

Corporate Legitimacy and COVID-19

Chilean 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**, **Blanquerna Communication and International Relations Faculty** (Universitat Ramon Llull) and **Emerson College**



Facultat
de Comunicació
i Relacions Internacionals



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Objective

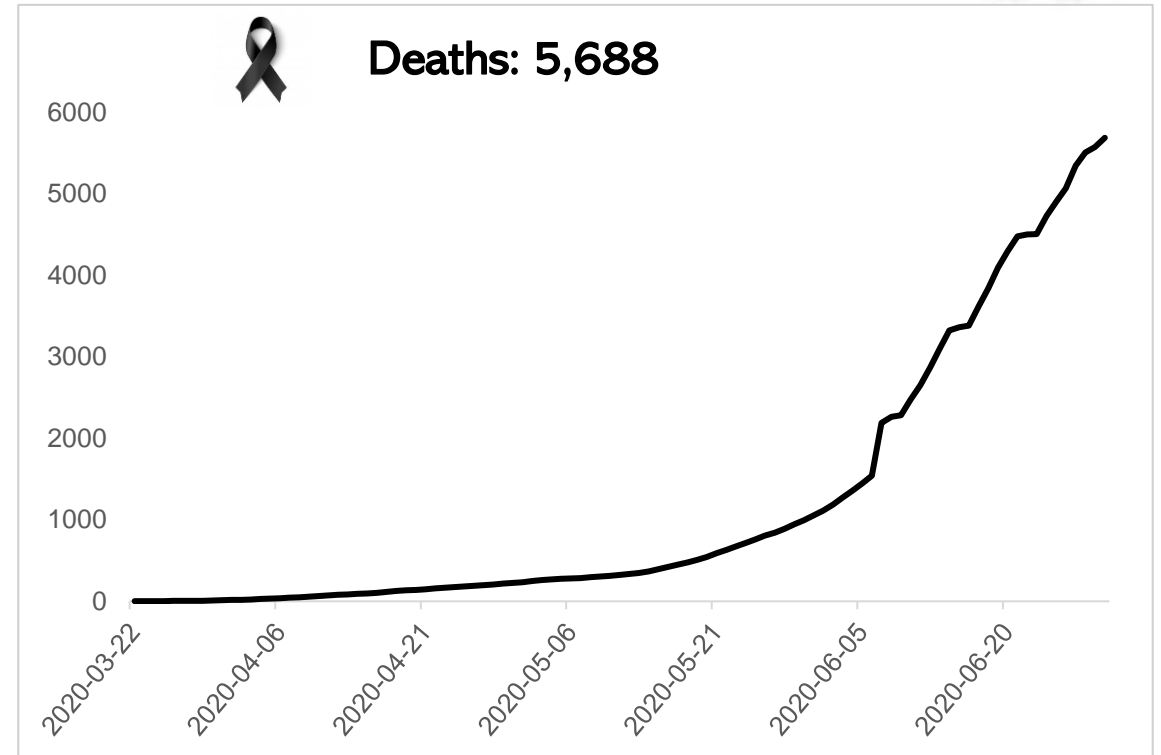
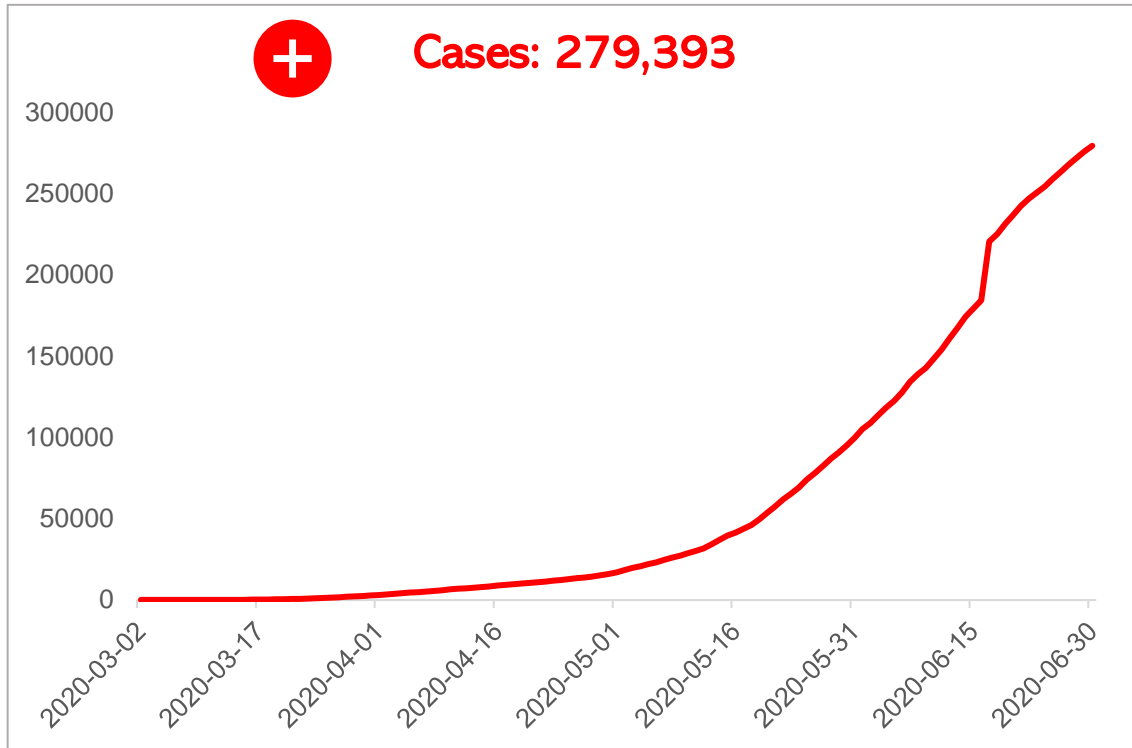
The health emergency caused by COVID-19 has created a complex context from the health point of view, but also from a social, economic and political perspective, which has led to an **uncertain situation** regarding the future.

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 Chile.**

Chile: Evolution COVID-19



Source: Own elaboration from the Ministry of Science, Technology, Knowledge and Innovation of Chile (2020)



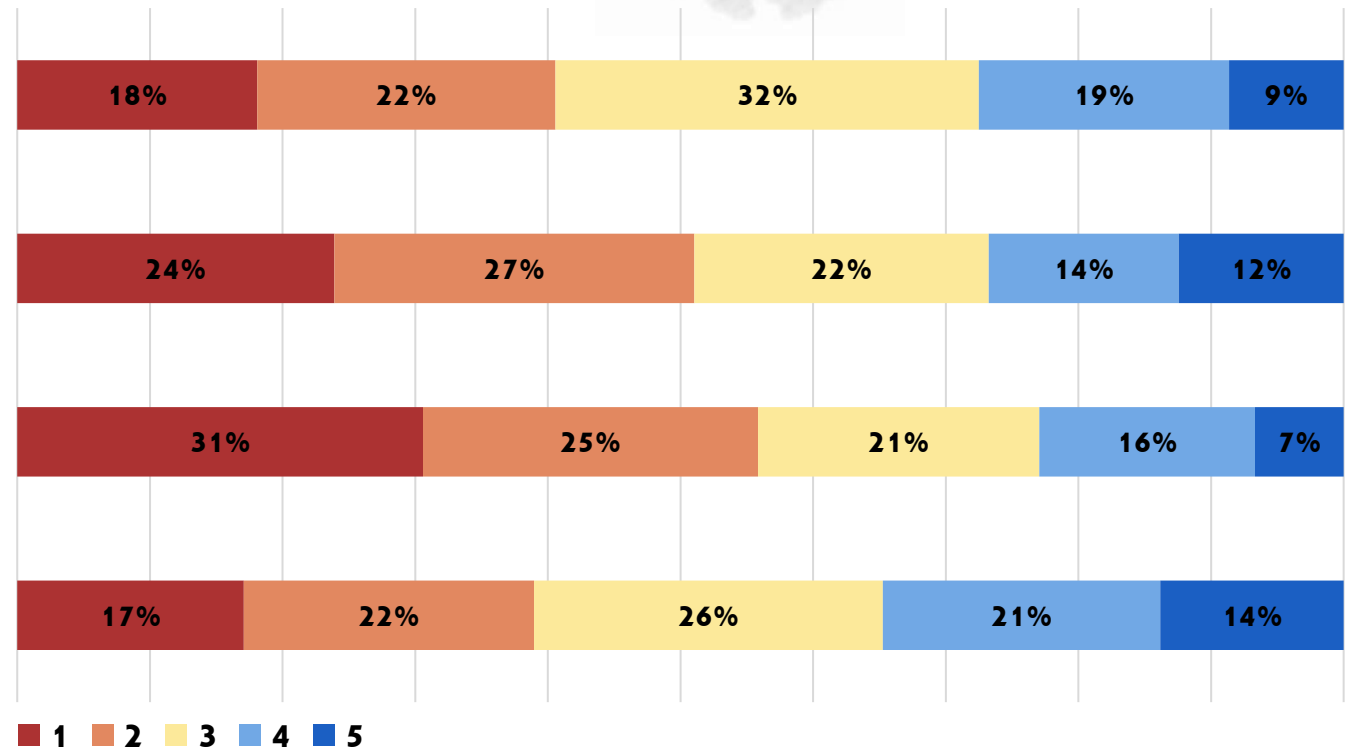
Companies and Actions during COVID-19

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?

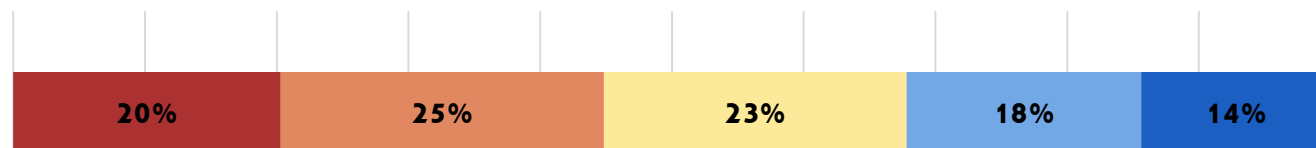


Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree



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

35%

perceive that companies
are fulfilling the Law

23%

perceive that companies
are adapting successfully
to this crisis

32%

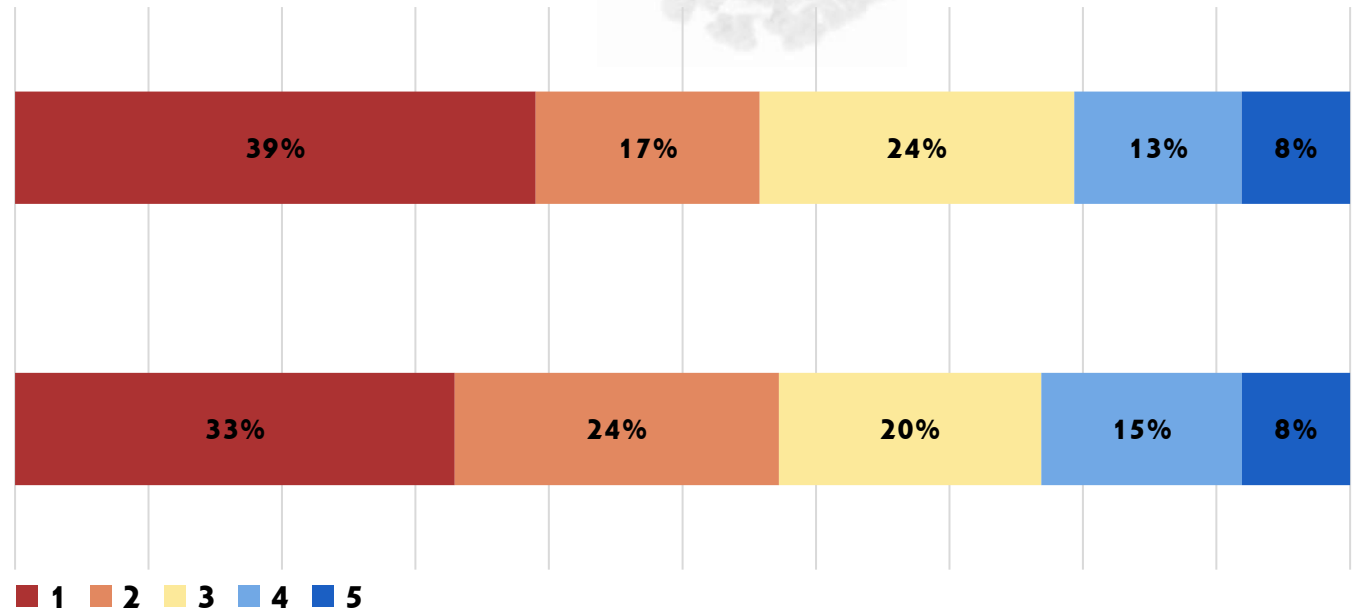
believe that companies are
helping their employees
adapt to these
circumstances



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?



21% consider

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

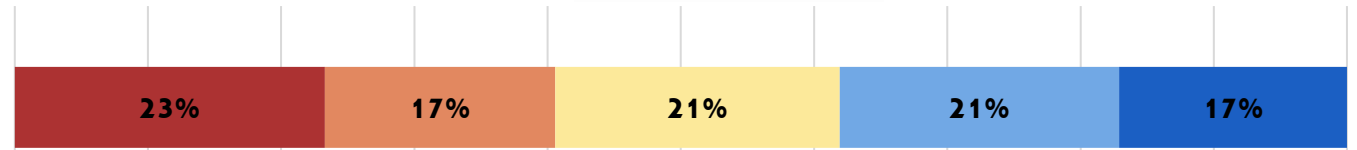
Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree



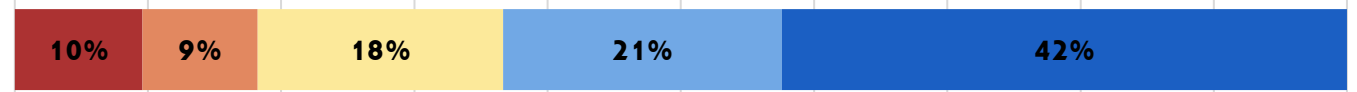
Companies and Politics



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?**

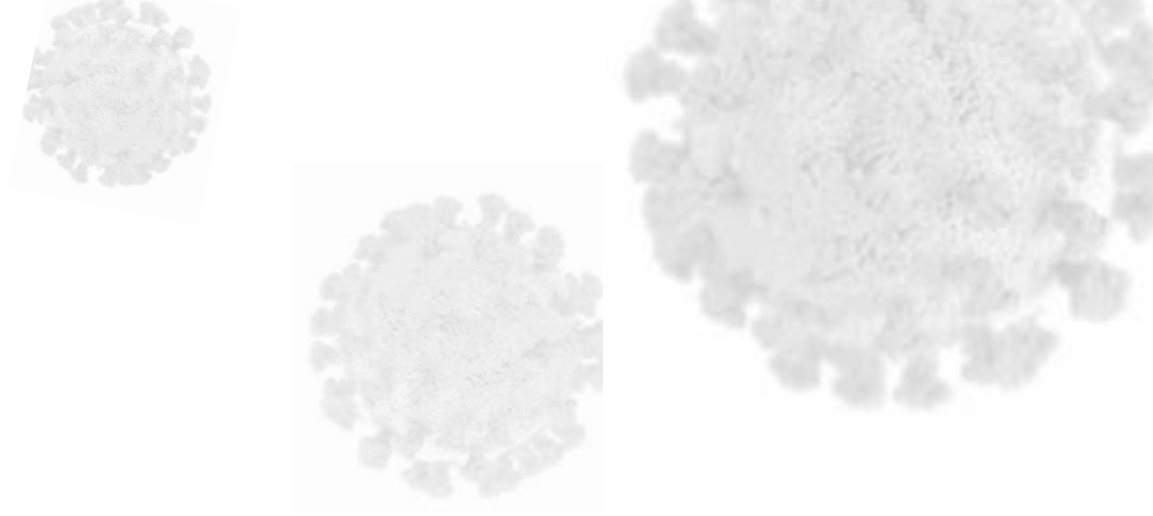


1 2 3 4 5

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



Companies and Politics



38%

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

63%

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



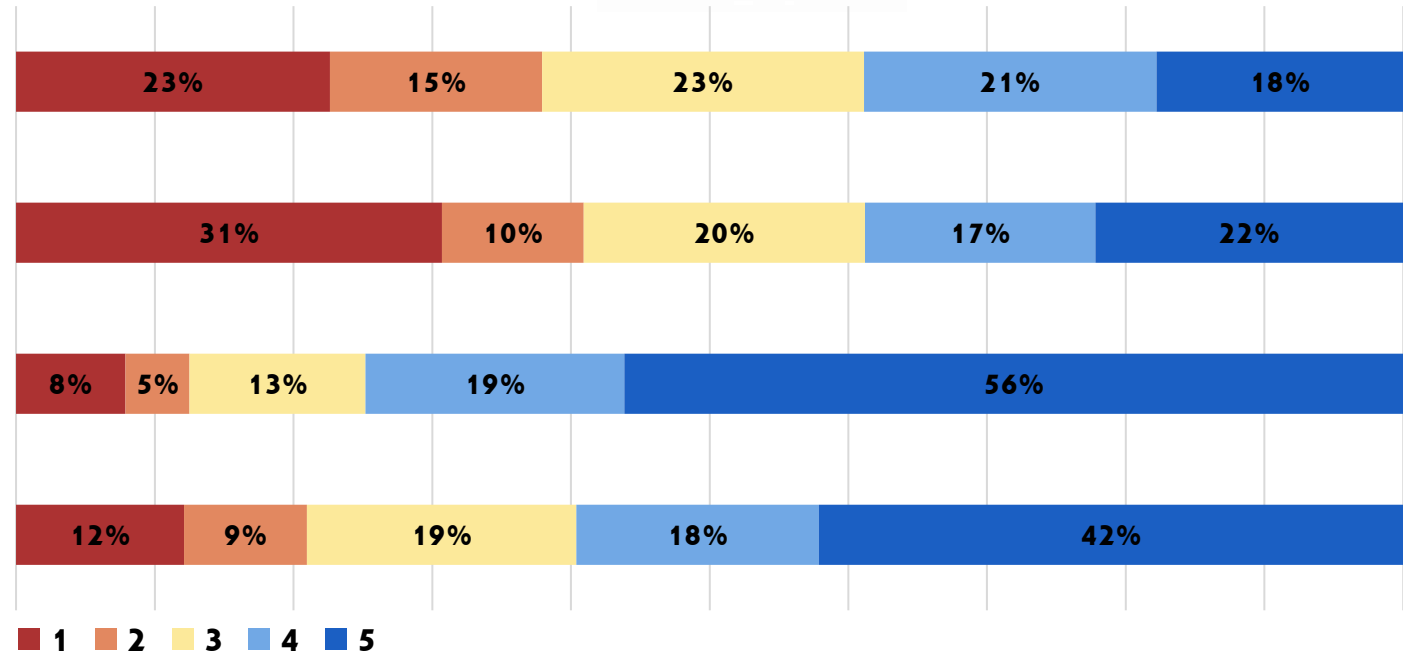
Companies and Consumers

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?

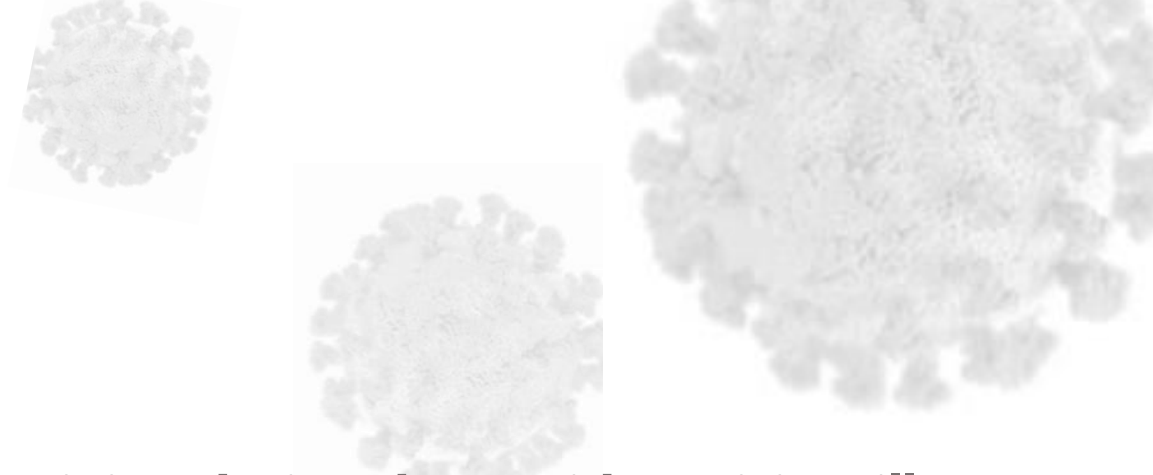
Are you concerned about it?



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.

39%

consider that their perceptions about companies will change

39%

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

75%

believe that this situation will affect their income

60%

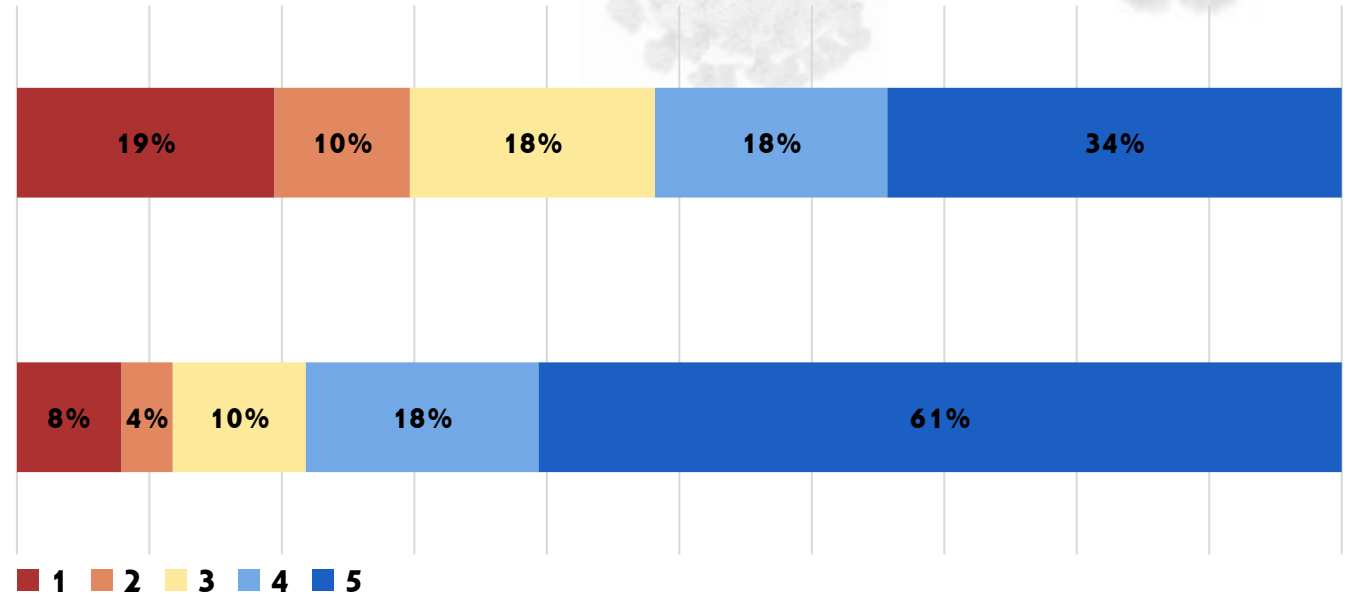
feel concerned





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?



52%

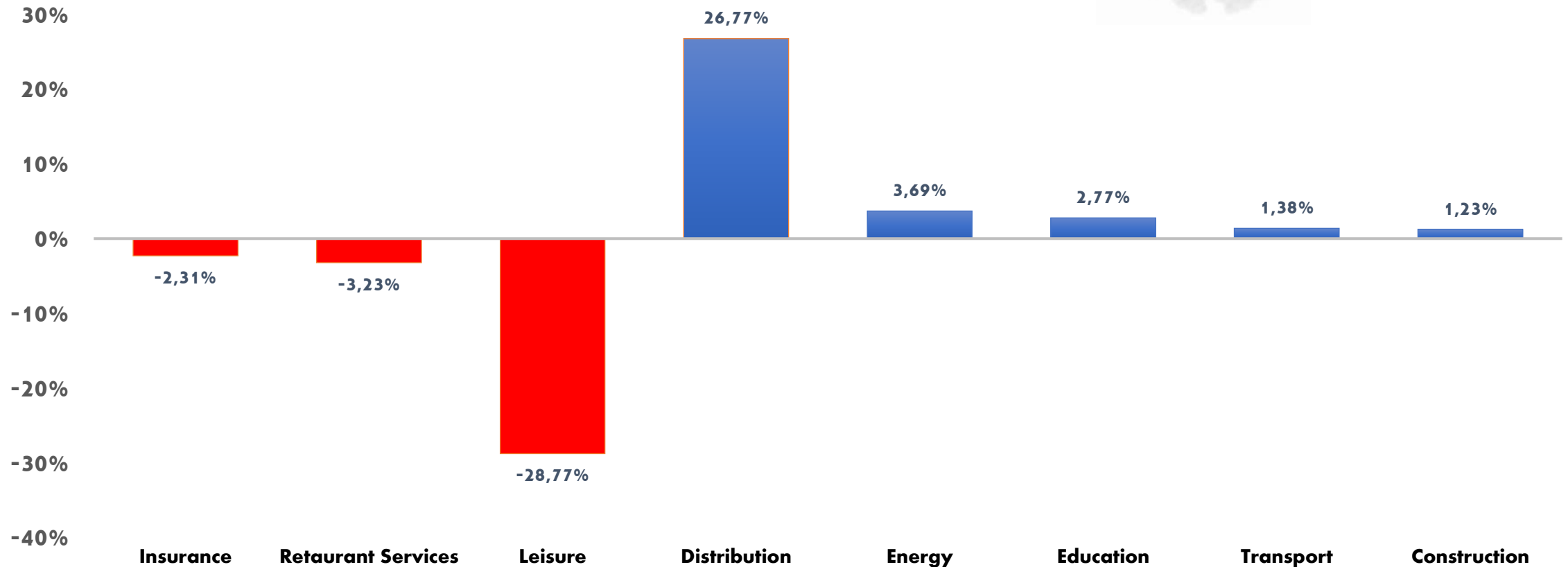
are tired or very tired of watching the news and seeing that nothing is changing

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



Companies and Legitimacy

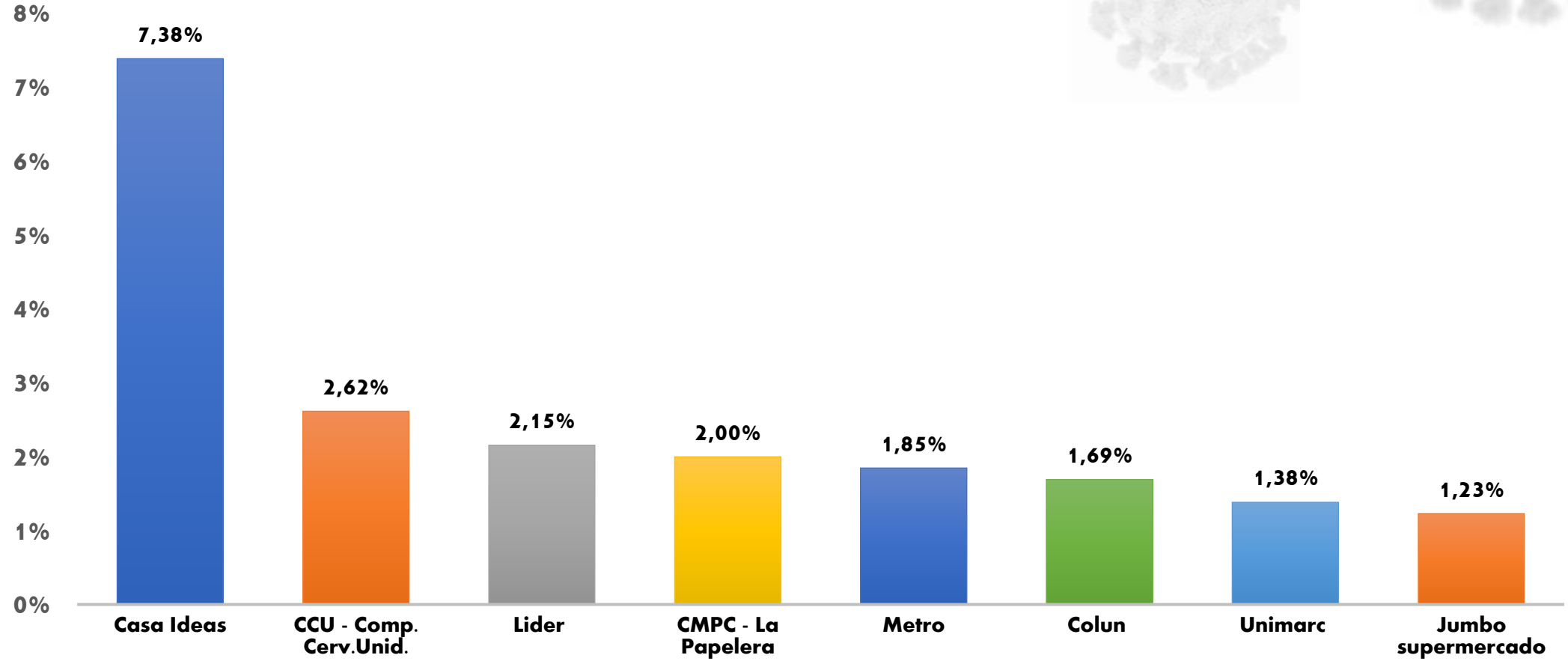
Ranking. Legitimacy by Sector





Companies and Legitimacy

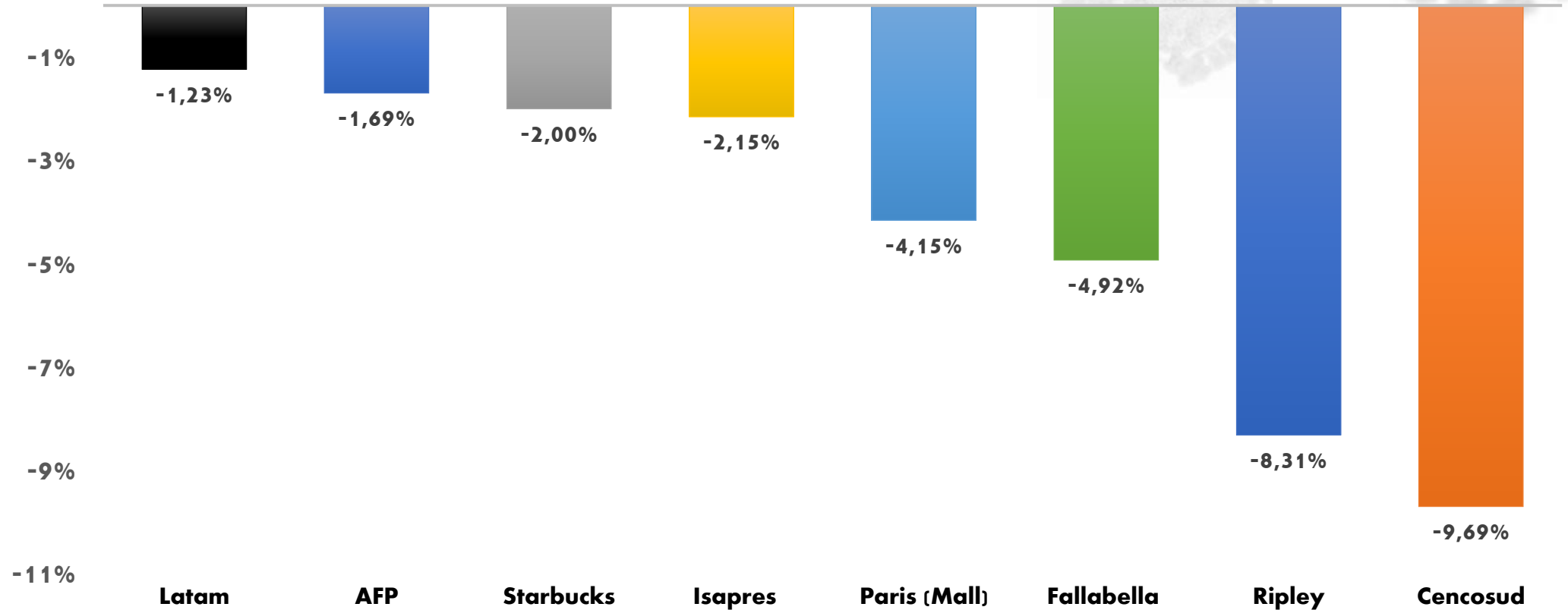
Ranking. Companies that gain Legitimacy





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.

 **27%**
increase in the legitimacy
of the distribution sector

 **Distribution and Energy** are the sectors that gain more legitimacy

 **Leisure, Restaurant Services and Insurance** the sectors that loose more legitimacy

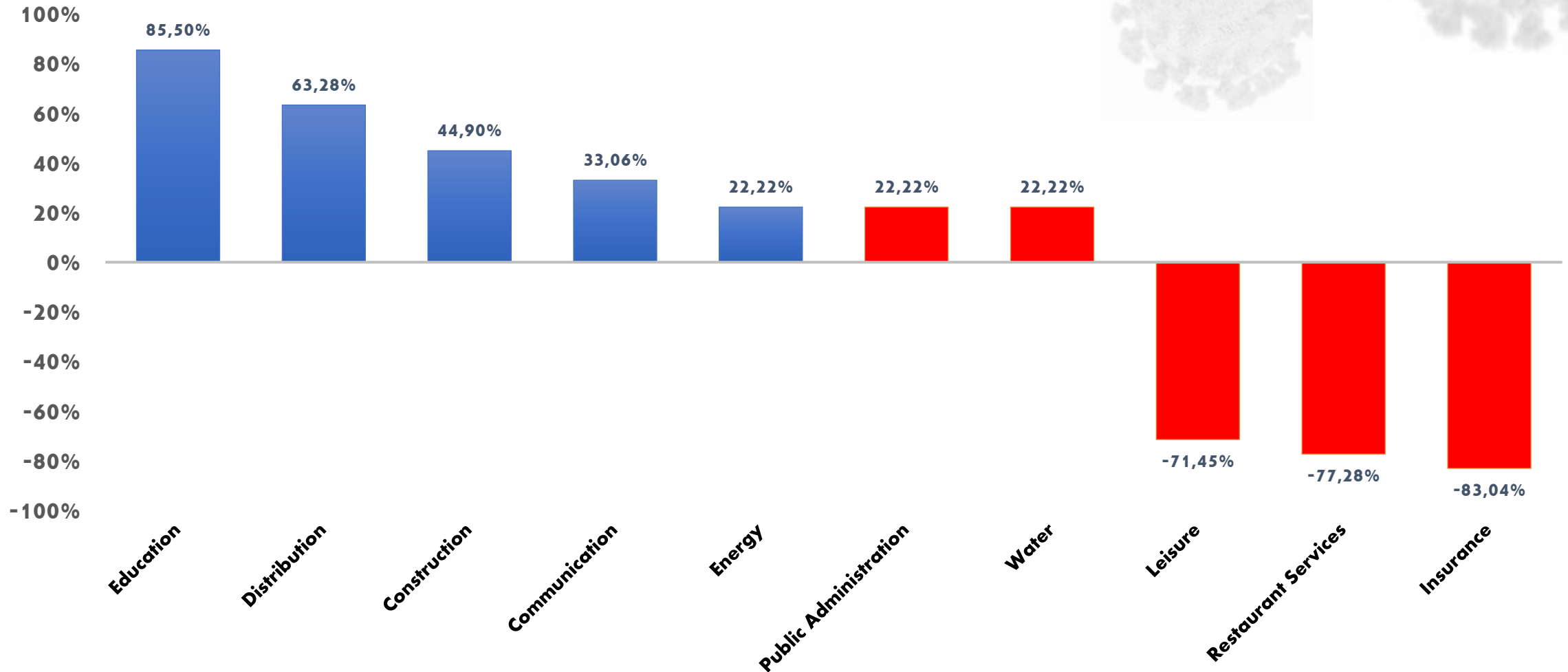
 **29%**
decrease in the
legitimacy of the leisure
sector

 **Casa Ideas** the company that gain more legitimacy



Companies and Legitimacy

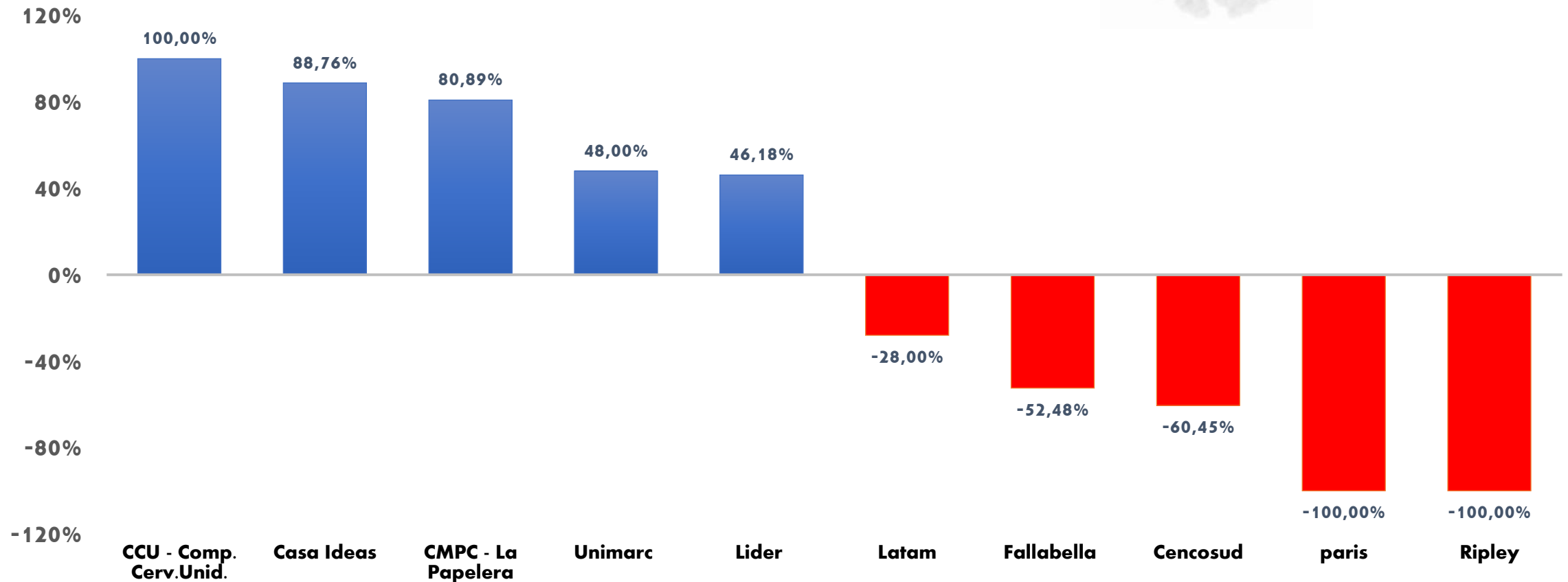
Ranking. Legitimacy impacts performance by Sector





Companies and Legitimacy

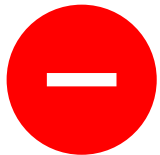
Ranking. Legitimacy impacts performance by Companies



Some companies achieve very high legitimacy performance per each generated impact



Education and Distribution are the sectors which obtain a higher legitimacy performance per generated impact



Insurance and Restaurant Services are the sectors with less legitimacy performance per generated impact



100%

legitimacy performance of CCU (Compañía de Cervecerías Unidas) per each 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 Chile with more than 18 years old

Sample: 524 anonymous effective responses

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

Contact method: Auto – administered online surveys

Field-work: From the 29th of April to the 24th of May 2020





Research Team

The research is being developed simultaneously in the following countries:



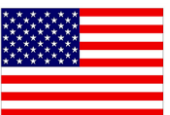
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UNITED STATES



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CHILE



PERU



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Management & Business Economics
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Management & Business Economics
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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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Corporate Legitimacy and COVID-19



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<https://fundacioncamiloprado.org/proyectos/>



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