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## **Nonconformism, Social Identity, and Self-efficacy of Women Leaders of Thematic Villages**

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### **Abstract**

The specific aim of this study was to explore whether traits typified as particularly expected in the management of thematic villages: nonconformism, social identity, and self-efficacy are present in their 57 female leaders. The following questionnaires were applied: Creative Behavior Questionnaire (CBQIII); J.E. Cameron's Social Identity Scale (STS) and Gener-

alized Self-Efficacy Scale (GSES). The analysis revealed that women leaders have a high level of nonconformism and an average level of the self-efficacy. The analysis revealed significant relationships between nonconformism and self-efficacy. Nonconformism was negatively associated with the social identity of leaders of thematic villages. Social identity was negatively connected to self-efficacy, especially with its component centrality.

**Keywords:** social identity, nonconformism, thematic villages, female leaders.

### **Research questions**

A thematic village is an original tourist project which provides opportunities for the development of the local social environment, tourism, and the rural, natural, and cultural environment. Arranging and operating thematic villages is a process that depends heavily on women leaders and committed villagers (Mazurek-Kusiak, 2011). The potential success of project implementation is influenced by the management style and personality of those leading the project.

A thematic village should be original and one-of-a-kind, which implies conscious ingenuity and creativity. Nonconformism has been proposed as a trait of a leader constituting a personality source of emotional-motivational creative activity in initiating and developing a thematic village. In Popek's original theory nonconformity characterizes creative people and its defined as a relatively permanent disposition towards autonomy and independence of thought, judgment and action (Bernacka, et al., 2016).

Social identity is singled out as a trait of a theme village leader because of activities aimed at preserving and developing traditions on a regional and, more broadly, a national scale. The cognitive functional approach adopted in this study assumes that social identity, as part of an individual's self-concept, results from membership in a particular social group and consists of three elements: the cognitive accessibility of membership, i.e., centrality, the values and emotions aroused by the fact of belonging to a particular group, i.e., the in-group affect, and the sense of community ties with members of a particular group, so-called in-group ties (Cameron, 2004).

A sense of efficacy is indicated as a belief that a person will cope. Self-efficacy is a key concept of Social Cognitive Theory. Self-efficacy refers to the

belief in one's capabilities and competencies to master the job and to accomplish attainments (Juczyński, 2000).

The purpose of the research is explore whether properties of typified as particularly expected in the management of thematic villages: nonconformism, social identity, and self-efficacy are occur in female leaders at a higher level than in women relative to population norms and whether there is a connection between them.

## **Method**

### *Participants*

A total of 57 women aged between 29 and 80 ( $M = 49.61$ ,  $SD = 12.25$ ) participated in the current study. Within the framework of the project Science for Society, Ministry of Education and Science, No. NdS/536437/2021/2022 "Research and promotion of the idea of Polishness and regional traditions in thematic villages of Eastern Poland,"<sup>1</sup> female leaders from 13 thematic villages in three provinces of Eastern Poland, i.e., Podlaskie, Lubelskie, and Podkarpackie were surveyed. Data collection took place from 01.07.2022–30.08.2022. Participants consented to the anonymous processing and secure storage of their data ensuring both confidentiality and anonymity.

### *Instruments*

1. To measure the construct of nonconformism, we used the Creative Behavior Questionnaire (CBQIII) by Bernacka, Popek, and Gierczyk (2016). The nonconformism scale found in the CBQIII contains 13 statements. Participants

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<sup>1</sup> The aim of the project was to study the human and cultural resources of thematic villages in eastern Poland. A thematic village is a social initiative and tourist product of the local community with the leading role of its leader/leaders (often the originator). Based on historical, cultural and natural resources, a thematic village strengthens the identity of a village, integrates the local community and contributes to the economic well-being of its residents and entrepreneurs.

responded on a 5-point Likert-type scale from (score A) agree to (score E) disagree. Cronbach’s alpha was found to be 0.69.

2. Social identity. J.E. Cameron’s Social Identity Scale (Cameron, 2004), Polish adaptation (STS) A. Waś, J. Śliwak, R. Bartczuk, M. Wiechetek, measures the level of social identity in three dimensions: centrality, in-group affect, inter-group ties. It contains 12 statements. Participants responded on a 5-point Likert scale from (score 1) completely disagree to (score 5) completely agree. Cronbach’s alpha was found to be 0.85 in the survey of leaders of thematic villages we conducted.

3. Self-efficacy. Generalized Self-Efficacy Scale (GSES) by R. Schwarzer and M. Jerusalem, Polish adaptation, Z. Juczyński (2000), refers to the theory of A. Bandury. It contains 10 statements. Participants responded on a 4-point Likert-type scale from (score 1) disagree to (score 4) agree. Cronbach’s alpha was found to be 0.85.

**Results**

Level of properties. The levels were determined by relating them to norms (low, average, high).  $\chi^2$  was used to test the significance of differences in the frequency of each trait level in women (Table1).

Correlation. To provide a general overview of the relationships between the constructs, their correlations have been calculated and presented in Table 1 and Table 2. Cronbach’s alphas are between brackets.

Table 1. Descriptive statistics,  $\chi^2$ , and Spearman’s Rho correlations between nonconformism, social identity, and self-efficacy

	M	SD	$\chi^2$	Percentage level	1	2	3
1 Nonconformism	38.46	5.10	11.15**	(1)8.8 (2)36.8 (3)54.4	(0.69)		
2 Social identity	53.61	12.02	3.90	(1)25.3 (2)28.1 (3)45.6	-0.170	(0.85)	
3 Self-efficacy	32.84	3.13	9.28*	(2)70.2 (3)29.8	0.343**	-0.266*	(0.85)

*N* = 57, \**p* < 0.05, \*\**p* < 0.01, Percentage level: (1) low, (2) medium, (3) high

Source: Authors’ study.

Female leaders surveyed are statistically significantly most likely to have high levels of nonconformism and average levels self-efficacy. Despite the usually high level of social identity in female leaders, there is no significant difference in relation to population norms.

Nonconformism correlates positively and averagely with self-efficacy. Nonconformism does not significantly correlate with social identity. Social identity correlates negatively and weakly with self-efficacy, including that only one component, centrality, correlates negatively and weakly with self-efficacy.

Table 2. Spearman's rho correlations between components of social identity and self-efficacy

	Centrality	In-group affect	Inter-group ties
Self-efficacy	-0.270 *	-0.197	-0.152

$N = 57$ , \* $p < 0.05$

Source: Authors' research.

Women leaders, as expected, are highly nonconformist and have significantly higher average intensity of feelings of efficacy than women their age. The positive link between nonconformism and self-efficacy might be interpreted in light of the importance of an internal source of control. It provides the nonconformist person with a basis for thinking, evaluating, and expressing his or her opinions and views, including actions and satisfaction. Nonconformism provides a sense of autonomy, being independent, a sense of authenticity, and the ability to control and influence an individual's environment successfully (Bernacka et al., 2016).

The results of the study can be helpful in more accurately perceiving the functioning of women managers, besides, they can inspire self-development activities.

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