

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

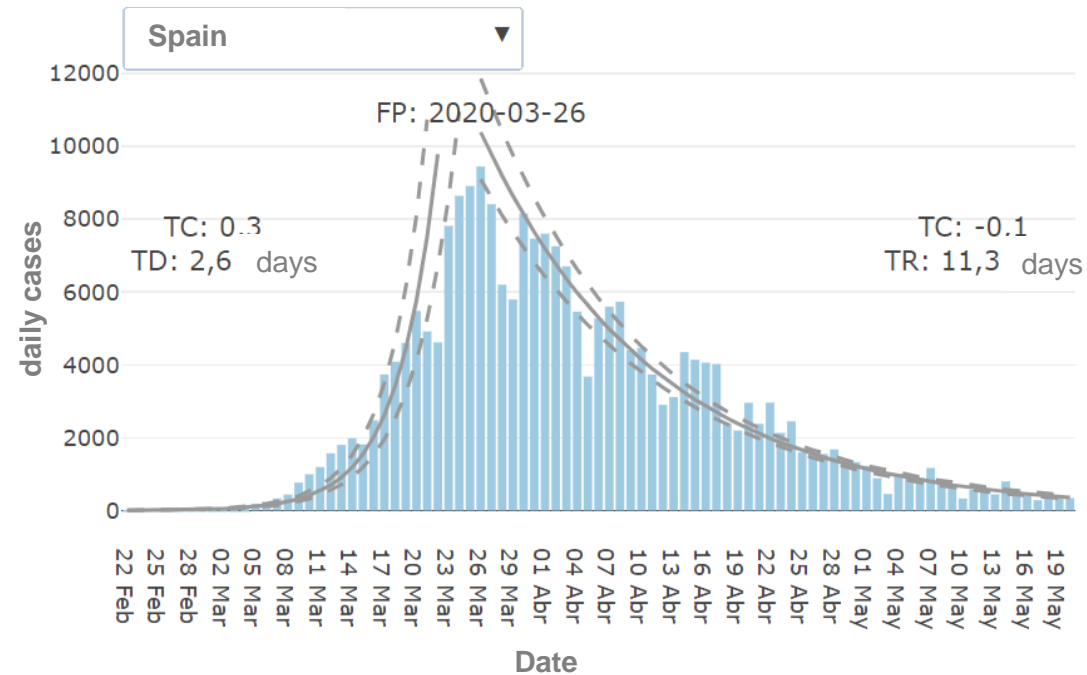
Before COVID-19 companies were focused on the United Nations Sustainable Development Goals. During this situation we have seen how some of these goals improve (environmental) while others worsen in societies where many of them were already surpassed. It is disturbing to see the increase in the economic, 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.**

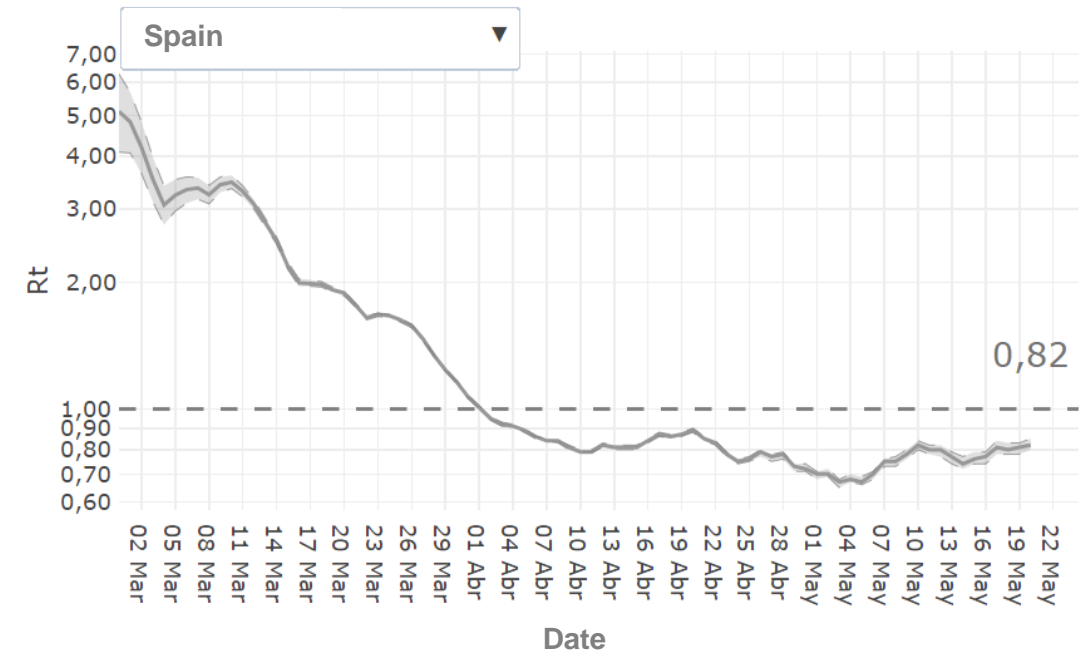
Spain: COVID-19 evolution

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 (R_t) 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".



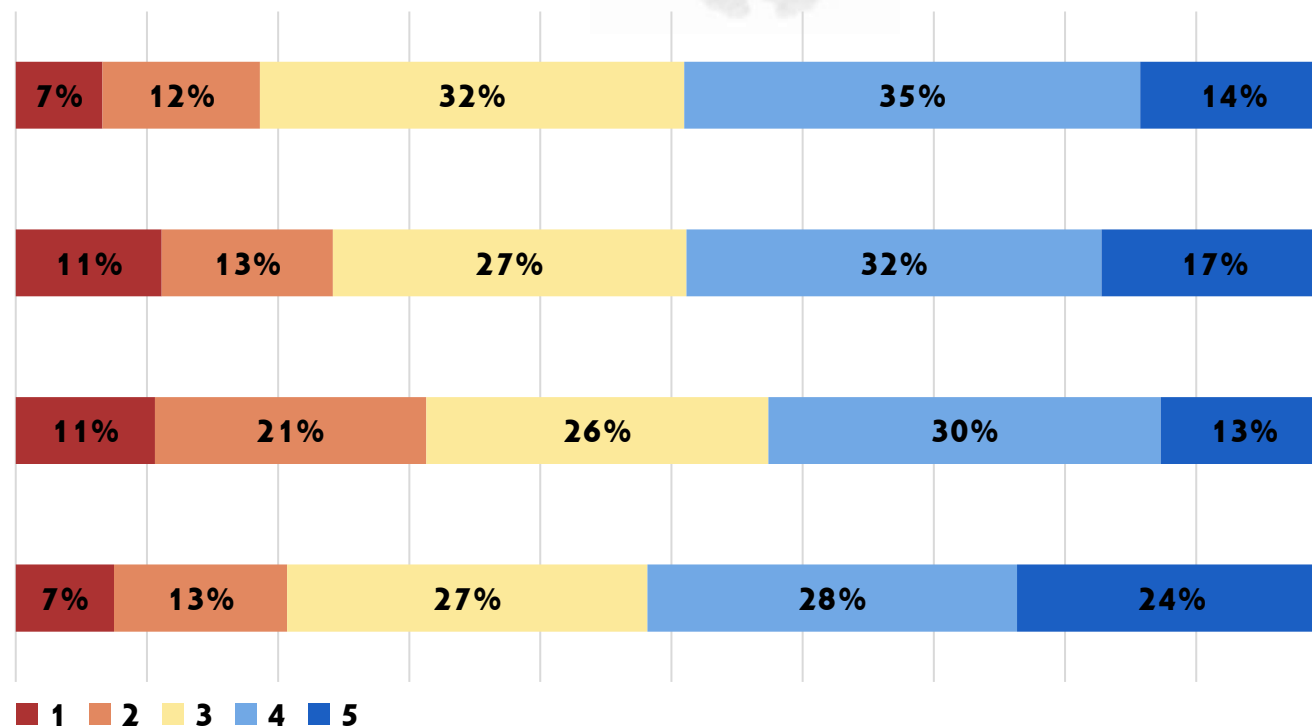
Companies and Actions during COVID-19

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

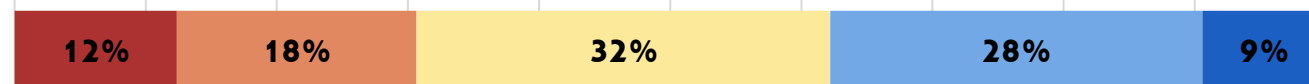
Are they helping their employees to fulfill the law?



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



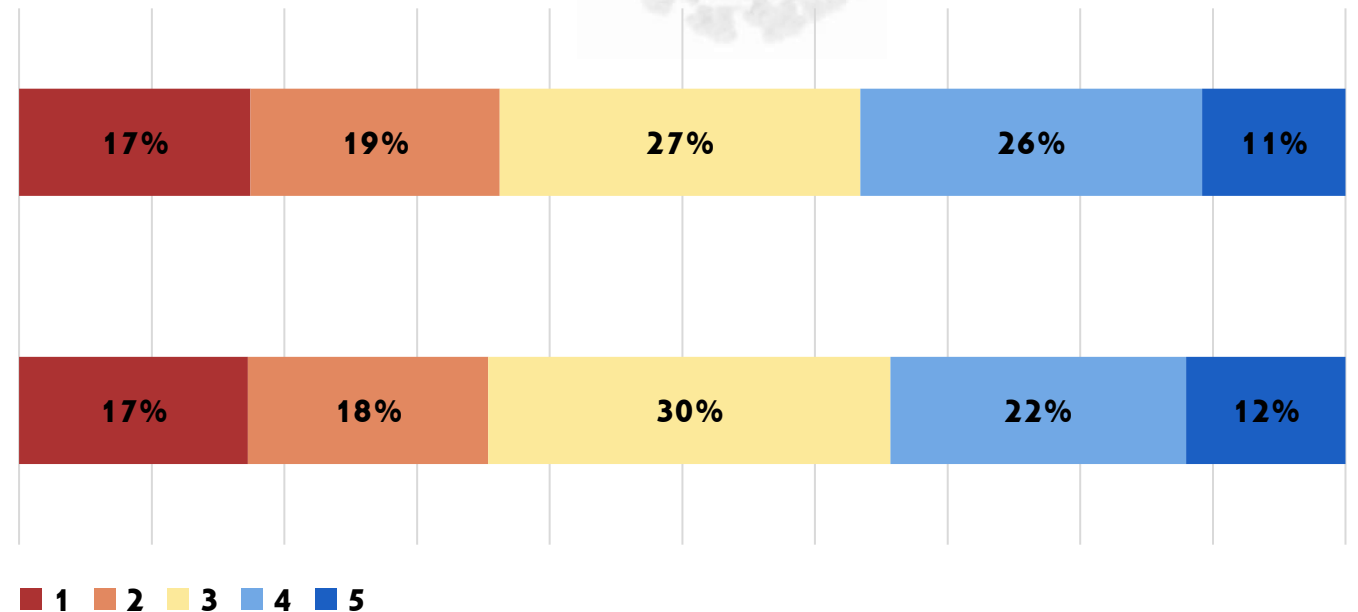
Companies and Country Brand

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



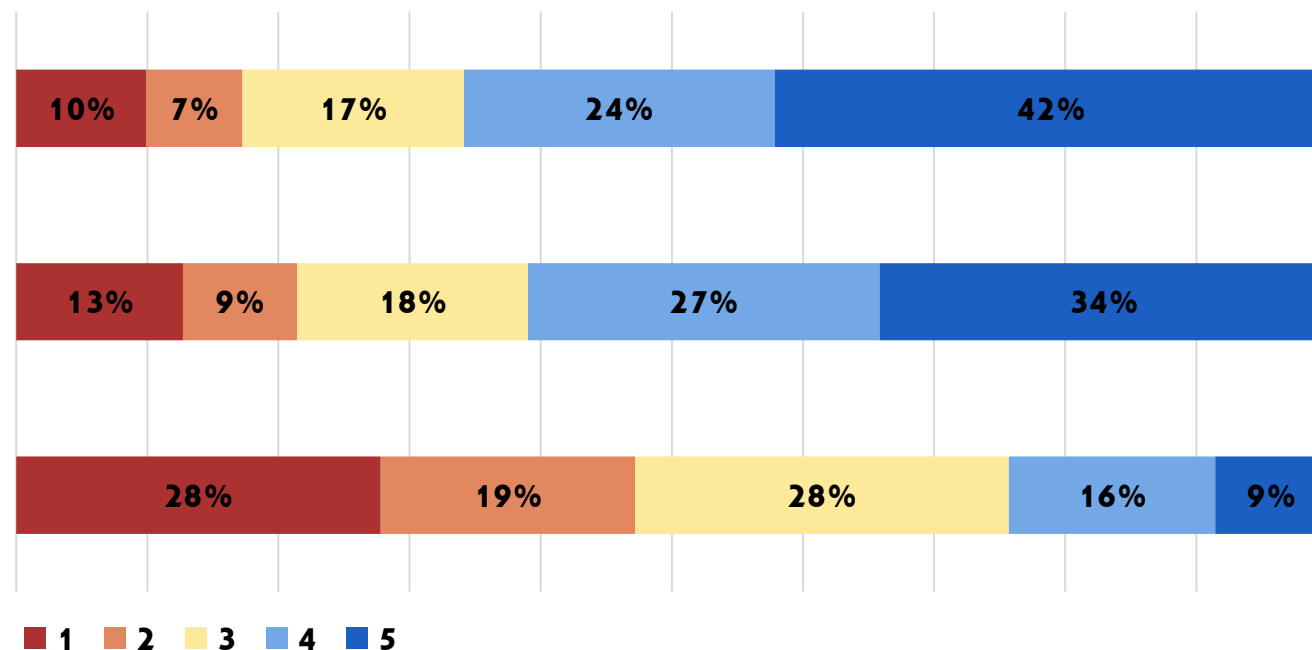


Companies and Politics

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



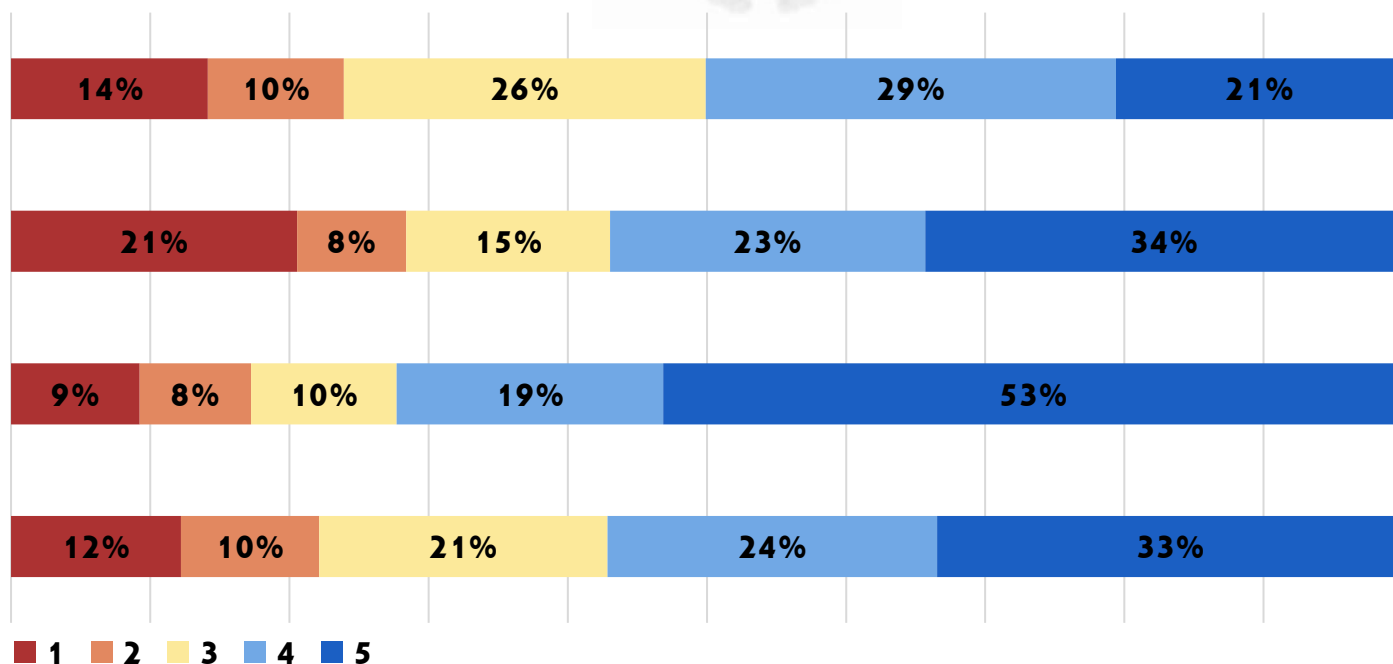
Companies and Consumers

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

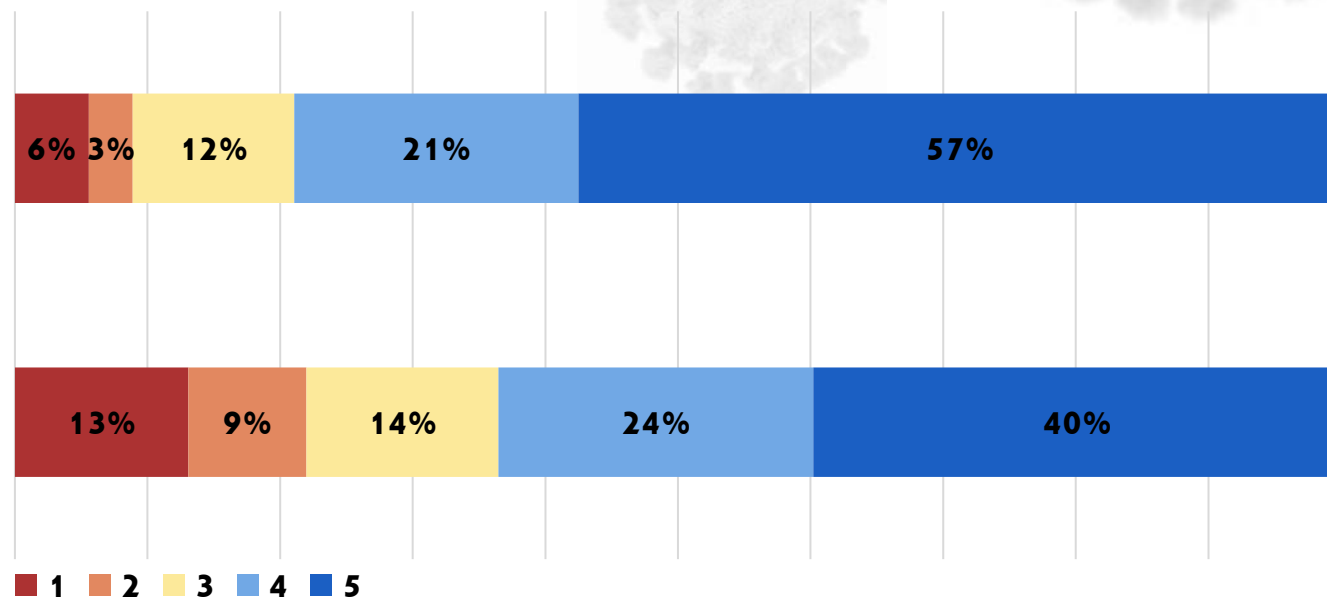
57%

feel concerned

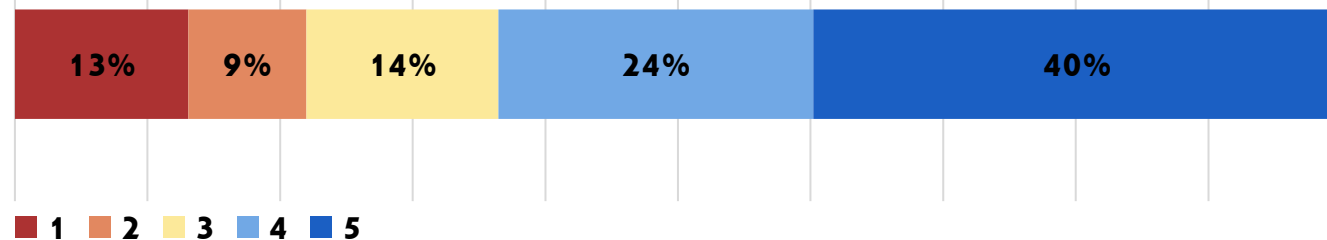


Consumers and the Media

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

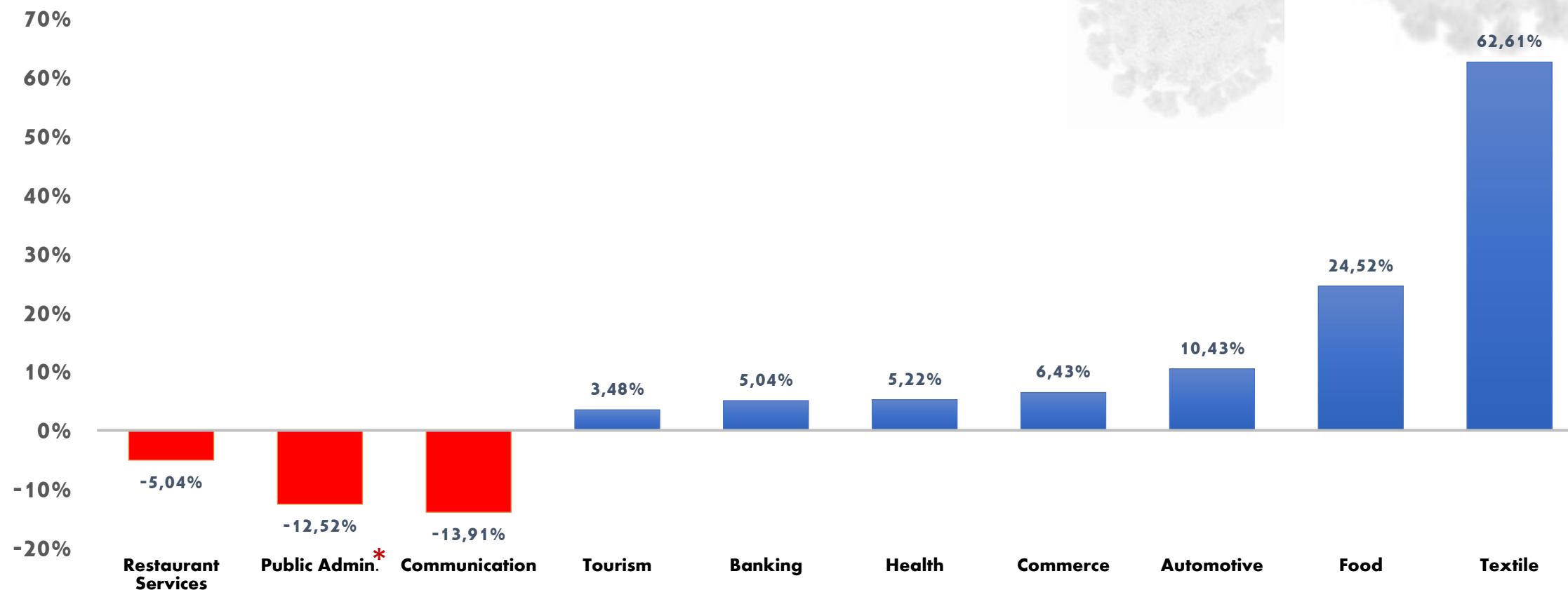
Evaluate from 1 to 5, considering that 1 is completely disagree and 5 completely agree





Companies and Legitimacy

Ranking. Legitimacy by Sector



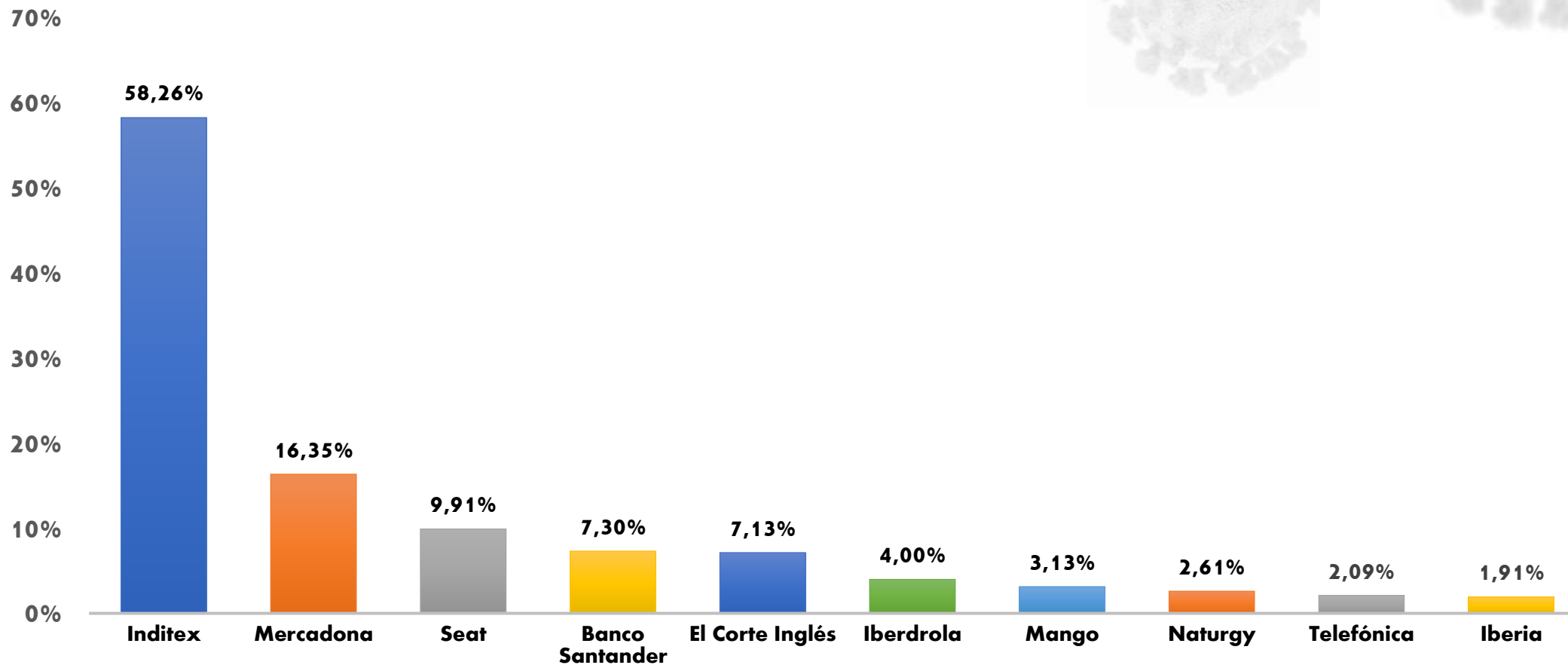
* To the questions, "Could you specify three examples of companies/sectors that are contributing to overcome this crisis?" Some respondents answered the public sector, government, or politicians. Considering the research relevance of the responses, the information was gathered in pages 15 to 20.





Companies and Legitimacy

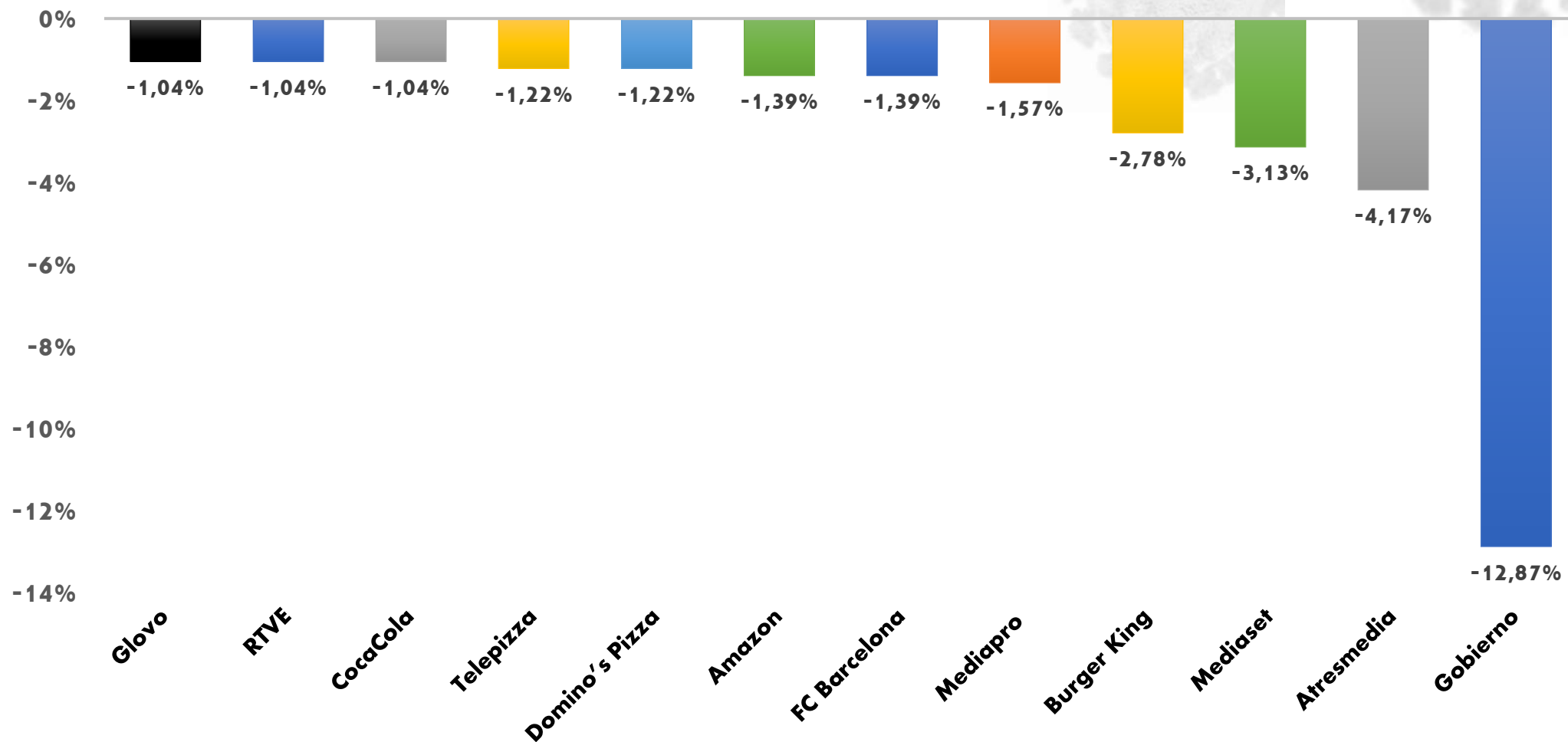
Ranking. Companies that gain Legitimacy





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%

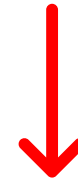
increase in the
legitimacy of the
Textile sector



**Textile and Food
Industry** are the sectors that
gain more legitimacy



**Inditex, Mercadona
and Seat** the companies
that gain more legitimacy

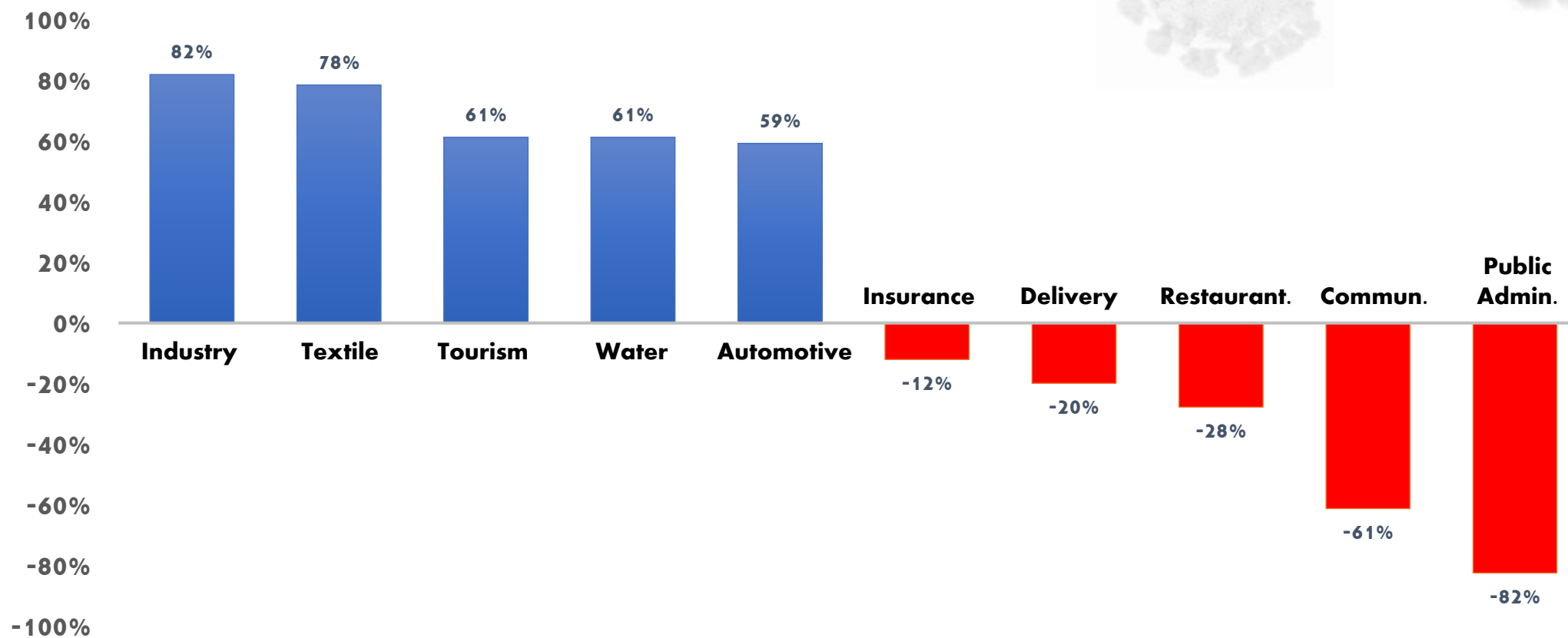


**Government,
Atresmedia
and Mediaset**
the ones that loose
more legitimacy



Companies and Legitimacy

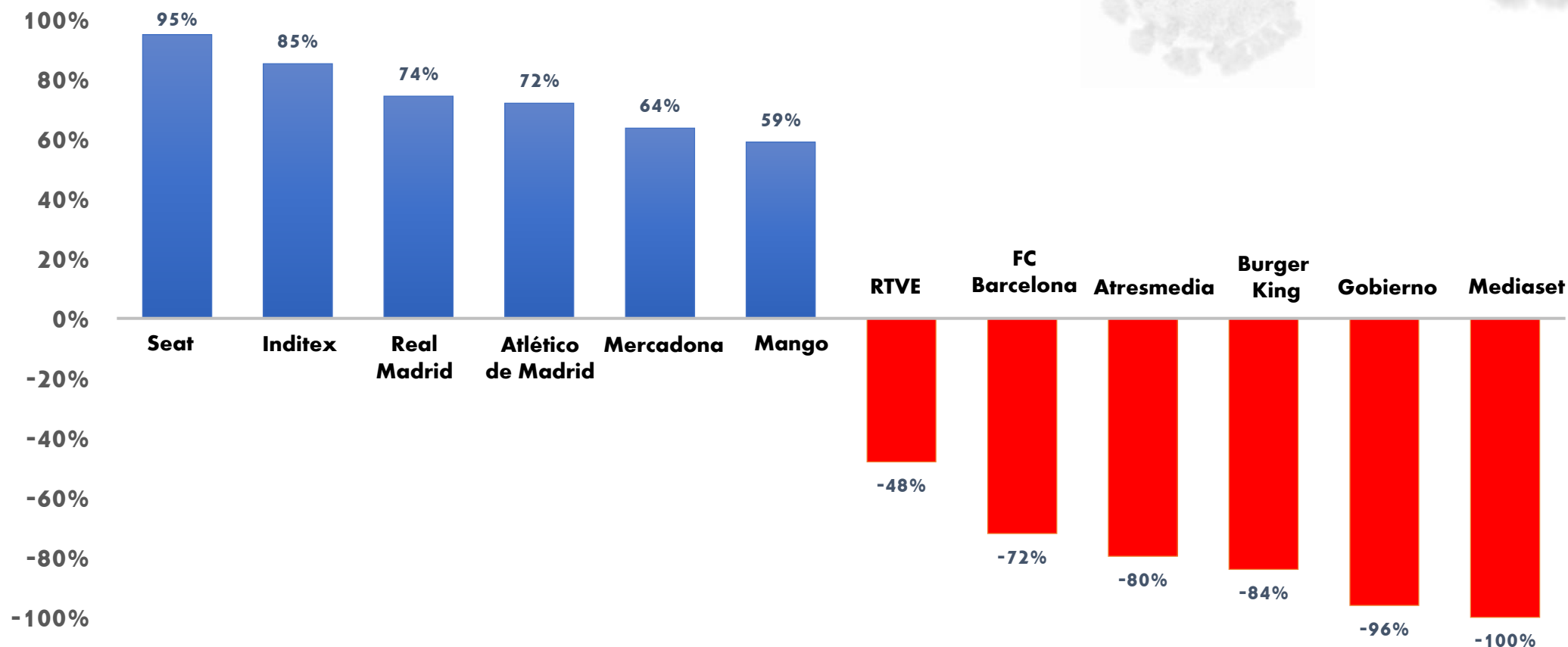
Ranking. Legitimacy impacts performance by Sector





Companies and Legitimacy

Ranking. Legitimacy impacts performance by Companies





Some companies achieve very high legitimacy performance per each generated impact

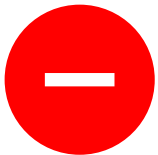


Industry and Textile are the sectors which obtain a higher legitimacy performance per generated impact



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



RESEARCH TEAM MEMBERS

Dr. 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

Dr. Gabriel Cachón Rodríguez
Universidad Rey Juan Carlos
Dr. Jorge Luís Casas Novas
Universidade de Évora
Dr. Cristina del Castillo-Feito
Universidad Rey Juan Carlos
Dr. 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. Giorgia Miotto
Universidad Ramón Llull
Mrs. Macarena Urenda
Duoc Uc
Dr. Paola Plaza Casado
Universidad Rey Juan Carlos
Dr. Camilo Prado Román
Universidad Rey Juan Carlos
Dr. María Luisa Saavedra
Universidad Nacional Autónoma de México
Dr. Elías Ramírez Plazas
Universidad Surcolombiana
Dr. Berta Silva Palavecinos
Pontificia Universidad Católica de Valparaíso
D. Pablo Suasnavas
Universidad Internacional SEK Ecuador





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



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

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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^a 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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