

# 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**



Universidad  
Rey Juan Carlos



Management & Business Economics  
Research Group



FUNDACIÓN  
CAMILO PRADO



Blanquerna  
UNIVERSITAT RAMON LLULL

Facultat  
de Comunicació  
i Relacions Internacionals



# Index

- »» **Objective**
- »» **Situation in Chile**
- »» **Companies and Actions during COVID-19**
- »» **Companies and Country Brand**
- »» **Companies and Politics**
- »» **Companies and Consumers**
- »» **Consumers and the Media**
- »» **Companies and Legitimacy**
- »» **Data Sheet**
- »» **Research Team**

# Objective

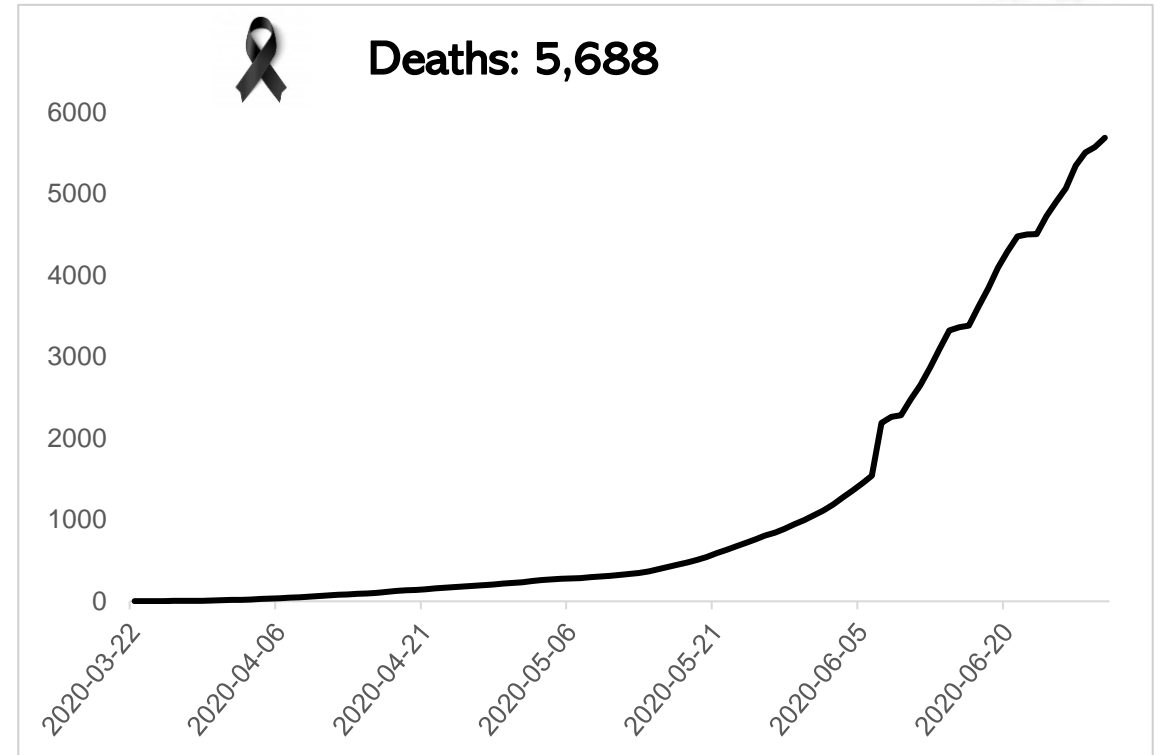
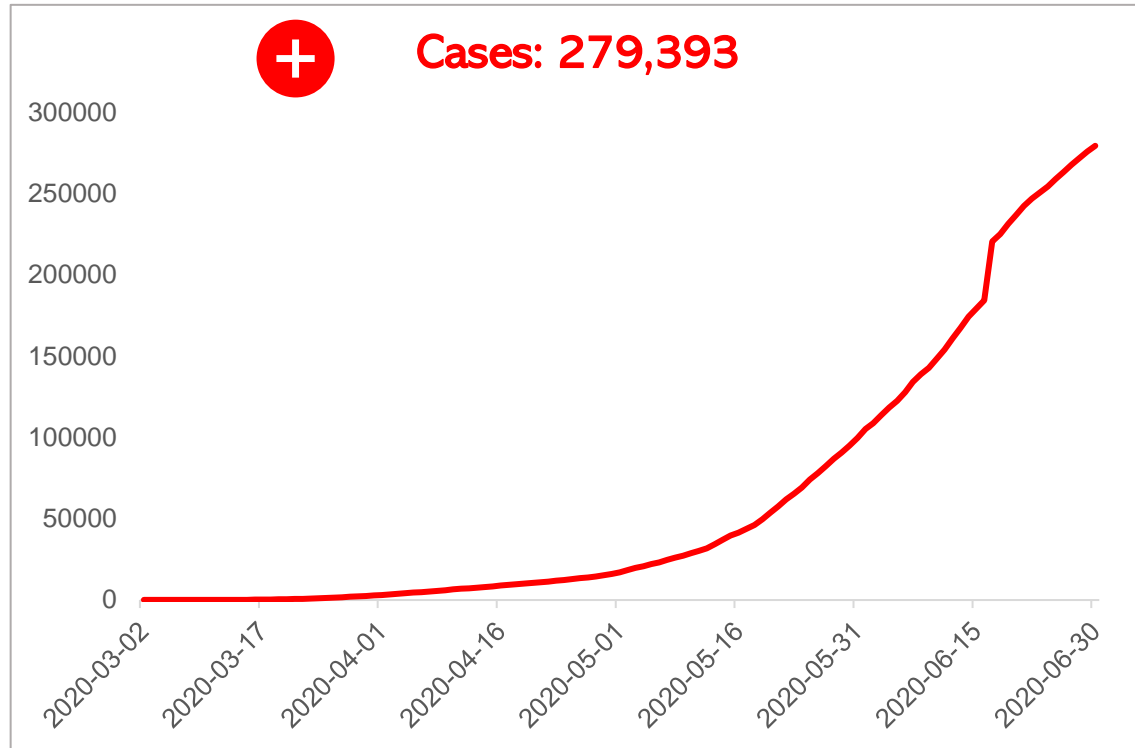
The health emergency caused by COVID-19 has created a complex context from the health point of view, but also from a social, economic and political perspective, which has led to an **uncertain situation** regarding the future.

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)



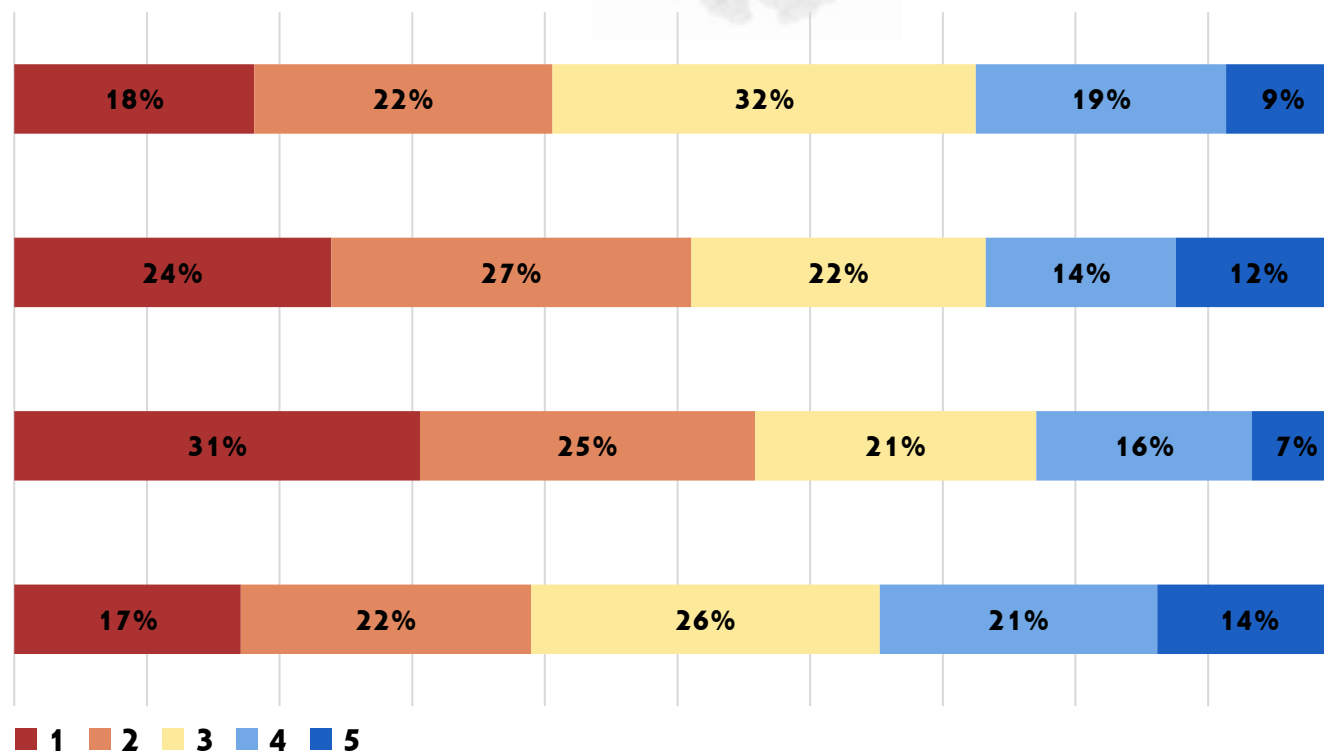
# Companies and Actions during COVID-19

**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?**

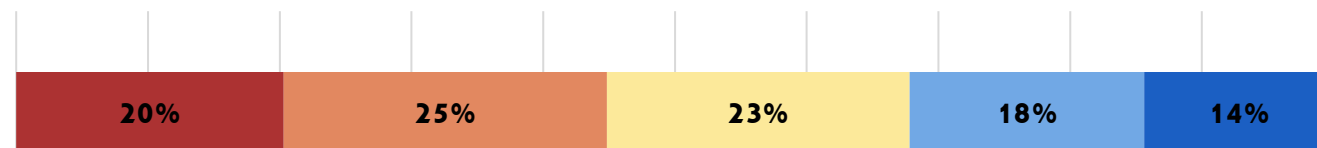


Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree



# Companies and Actions during COVID-19

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



**Are they fulfilling the health requirements?**



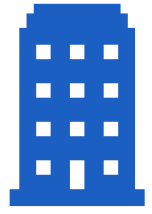
**In general terms, do you think that companies are being managed correctly in this situation?**



■ 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%

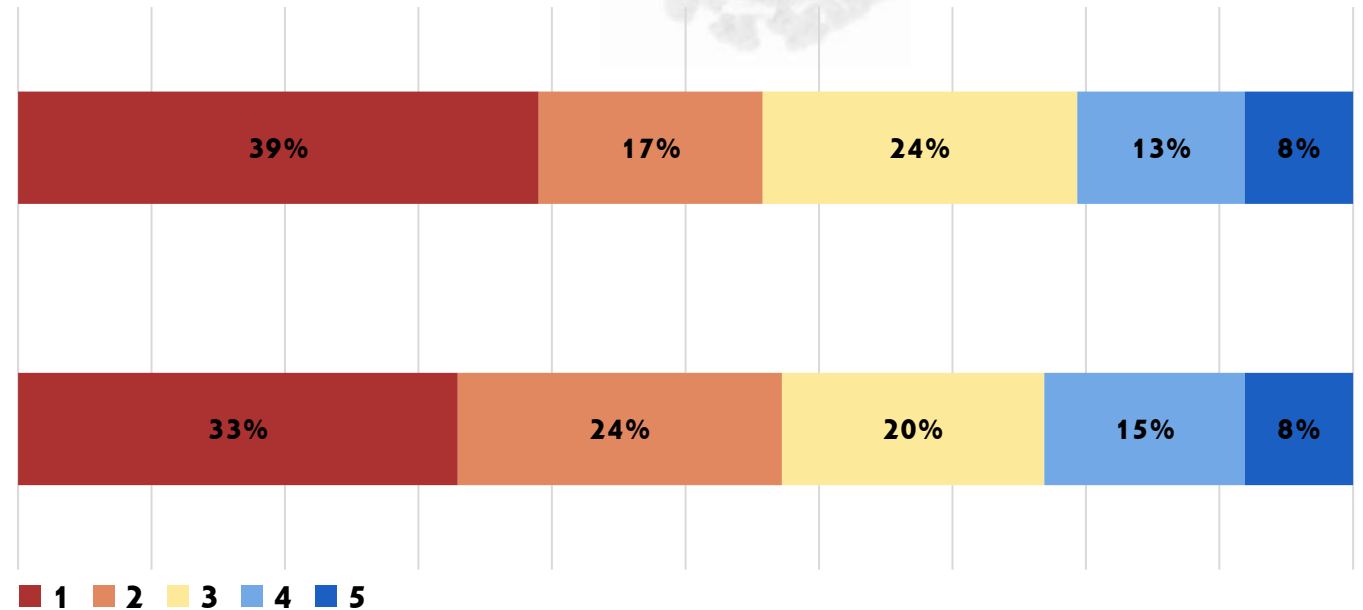
believe that companies are  
helping their employees  
adapt to these  
circumstances



# 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

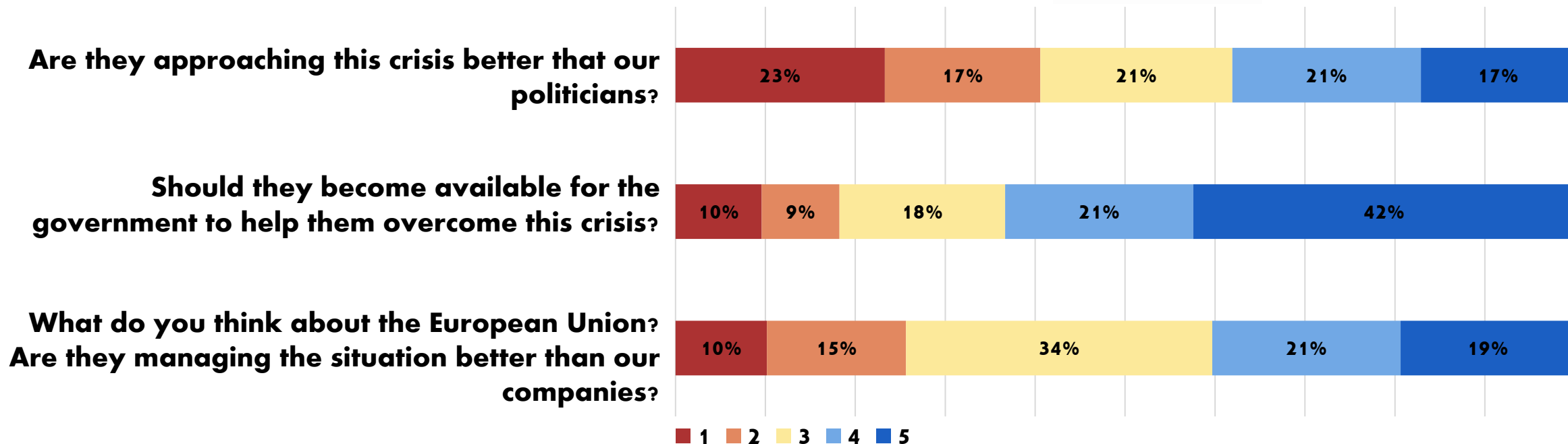
that they are a good or very good example for other countries

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





# Companies and Politics



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





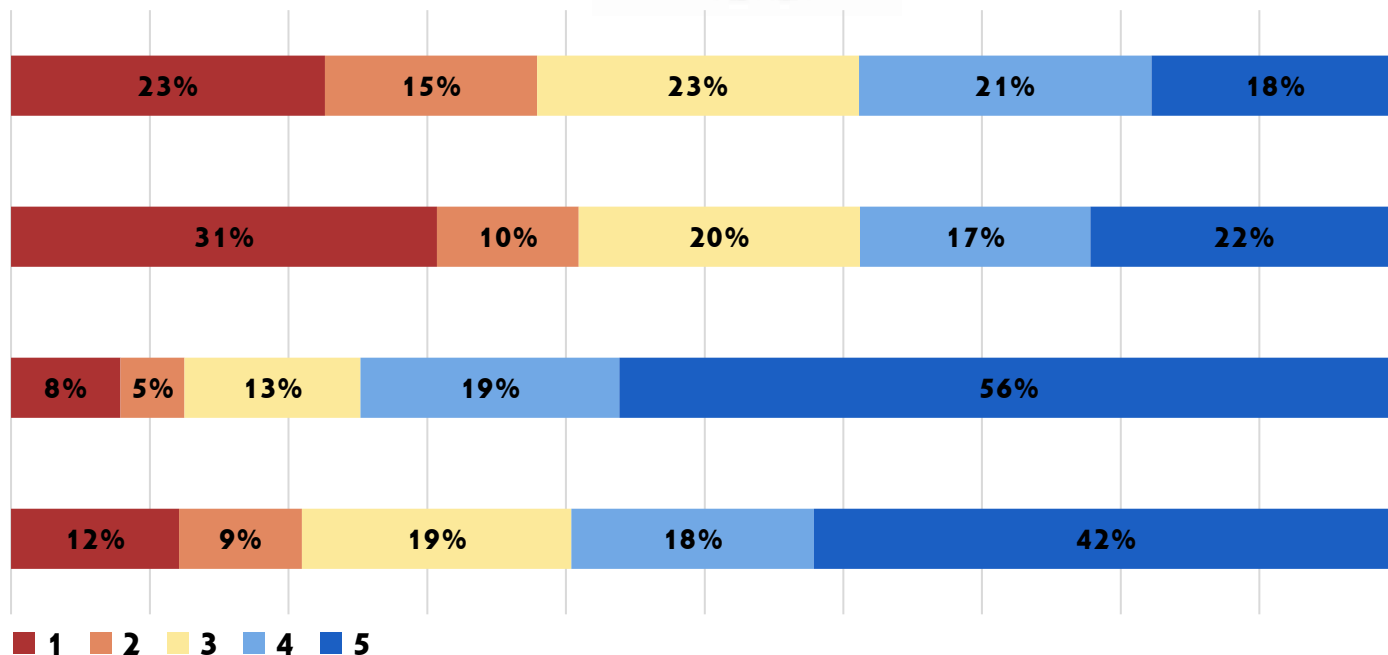
# Companies and Consumers

**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%

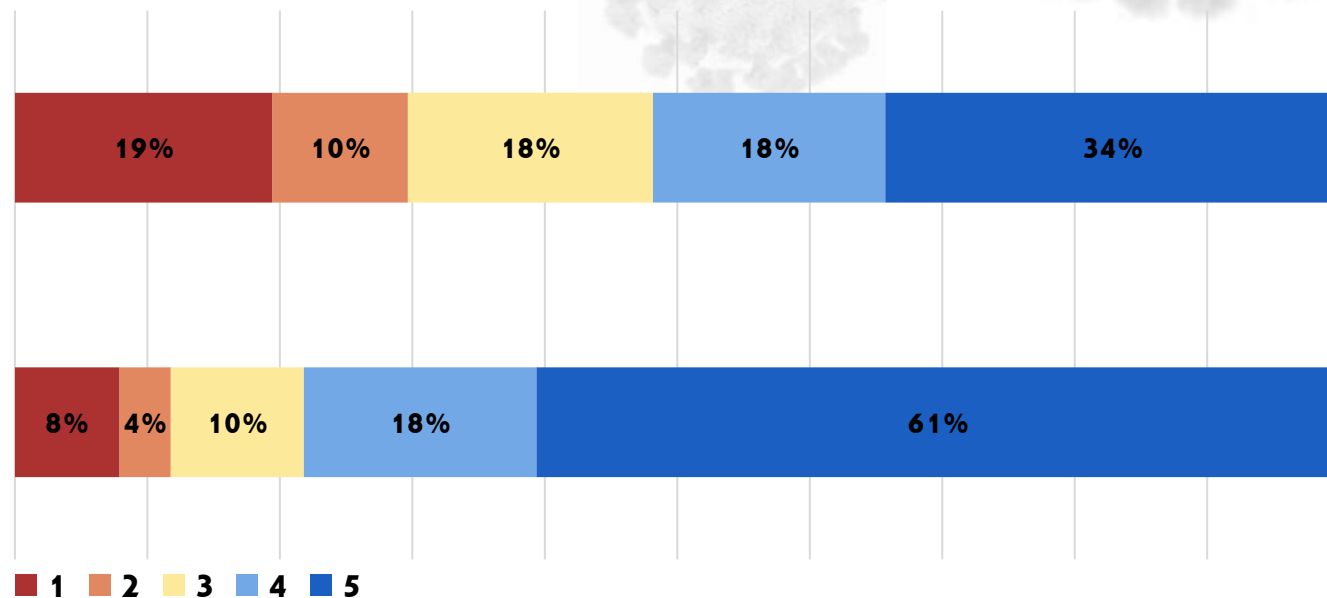
feel concerned





# 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

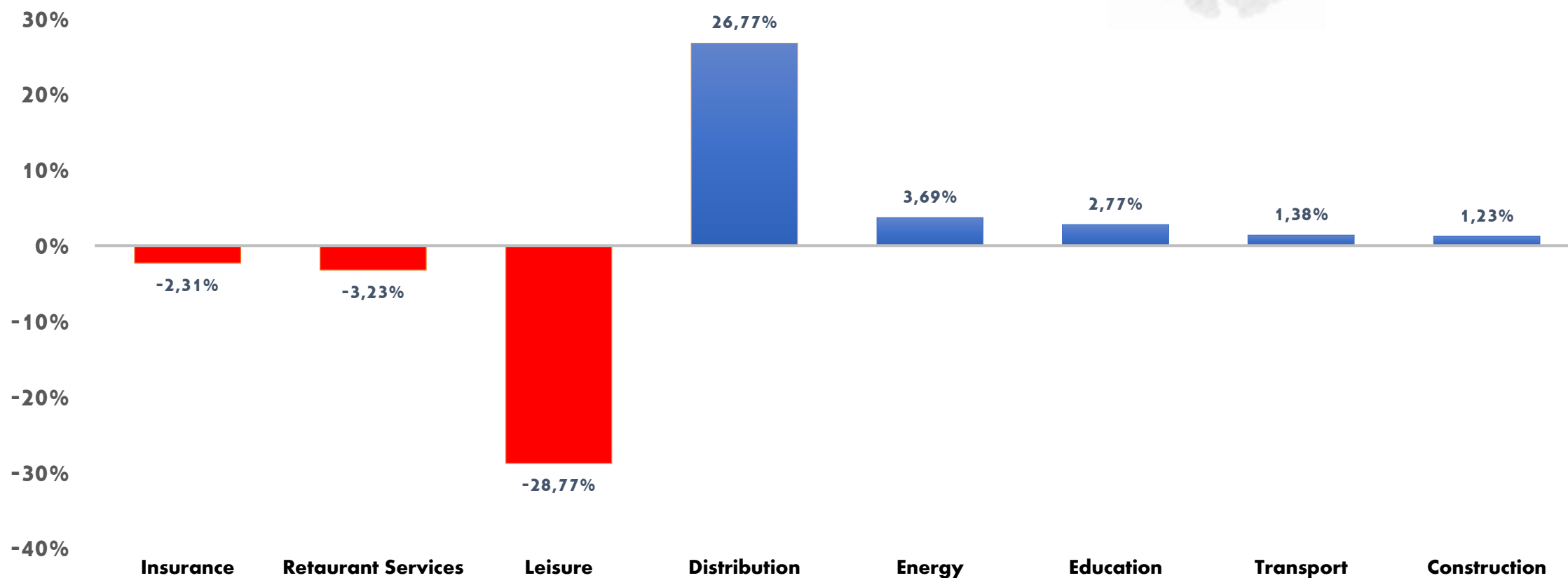
Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree





# Companies and Legitimacy

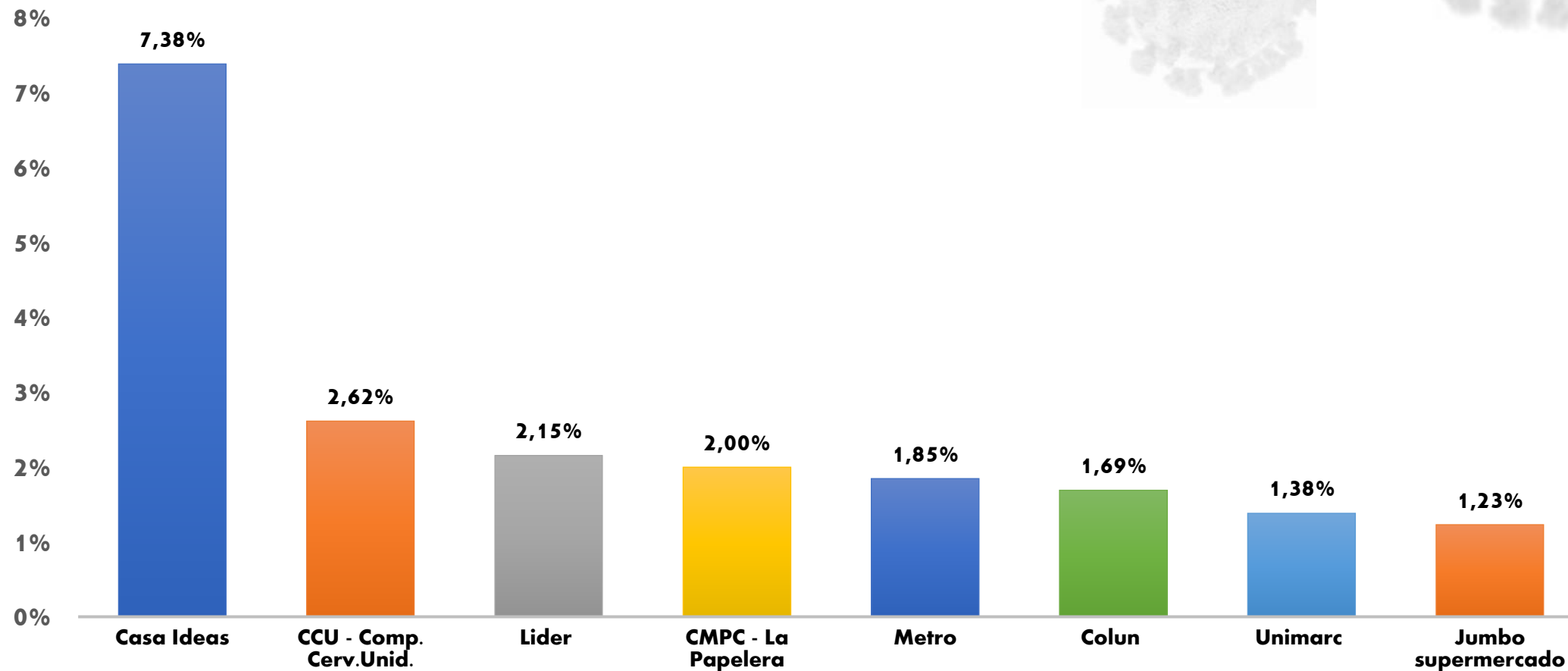
Ranking. Legitimacy by Sector





# Companies and Legitimacy

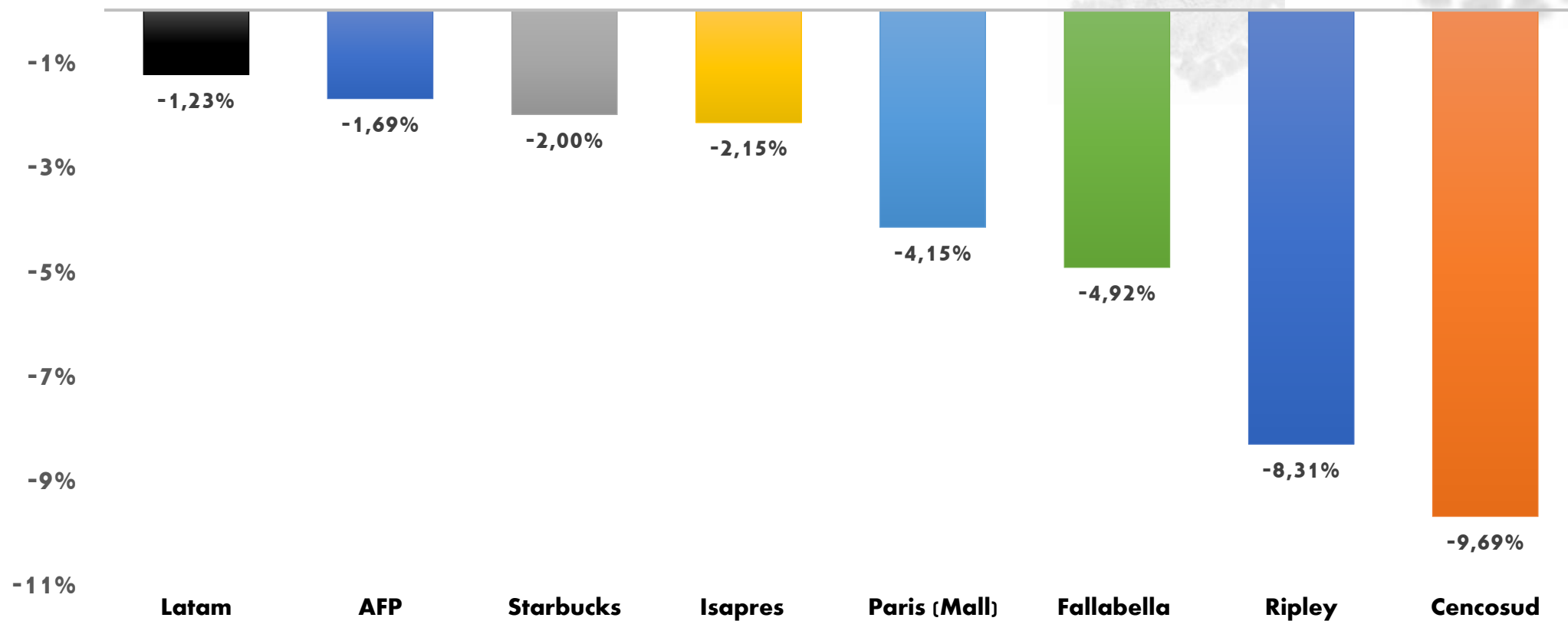
Ranking. Companies that gain Legitimacy





# 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

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

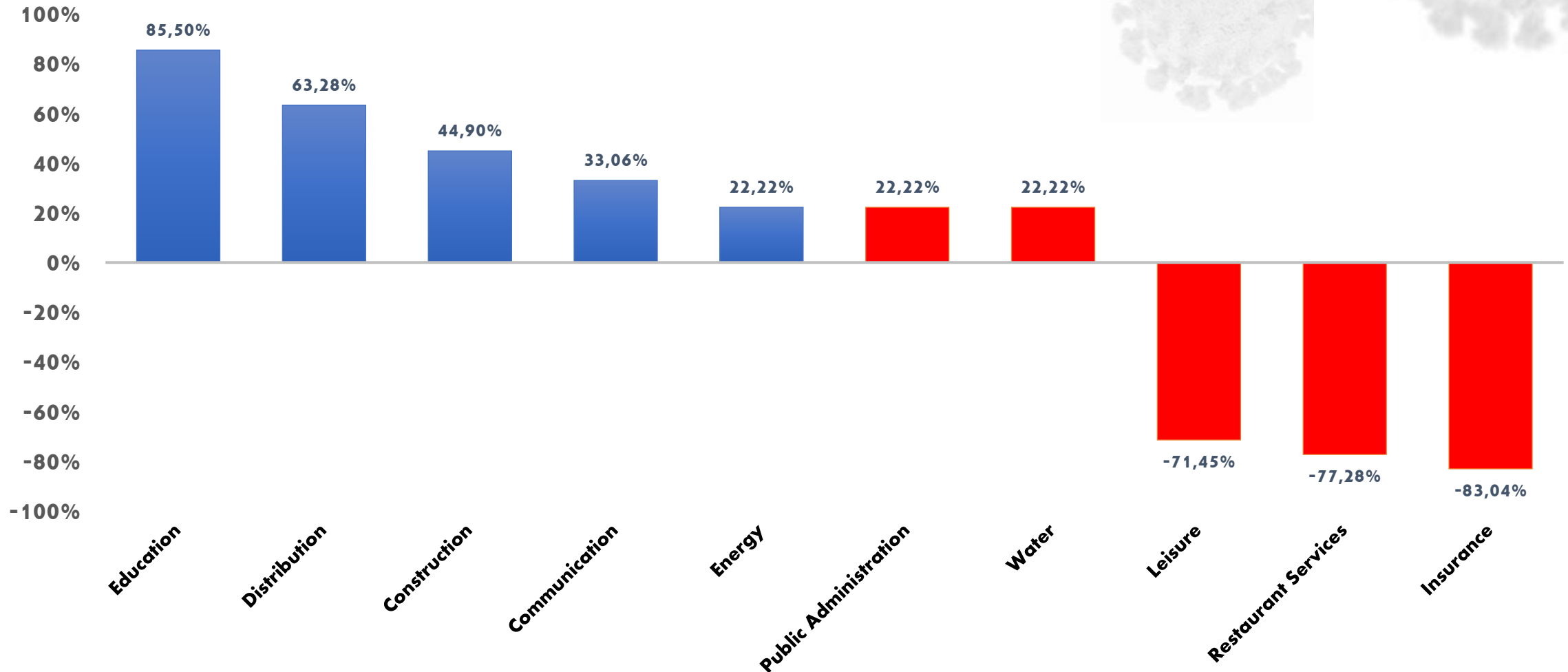
 **Casa Ideas** the  
company that gain more  
legitimacy

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



# Companies and Legitimacy

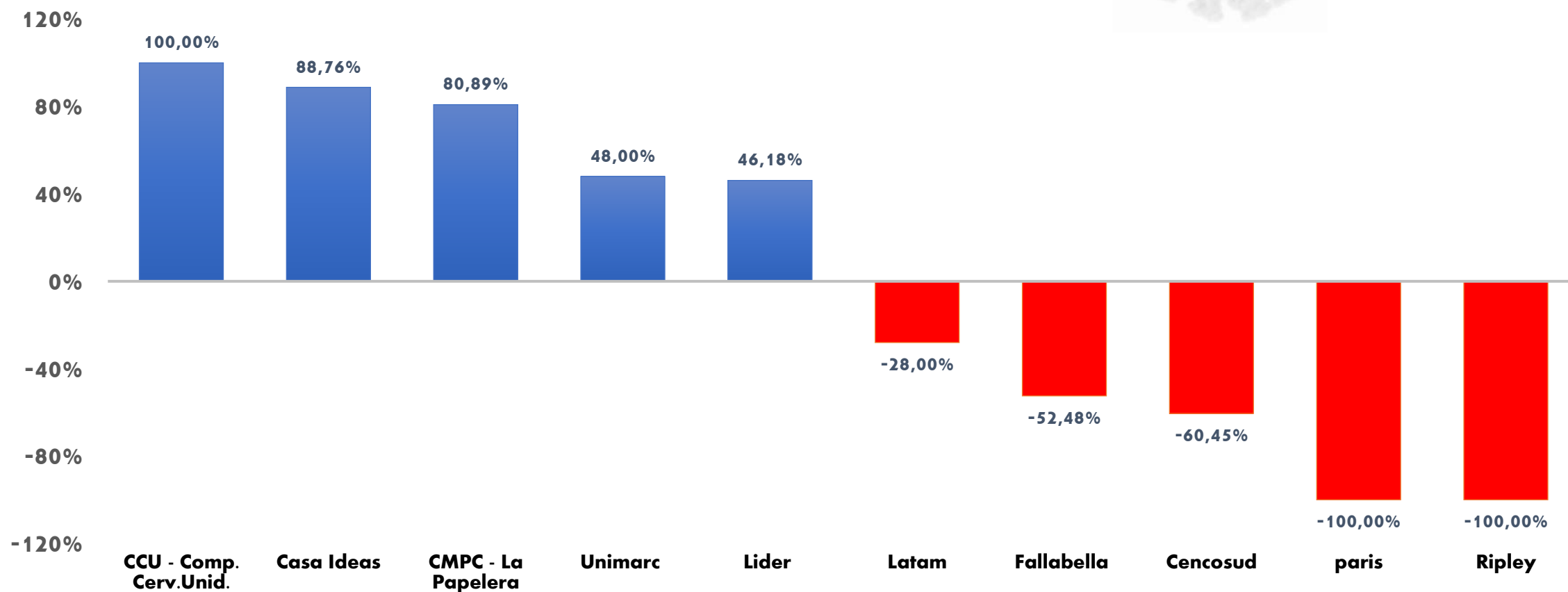
Ranking. Legitimacy impacts performance by Sector





# Companies and Legitimacy

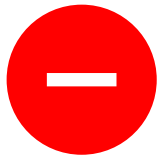
Ranking. Legitimacy impacts performance by Companies



**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:



**SPAIN**



**ITALY**



**PORTUGAL**



**UNITED STATES**



**MEXICO**



**COLOMBIA**



**CHILE**



**PERU**



# Research Team



Universidad  
Rey Juan Carlos



**Dra. Alicia Blanco-González**

*Universidad Rey Juan Carlos*

Project Coordinator

**Dr. Alfredo Delgado Guzmán**

*Universidad Nacional Autónoma de México*

Project Coordinator Latam

**Dr. Gregory Payne**

*Emerson College*

Project Coordinator United States

**Dr. Domenico Marino**

*Università degli Studi Mediterranea di Reggio Calabria*

Project Coordinator Italy

## RESEARCH TEAM MEMBERS

**Dr. Gabriel Cachón Rodríguez**

*Universidad Rey Juan Carlos*

**Dr. Jorge Luís Casas Novas**

*Universidade de Évora*

**Dra. Cristina del Castillo-Feito**

*Universidad Rey Juan Carlos*

**Dra. Elsa Esther Choy Zevallos**

*Universidad Nacional Mayor de San Marcos*

**Dr. Luis Tomás Díez de Castro**

*Fundación Camilo Prado*

**Dr. Francisco Díez-Martín**

*Universidad Rey Juan Carlos*

**D. Fernando Flores**

*Foro Ecuménico Social*

**Dr. Jaime Gil Lafuente**

*Universidad de Barcelona*

**Dr. Raúl Gómez Martínez**

*Universidad Rey Juan Carlos*

**D. Adrián López Balboa**

*Universidad Rey Juan Carlos*

**Dr. Juan Gabriel Martínez Navalón**

*Universidad Rey Juan Carlos*

**Dra. Giorgia Miotto**

*Universidad Ramón Llull*

**Dña. Macarena Urenda**

*Universidad de Viña del Mar*

**Dra. Paola Plaza Casado**

*Universidad Rey Juan Carlos*

**Dr. Camilo Prado Román**

*Universidad Rey Juan Carlos*

**Dr. Gustavo Rodríguez Albor**

*Universidad Autónoma del Caribe*

**Dra. María Luisa Saavedra**

*Universidad Nacional Autónoma de México*

**Dr. Elías Ramírez Plazas**

*Universidad Surcolombiana*

**Dra. Berta Silva Palavecinos**

*Pontificia Universidad Católica de Valparaíso*

**D. Pablo Suasnavas**

*Universidad Internacional SEK Ecuador*





<http://www.mberesearch.com/>



[info@mbesearch.com](mailto:info@mbesearch.com)



[@mbe\\_research](https://twitter.com/mbe_research)

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



# **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 (Universitat Ramon Llull)** and **Emerson College**

ISBN: 978-84-09-21763-2

**Editor:** Gabriel Cachón Rodríguez

**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, Elías Ramírez Plazas, Gustavo Rodríguez Albor, Berta Silva Palavecinos, María Luisa Saavedra, Pablo Suasnavas, Macarena Urenda.

© 2020: Authors

# Available Reports

## Corporate Legitimacy and COVID-19



**SPAIN**



**MEXICO**



**UNITED STATES– NEW YORK**

<http://www.mberesearch.com/proyectos/proyecto-covid19-legitimidad>

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



Facultat  
de Comunicació  
i Relacions Internacionals

