TRUST: BUSINESS, NGOs and CONSUMERS
What is driving the triumvirate of commercial and societal success?

Asia Centre for Social Entrepreneurship and Philanthropy
NUS Business School
10 May 2012
Trust in Business Around the World
IF YOU SEE SOMETHING

"HELLO? I'D LIKE TO REPORT MY GOVERNMENT!!"
“A person like me” climbs to become most trusted spokesperson

“A person like me” saw significant increase in trust and has emerged as the most trusted spokesperson behind academics and technical experts. CEO credibility experienced its largest decline in Trust Barometer globally, but is the fourth most trusted spokesperson in Singapore.
# Business not meeting public’s expectations in Singapore

<table>
<thead>
<tr>
<th>Category</th>
<th>Business Importance</th>
<th>Company Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has ethical business practices</td>
<td>64%</td>
<td>31%</td>
</tr>
<tr>
<td>Takes responsible actions to address an issue or a crisis</td>
<td>64%</td>
<td>27%</td>
</tr>
<tr>
<td>Offers high quality products or services</td>
<td>64%</td>
<td>39%</td>
</tr>
<tr>
<td>Listens to customer needs and feedback</td>
<td>62%</td>
<td>30%</td>
</tr>
<tr>
<td>Has transparent and open business practices</td>
<td>60%</td>
<td>25%</td>
</tr>
<tr>
<td>Places customers ahead of profits</td>
<td>59%</td>
<td>25%</td>
</tr>
<tr>
<td>Communicates frequently and honestly on the state of its business</td>
<td>55%</td>
<td>24%</td>
</tr>
<tr>
<td>Treats employees well</td>
<td>55%</td>
<td>24%</td>
</tr>
<tr>
<td>Works to protect and improve the environment</td>
<td>50%</td>
<td>26%</td>
</tr>
<tr>
<td>Delivers consistent financial returns to investors</td>
<td>49%</td>
<td>21%</td>
</tr>
</tbody>
</table>

- **Good Purpose**: [Edelman](#)
Trust in NGOs surges over time in China and India
The role of the CEO

- 56% believe that CEOs need to create innovative products that are socially responsible.
- 55% believe CEOs need to make long-term commitment to address societal issues.
- 55% believe CEOs need to publicly support societal issues.
Five Ps

1. Purpose
2. Price
3. Promotion
4. Product
5. Place
If Cost were Not a Factor...

84%

16%
If Cost were Not a Factor…

81%

19%
If Cost were Not a Factor...
Social Purpose
(Benefits others through charity or selfless acts) 55%

Design or Innovation 29%

Loyalty to the Brand 17%
Me: Empowered

‘People like me’ now have more power and influence to make a difference

- Global: 44%
- India: 77%
- Brazil: 73%
- Malaysia: 66%
- Singapore: 58%
- China: 57%
- UAE: 57%
- Indonesia: 47%
- Italy: 41%
- US: 39%
- Germany: 37%
- Canada: 36%
- Japan: 29%
- UK: 26%
- Netherlands: 21%
- France: 20%
- Belgium: 20%
The passion and action of these RCE consumers on behalf of Purpose stands in contrast to consumers in the more mature, Purpose Bear Markets like the US and Western Europe.
Representing 9,232 Individual Donations

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