART) carries equal score i.e., one. Max. goal attributes score (50 no. of respondents x max. score i.e. 5=250)

Effect of socio-personal factors of the homemakers on the goal setting pattern of the farm families
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 and presented in Table 7.

Table 7: Co-relation of socio-personal characteristics of the respondents with their goal setting pattern

Socio-personal characteristics	Leisure goals	Health goals
Age	0.03	0.08
Education	0.14	0.14
Farm income	0.19	0.05
Family type	0.10	0.07
Family size	0.01	0.04

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

Age of the respondents
Every passing year unfolds new realities of life to an individual and gives new orientation to future. The data presented in Table 7 reveals that though There is a positive correlation between age of the respondents and goal setting pattern (leisure goal setting 0.03and health goal setting 0.08), but the result was not found 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.

Education of the respondents
Education is the premise of progress, in every society, in every family. The data presented in Table 7 reveals that though there is a positive correlation between educational level of the respondents and goal setting pattern (leisure goal setting 0.14and health goal setting 0.14) but it was not 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 mindedness of an individual so there was not any significant relationship of educational level of the respondent and their goal setting pattern.

Family income of the respondents
The data presented in the Table 7 reveals that though there is a positive correlation between the family income of the respondents and goal setting pattern (family goal setting 0.04, leisure goal setting 0.19 and health goal setting 0.05) but this correlation was not significant. It was found during

the investigation that 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 of the respondents
The data presented in the Table 7 reveals that though a positive correlation between the family type of the respondents and goal setting pattern (family goal setting 0.03, leisure goal setting 0.10 and health goal setting 0.07) but it was not significant. It was found that majority of the respondents were from joint families but nuclear families were better significant relationship between family type of the respondents and goal setting pattern.

Family size of the respondents
The data presented in the Table 7 reveals that Family size of the respondents and their goal setting pattern was also positively but non significantly correlated (leisure goal setting 0.01and health goal setting 0.04). 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 by the farm families
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 constraints faced by homemakers of farm families were studied and relevant data presented in Table 8.

The examination of data presented in the Table 8 reveals that majority (95.66 per cent) of the respondent families lacked goal mindedness i.e an ability to translate the dreams into actionable tasks. They (97.66 per cent) were not aware that to reach the destination it is important to take every step with some conviction by sensible goal setting. 95.66 per cent respondents reported 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 (66.99 per cent) of them were afraid of the uncertainties of the future so fearing to do any planning for future. Ninety three 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 92.33 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 (93.33 per cent) 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 (90.33 per cent) 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 92.66 per cent respondent reported that they faced difficulties in achieving their goals because their goals were very ambiguous. Further 81.33 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 72.99 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 (92.66 per cent) lack commitment of their own self to chase that goal. 92.66 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 (72.33 per cent) blamed diminishing returns from their farms for lack of initiative in them to look 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 92.66 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.

Table 8: Distribution of respondents as per the constraints faced by them while setting and achieving their goals

Constraints	Health goals	Leisure goals	Average percentage
Goal setting			
Lack of goal mindedness	142(94.66)	145(96.66)	95.66
Unaware about the concept of goal setting	147(98.00)	146(97.33)	97.66
Lack of training to set goals	144(96.00)	143(95.33)	95.66
Afraid of uncertain future planning	89(59.33)	112(74.66)	66.99
Difference in opinion of family members	134(89.33)	139(92.66)	92.33
Lack of awareness about utility of goal setting	134(89.33)	143(95.33)	92.33
Lack of interest	135(90.00)	145(96.66)	93.33
Setting unrealistic goals	136(90.66)	135(90.00)	90.33
Average percentage	88.41	92.32	90.36
Goal achieving			
Ambiguous goals	135(90.00)	143(95.33)	92.66
Uncooperative family members	122(81.33)	122(81.33)	81.33
Unexpected interruption	112(74.66)	107(71.33)	72.99
Lack of money	125(83.33)	125(83.33)	83.33
Lack of spirit of commitment	135(90.00)	143(95.33)	92.66
Lack of initiative	125(80.00)	120(89.33)	84.66
No role models to emulate	135(90.00)	143(95.33)	92.66
Frustration due to successive failure in goal achievement	135(90.00)	143(95.33)	92.66
Hopelessness due to persistent struggle with uncertainties	135(90.00)	143(95.33)	92.66
Average percentage	85.48	88.88	87.18

Figures in parentheses indicate percentage

4. Conclusion

On the basis of above findings it can be concluded that educational goals are much better than financial goals for making long term goals but they are wishful to do that without any specific road map. Mid-term and short term 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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