

# Corporate Legitimacy and COVID-19

## Spanish citizens' perceptions during confinement

Results from the survey developed by **Management & Business Economics Research Group** (Rey Juan Carlos University), in collaboration with **Fundación Camilo Prado**



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# Objective

The health emergency caused by COVID-19 has created a complex context from the health point of view, but also from a social, economic and political perspective, which has led to an **uncertain situation** regarding the future

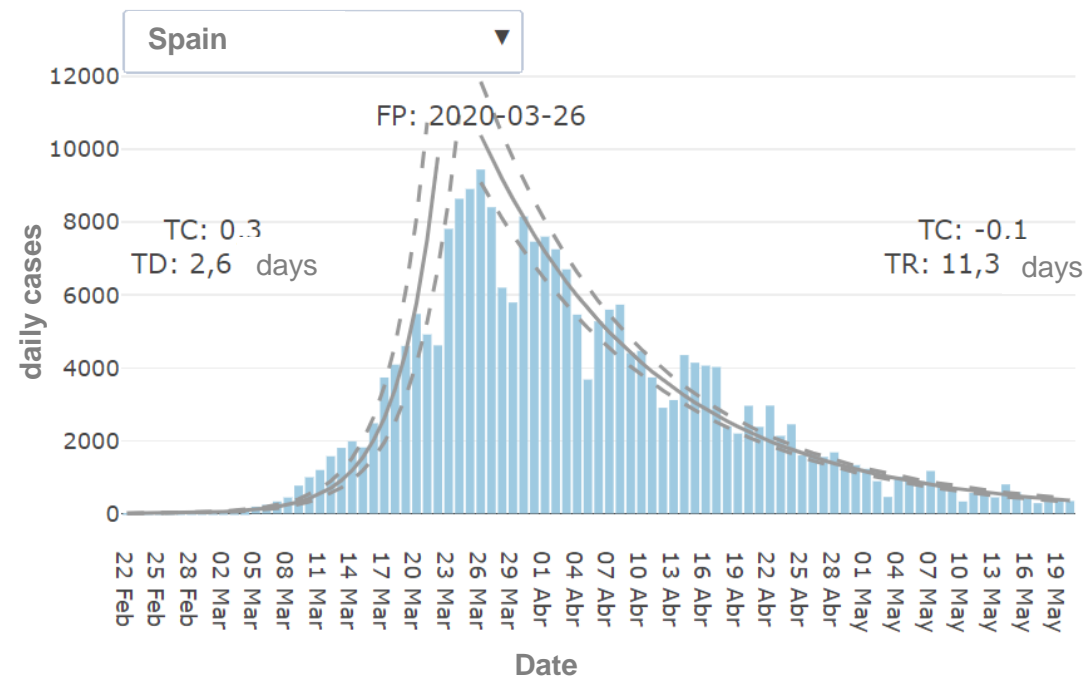
Before COVID-19 companies were focused on the United Nations Sustainable Development Goals. During this situation we have seen how some of these goals improve (environmental) while others worsen in societies where many of them were already surpassed. It is disturbing to see the increase in the economic, salary and gender gap, the entrepreneurship problems, the loss of rights and liberties as well as the lack of respect to the elderly.

This situation made us think whether the institutions and companies were being responsible given the circumstances or not, if they were behaving in an ethical manner, and if their behavior during confinement was going to generate changes in the citizens' habits. Therefore, we asked ourselves, **are companies doing what they should? Are they legitimate? Are they adapting to this reality and helping the population?**

In this study, we present the responses to the questions regarding the **relationship between companies and Covid-19, responsible behavior, impact on our future consumption habits, our government and the legitimacy of companies during the confinement in Spain.**

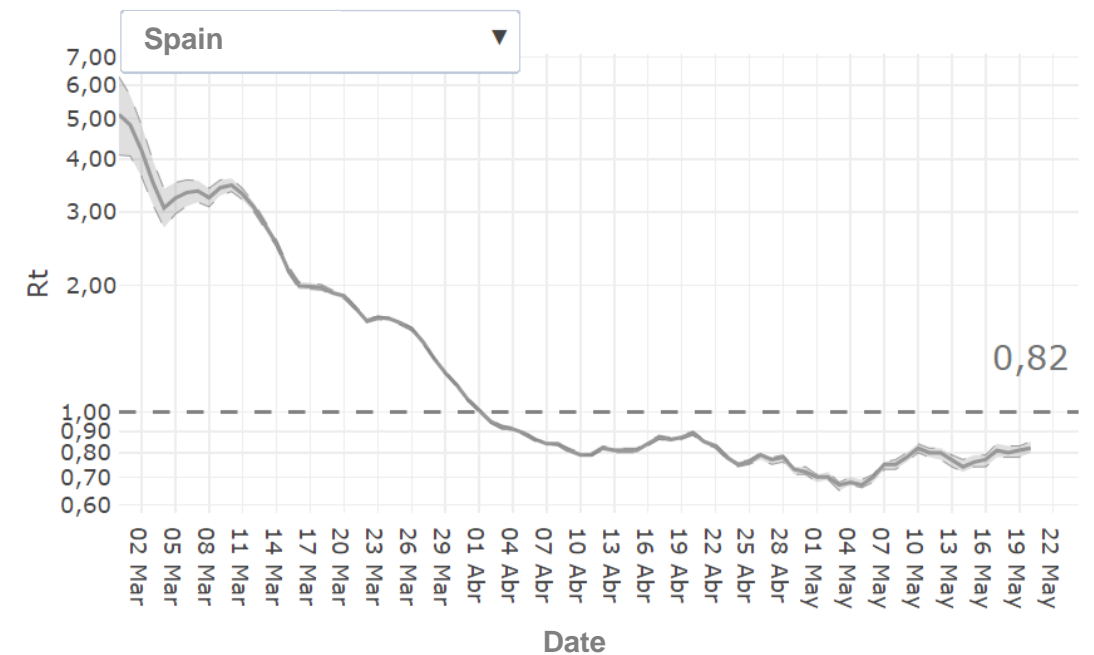
# Spain: COVID-19 evolution

## Growth rate



Curva de crecimiento de la pandemia. TC: tasa crecimiento, TD: tasa de duplicación, FP: fecha pico, TR: tasa reducción a la mitad. Estimaciones realizadas con los datos agregados notificados por las CCAA al Ministerio de Sanidad.

## Instant basic reproductive number (Rt)



El número de reproducción básico instantáneo (Rt) es el número promedio de casos secundarios que cada sujeto infectado puede llegar a infectar en una etapa de tiempo (t). Estimaciones realizadas con los datos acumulados notificados por las CCAA al Ministerio de Sanidad. Consultar "Limitaciones" en la entrada "Documentación".



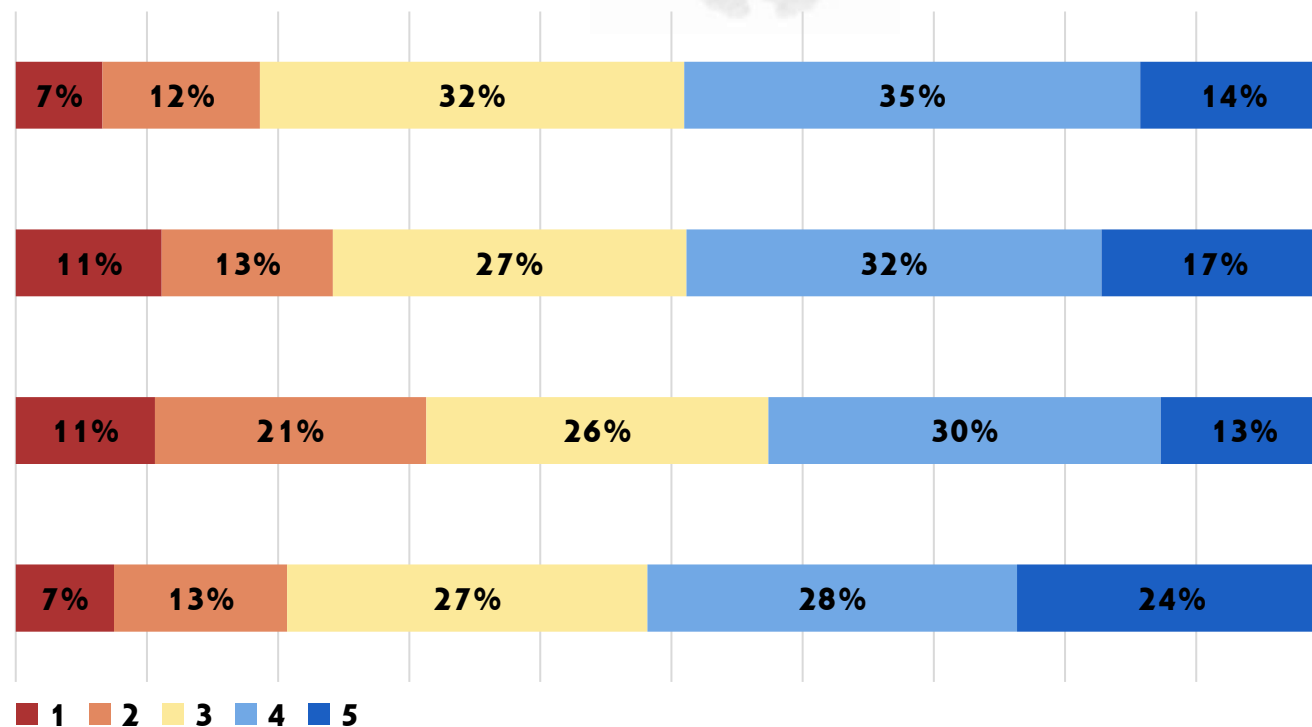
# Companies and Actions during COVID-19

**Are the actions developed by companies during this crisis adequate?**

**Do these actions represent any benefit for citizens?**

**Do you think that they are adapting to the social demands arising from this situation?**

**And, considering the health emergency. Are they fulfilling the law?**



Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree



# Companies and Actions during COVID-19

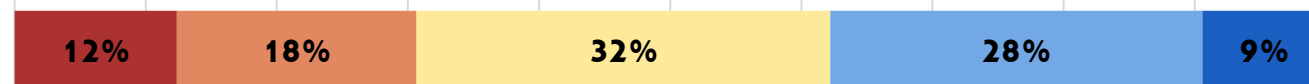
**Are they helping their employees to fulfill the law?**



**Are they fulfilling the health requirements?**



**In general terms, do you think that companies are being managed correctly in this situation?**



1 2 3 4 5

Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree



# Companies and Actions during COVID-19



52%

perceive that companies  
are fulfilling the Law

33%

perceive that companies  
are adapting successfully  
to this crisis

44%

believe that companies  
are helping their  
employees adapt to  
these circumstances





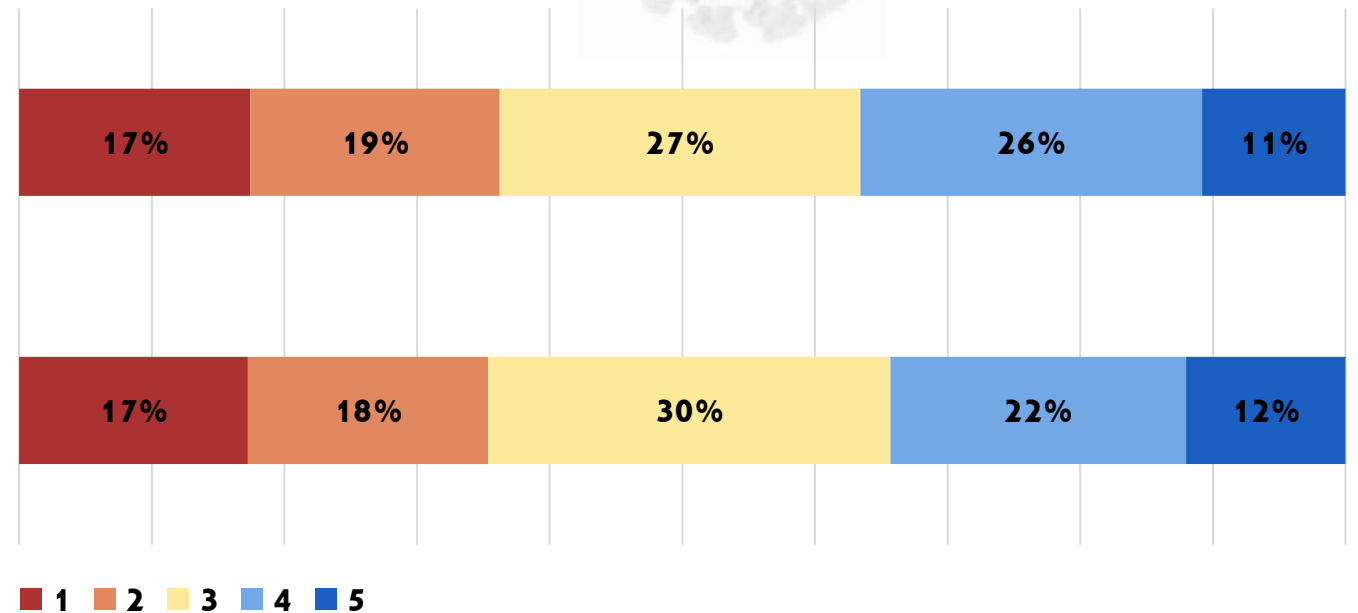
# Companies and Country Brand

**Are they an example of how companies should be behaving in other countries under this situation?**

**Are they contributing to improve our country's image?**

# 37%

consider that they are a good or very good example for other countries



Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree



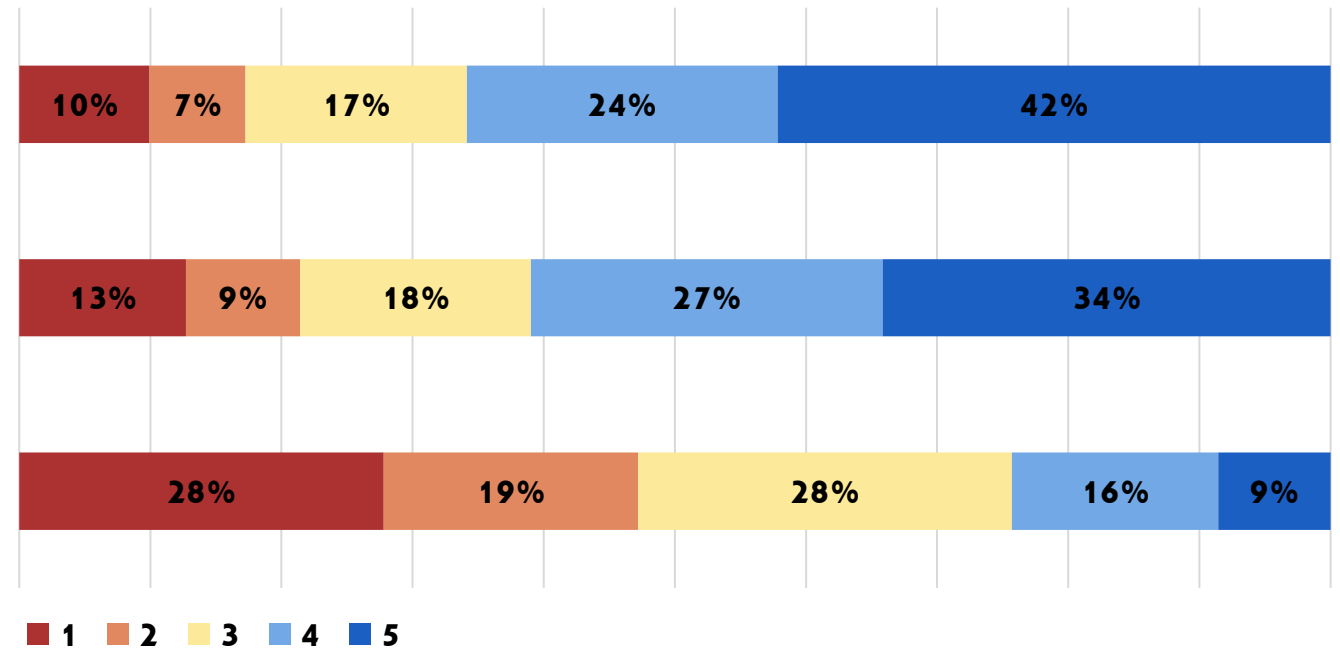


# Companies and Politics

**Are they approaching this crisis better than our politicians?**

**Should they become available for the government to help them overcome this crisis?**

**What do you think about the European Union?  
Are they managing the situation better than our companies?**



Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree



# Companies and Politics



66%

believe that companies are doing things better or much better than our politicians

47%

believe that companies are doing things better or much better than the European Union

61%

believe that companies should become available for the government to help them overcome this crisis



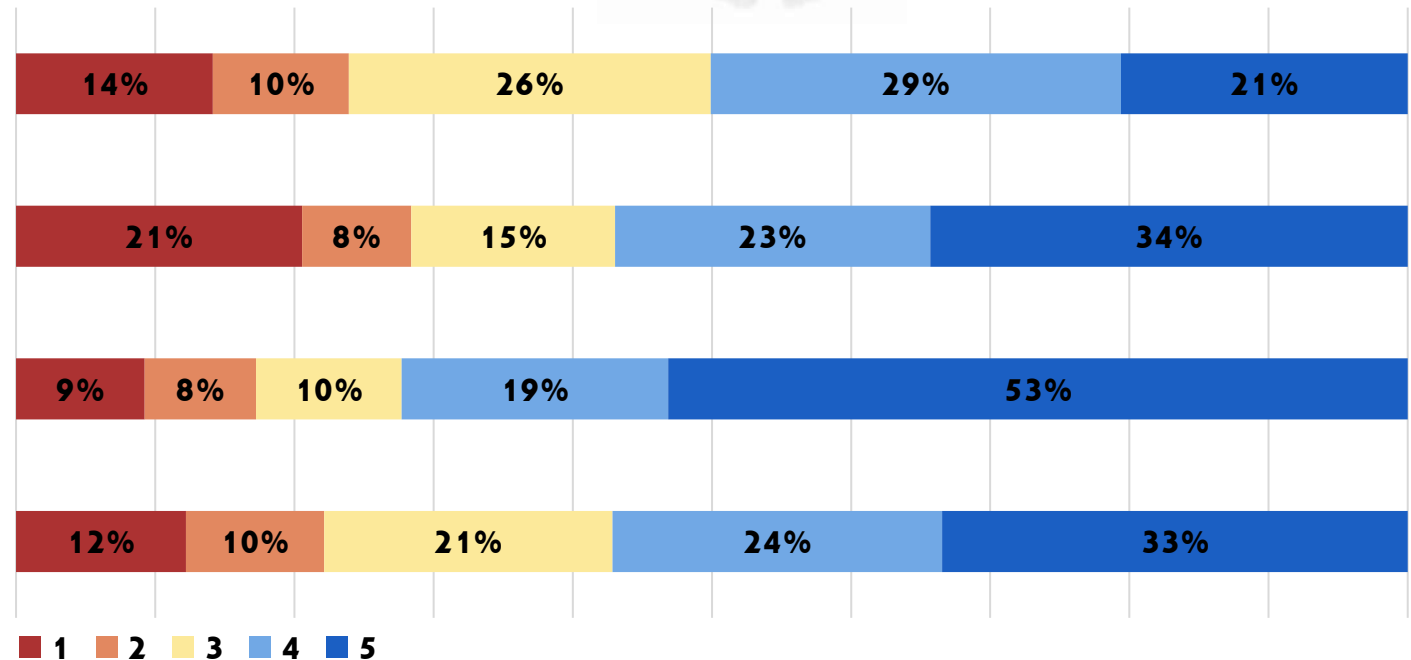
# Companies and Consumers

**When we return to our normal lives...will your perceptions have changed regarding some companies?**

**Will the origin of products affect your purchase decisions? For example, made in China, made in Bangladesh, made in Spain?**

**Are you worried about how COVID-19 will affect your profession and income level?**

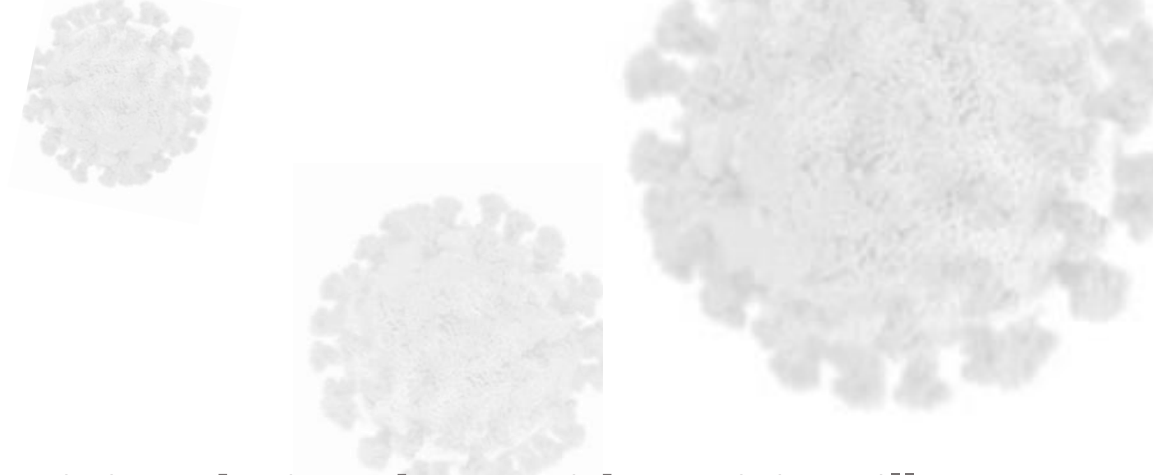
**Are you concerned about it?**



Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree



# Companies and Consumers



The concern and anxiety that citizens are perceiving during the Covid-19 crisis will influence the perceptions about companies and on a higher propensity for consuming products and services from charitable companies.

60%

consider that their perceptions about companies will change

57%

consider that the origin of the product will affect their purchase decisions

72%

believe that this situation will affect their income

57%

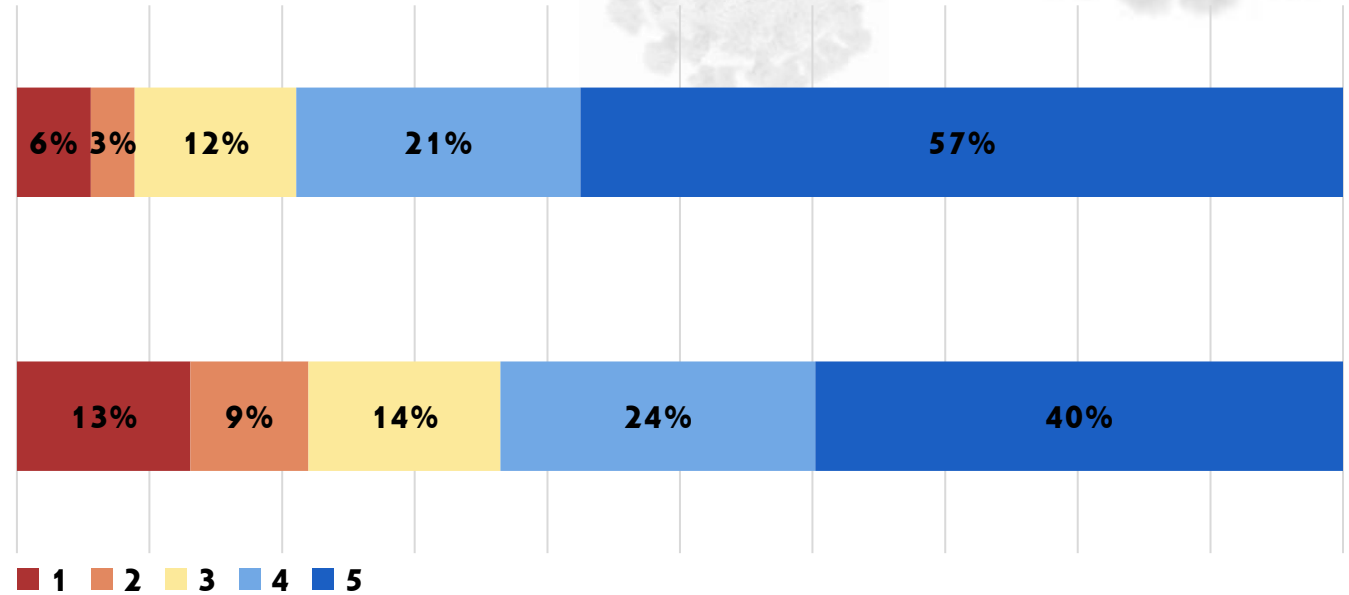
feel concerned



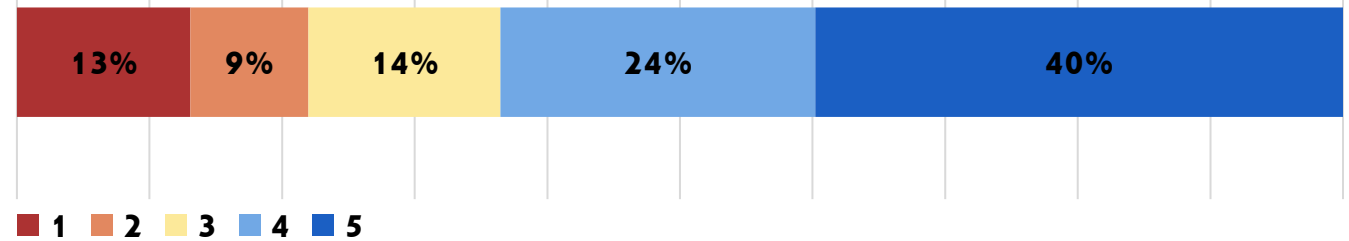


# Consumers and the Media

**Are you tired of watching the news and see that nothing is changing?**



**Do you consider that the media affect your opinion about companies?**



# 78%

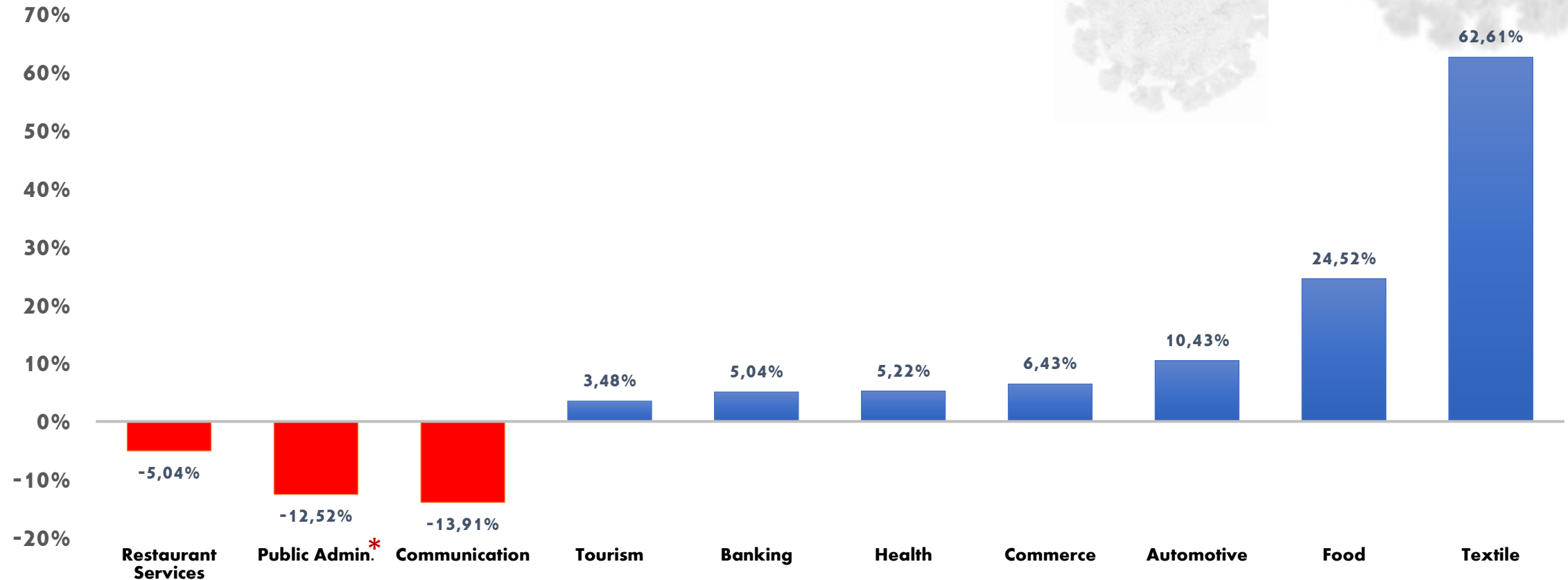
are tired or very tired of watching the news and seeing that nothing is changing

Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree



# Companies and Legitimacy

## Ranking. Legitimacy by Sector



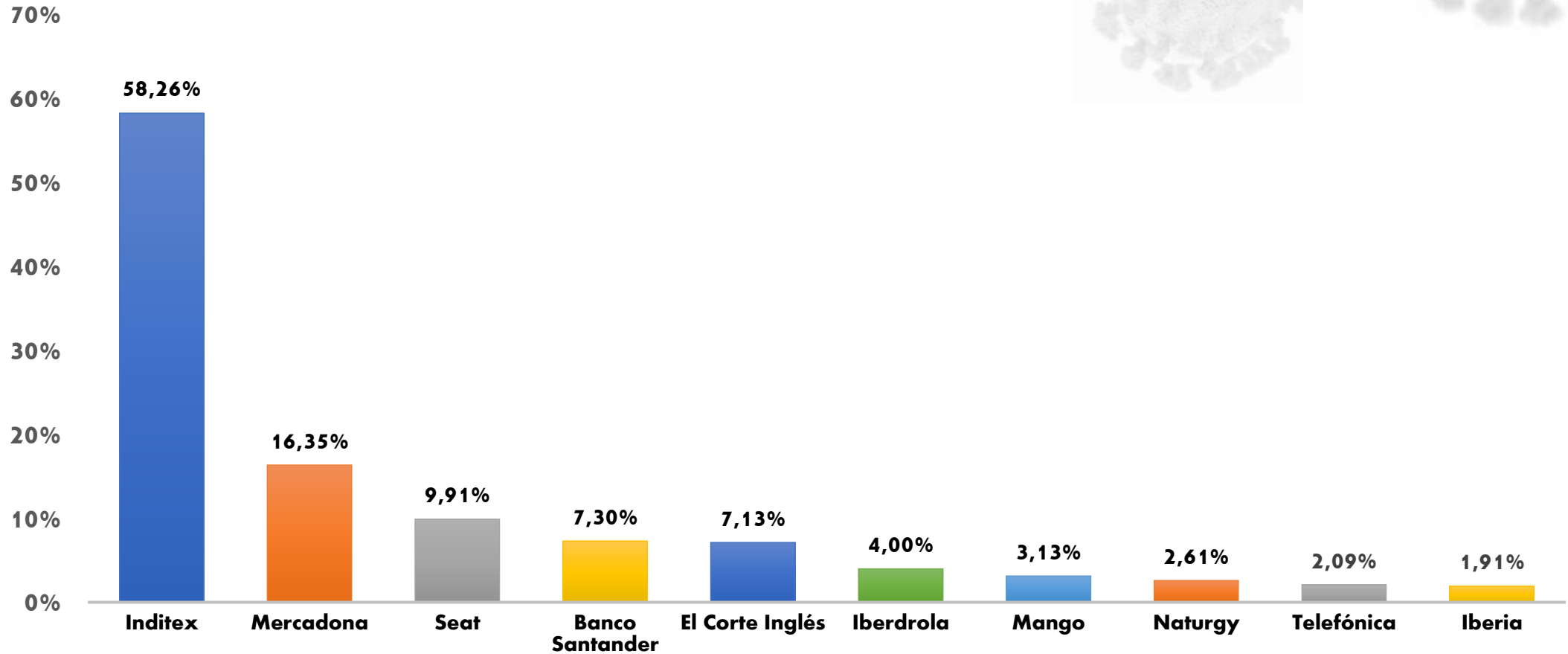
\* To the questions, "Could you specify three examples of companies/sectors that are contributing to overcome this crisis?" Some respondents answered the public sector, government, or politicians. Considering the research relevance of the responses, the information was gathered in pages 15 to 20.





# Companies and Legitimacy

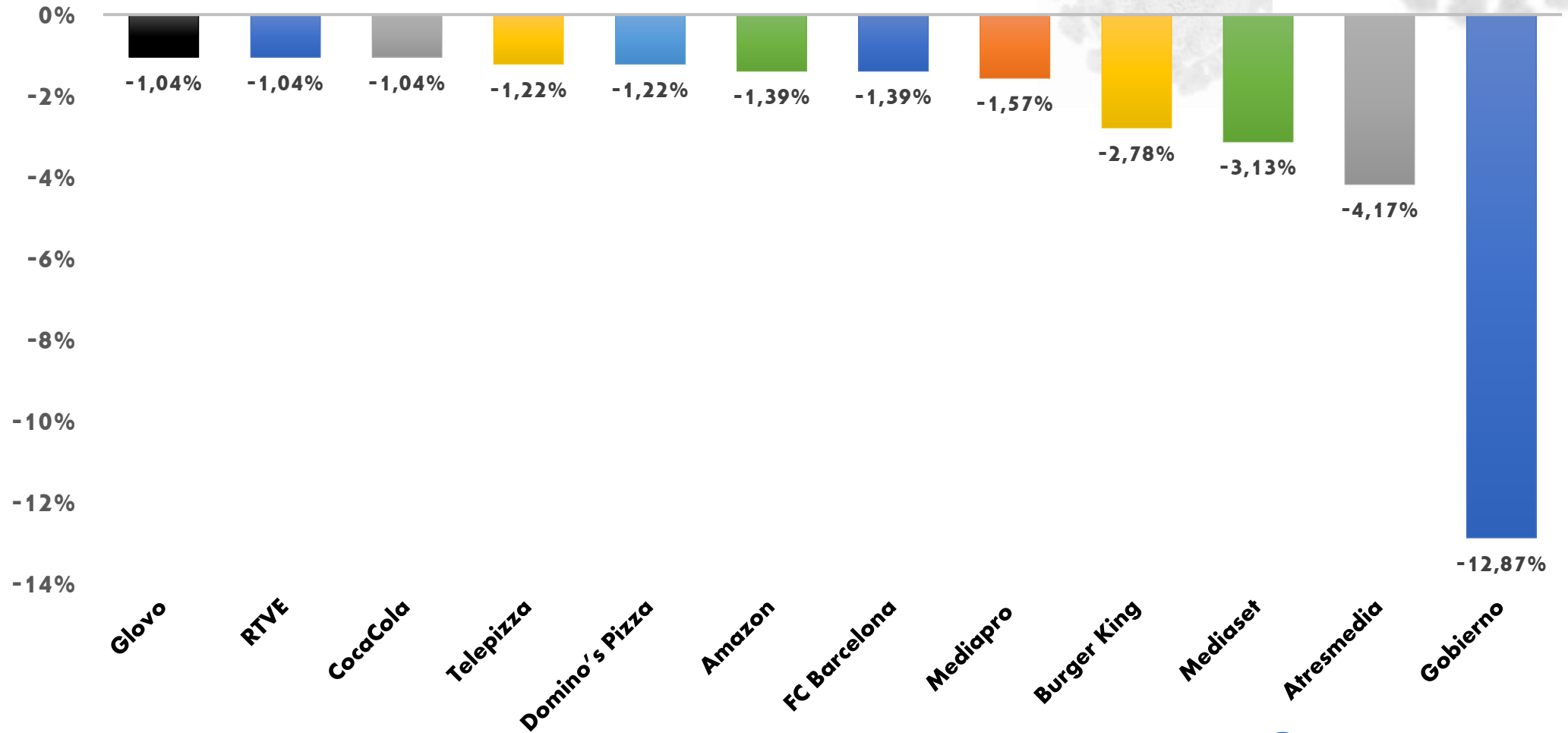
Ranking. Companies that gain Legitimacy





# Companies and Legitimacy

## Ranking. Companies that loose Legitimacy





The actions developed by companies during the confinement have affected their legitimacy level. Companies which have behaved correctly, adapting to social requirements, have reinforced their legitimacy.

62%

increase in the legitimacy of the Textile sector



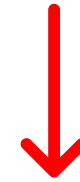
**Textile and Food**

**Industry** are the sectors that gain more legitimacy



**Inditex, Mercadona**

**and Seat** the companies that gain more legitimacy



**Government,**

**Atresmedia**

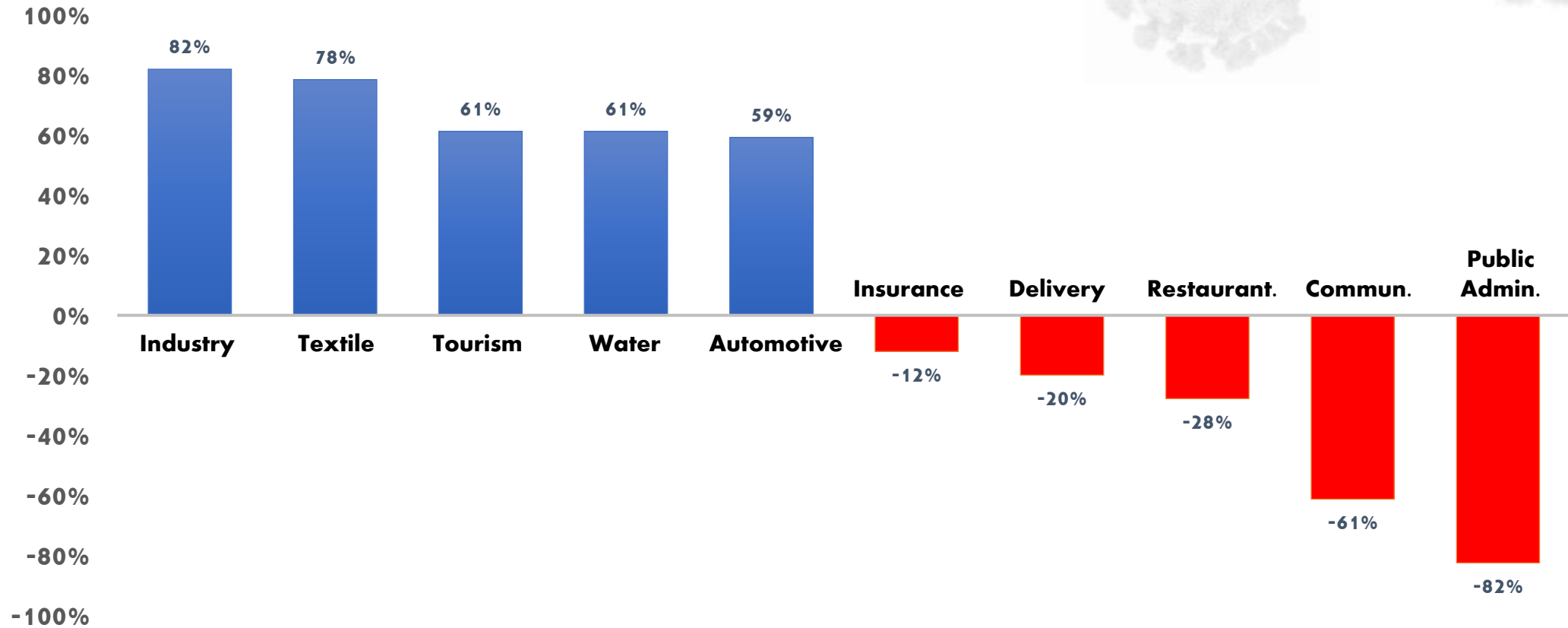
**and Mediaset**

the ones that lose more legitimacy



# Companies and Legitimacy

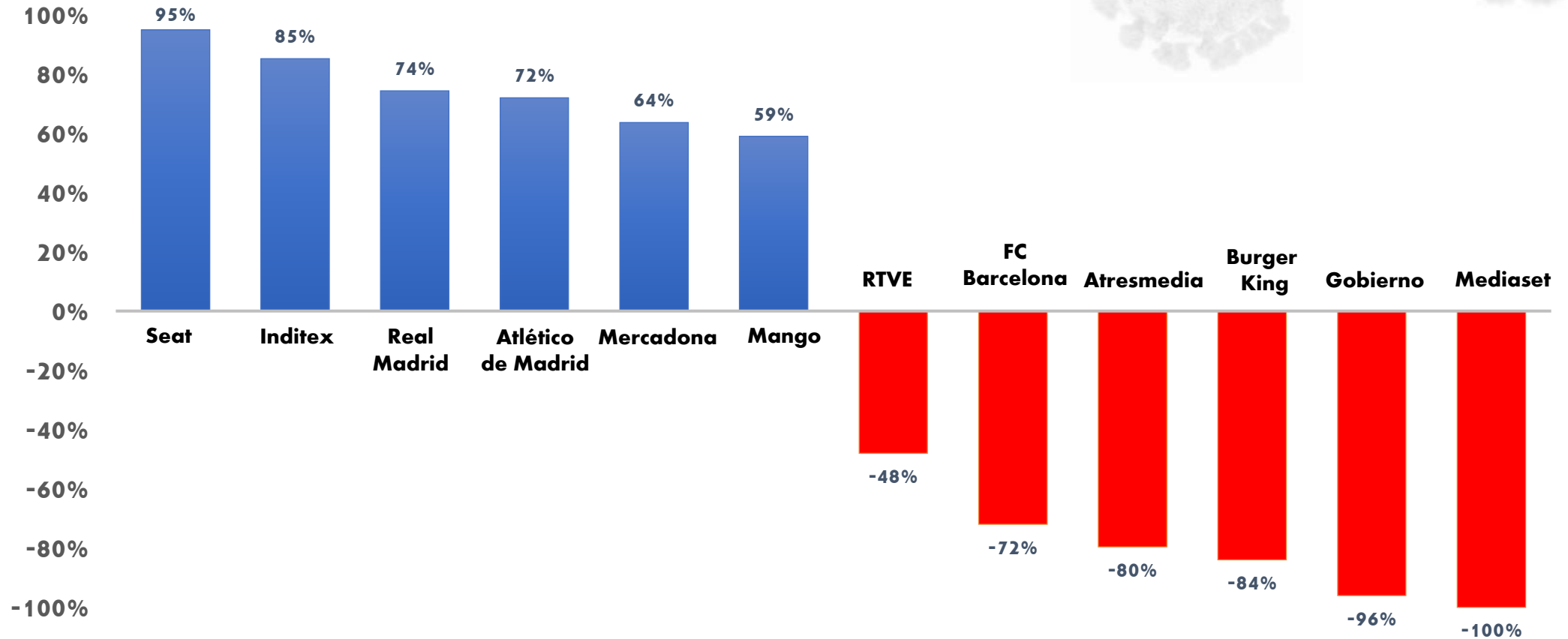
Ranking. Legitimacy impacts performance by Sector





# Companies and Legitimacy

Ranking. Legitimacy impacts performance by Companies





**Some companies achieve very high legitimacy performance per each generated impact**



**Industry and Textile** are the sectors which obtain a higher legitimacy performance per generated impact



**95%**

legitimacy performance of SEAT per each generated impact



**Public Administration and Communication** are the sectors with less legitimacy performance per generated impact



# Data Sheet

Survey developed by **Management & Business Economics Research Group** from Rey Juan Carlos University, in collaboration with Fundación Camilo Prado

**Universe:** Resident population in Spain with more than 18 years old

**Sample:** 575 Anonymous effective responses

**Sampling:** Non-probabilistic through standardized snowball by population and regional structure

**Contact method:** Auto – administered online surveys

**Field-work:** From the 17th of April to the 8th of May 2020





# Research Team

The research is being developed simultaneously in the following countries:



**SPAIN**



**ITALY**



**PORTUGAL**



**UNITED STATES**



**MEXICO**



**COLOMBIA**



**CHILE**



**PERU**



# Research Team



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Management & Business Economics  
Research Group

# MBRESEARCH



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It is a recognized research group by Rey Juan Carlos University

One of its main lines is **research about legitimacy**

**Publications in international impact journals:** Review of Managerial Science, Journal Business Research, American Behavioral Scientist, European Research on Management and Business Economics, European Journal of Management and Business Economics, Journal of Management and Business Education, Management Decision, Psychology and Marketing, International Entrepreneurship and Management Journal, European Journal of International Management, among others

**Paper presentations in national and international congresses** (U.S.A., Mexico, Japan, Italy, France, United Kingdom, Germany, Romania, Latvia, Russia, Argentina, Hungary, Montenegro, Ecuador or Chile)

**Awards:** AEDEM, BME, ESIC, Reina María Cristina, IAMB, FESIDE, Cesgar, AJICEDE, CIBECM, Reale, among others





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ISBN: 978-84-09-21100-5

Editor: Alicia Blanco-González

**Authors / researchers:** Alicia Blanco-González, Gabriel Cachón Rodríguez; Ana Cruz Suárez, Jorge Luís Casas Novas, Cristina del Castillo-Feito, Elsa Esther Choy Zevallos, Alfredo Delgado Guzmán, Susana Díaz Iglesias, Luis Tomás Díez de Castro, Francisco Díez-Martín, Sandra Escamilla Solano, Fernando Flores, Jaime Gil Lafuente, Raúl Gómez Martínez, Adrián López Balboa, Domenico Marino, Juan Gabriel Martínez-Navalón, Giorgia Miotto, M<sup>a</sup> del Carmen de la Orden de la Cruz, Laura Pascual Nebreda, Gregory Payne, Jessica Paule Vianez, Iria Paz Gil, Paola Plaza Casado, Camilo Prado Román, Alberto Prado Román, Miguel Prado Román, María Luisa Saavedra, Elías Ramírez Plazas, Berta Silva Palavecinos, Pablo Suasnavas, Macarena Urenda

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