



Universiteit Utrecht

Engagement in the Wine Industry

The moderating effect of regulatory focus in the motivational process

Master Thesis Occupational - and Organizational Psychology

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Summary

The purpose of this paper is to investigate how job related resources, personal resources and job demands trigger the motivational process in the wine industry. A questionnaire was distributed to 156 winery employees in 10 countries. Job resources (i.e. job control and climate for innovation) and job demands (i.e. workload) specific to the wine industry were expected to have a direct positive influence on engagement (vigor, dedication and absorption). Furthermore, regulation focus was predicted to moderate the relation between the job conditions and engagement as outcome. Particularly, strong prevention focus employees were expected to experience increase in engagement as the positive effect of workload. The results partly confirmed the hypotheses, showing the positive direct effect of workload on absorption, as well as the significant role of prevention focus as moderator in this process. The study found workload to act as a trigger of the motivational process, opposing most current views describing workload's principally negative effects. Prevention focus individuals might benefit from workload, which creates a fit between work environment and personal regulation focus.