

Abstract

This experimental research used one between – and one within – participants variable method, for studying the Effect of goal setting, performance and monetary reward on group performance and the perception of work climate. Accordingly, the relationship between goal setting type with monetary reward and goal commitment level on perception of work climate and supportive behavior were taken into account as well.

Population in this experimental research is the work groups of all industries that mainly produce or assemble products based on employees' working skills, working on sequential interdependence production line which arrange machine as center.

There were two study groups that was concern from Thai Ocean Industries Co., Ltd. Each of them had 45 operators who had been experienced in umbrella production line more than 104 working days (4 months).

Data have been collected by data recording and Questionnaires which covered the following three topics: (a) Work Climate (b) Goal Commitment (c) Supportive Behavior.

Interdependent – samples t-test, Paired – samples t-test and Two – way Analysis of Variance were employed in order to test hypothesis

This experimental research's results showed that:

1. When "Goal Value Setting without Monetary Reward" condition was given. Not only "Group Focus Goal" group which has been found both Group Performance and Individual Performance were increased, but this result also implied in "Individual Focus Goal" group as well.

2. In "Goal Value Setting without Monetary Reward" condition, Different Goal Type did not lead to different individual performance, but did lead to different group performance. Group Performance was higher when they were in group goal Setting Type

3. For both of Group focus Goal group and Individual focus Goal group, Group Performance and Individual Performance were increased when “Goal Value Setting with Monetary Reward” condition was given.

4. In Goal Value Setting with Monetary Reward Condition, Different Goal Type did not lead to different individual performance and group performance.

5. By Goal Type Setting without Monetary Reward, participations’s perception of work climate were better in “Group Focus Goal” condition, while they were worse in “Individual Focus Goal” condition.

6. In “Goal Value Setting with Monetary Reward” Condition, perceptions of work group climate of both groups were better. Group focus Goal had leaded to better perception of work climate.

7. Either “Group Focus Goal” or “Individual Focus Goal”, Different Goal Commitment Level did not lead to different perception of work group climate.

8. Participants in high Individual Goal Commitment Group had less supportive behavior than who’re in low Individual Goal Commitment Group. The result was opposite when were in “Group Focus Goal” Condition