

PRESS RELEASE : IPSOS TRUST TRACK

THE MOST TRUSTED CORPORATIONS AND INSTITUTIONS
IN MALAYSIA

IPSOS MALAYSIA

7th January 2021

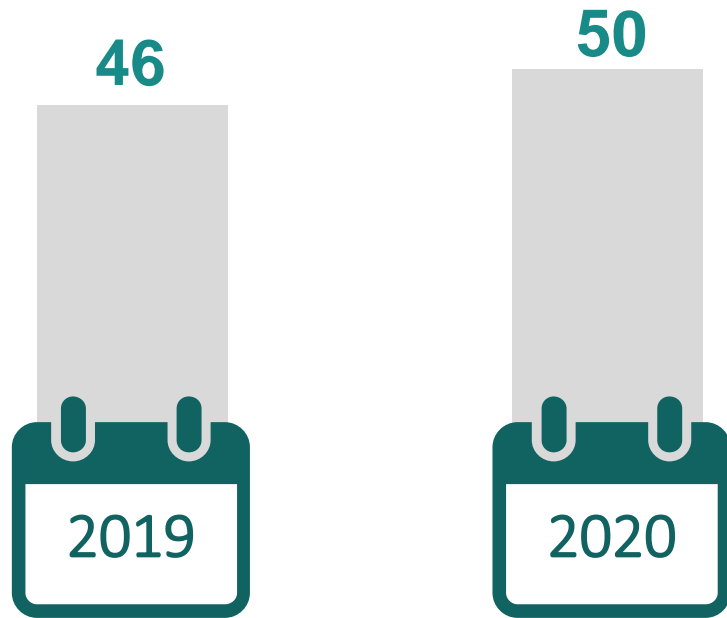
GAME CHANGERS



CORPORATE & INSTITUTIONAL TRUST – MALAYSIA 2020

General public and consumers are clearly expecting corporations and institutions to contribute to the pandemic recovery. Despite the difficult year 2020 has been, it has not impacted trust in corporations and institutions negatively at the aggregate level. Trust has increased from 2019 to 2020.

TRUST INDEX – CORPORATIONS IN MALAYSIA



*Aggregated across 100+ corporations across industries

Organizations that take actions which are authentic, credible, and effective are the most likely to see reputation gains, while at the same time have the greatest impact on the community.

Speaking out carries risks and can be divisive, but if it genuinely reflects the social purpose and values of the organization, and is backed up with evidence of action, the reward can be a powerful and positive impact on company reputation and consumer relationships.

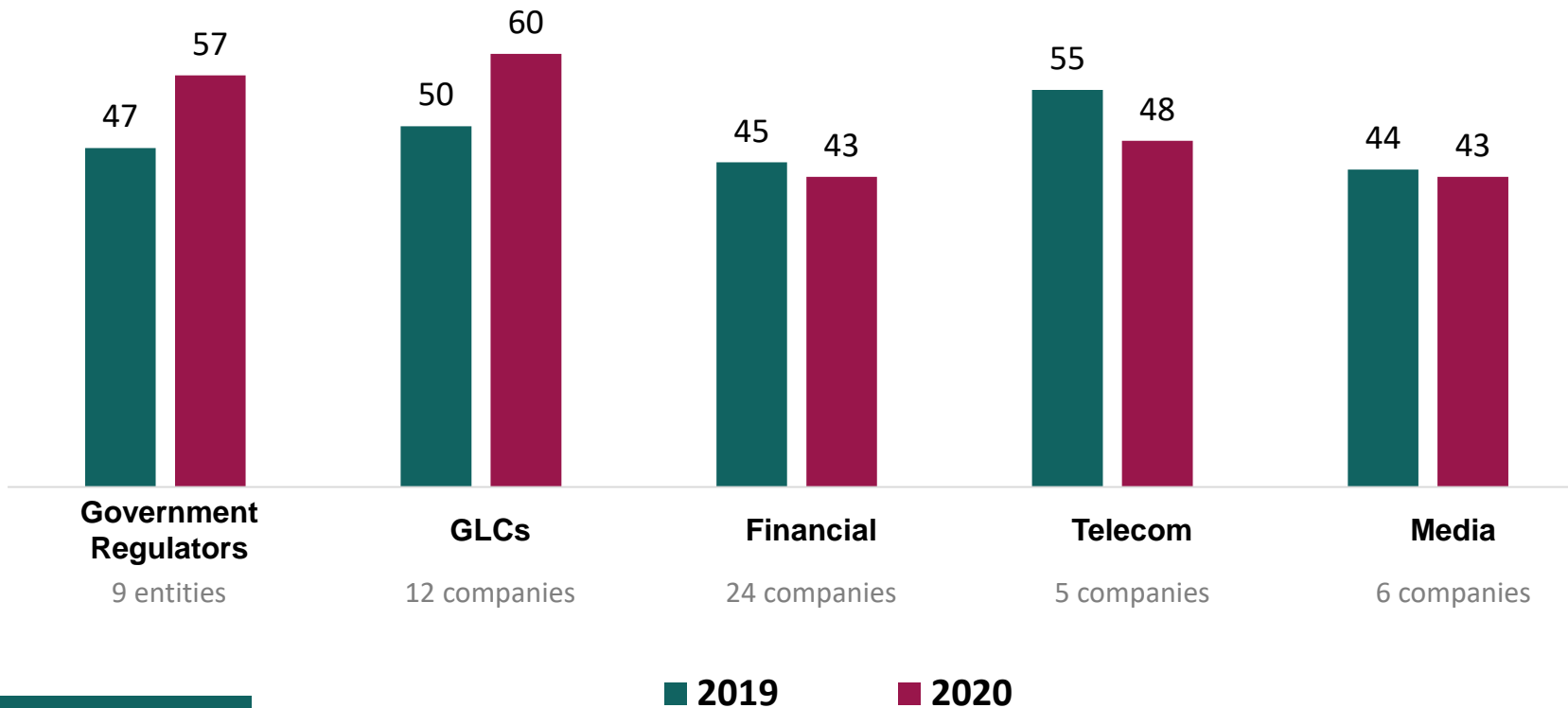


TRUST BY INDUSTRY/SECTOR

Trust varies by industry and sectors. Government regulators and GLCs see an increase in trust. telecom companies have declined in 2020. Trust in financial and media is fairly stable.



TRUST INDEX – BY INDUSTRY



2020 has not brought any big changes in how much people trust in companies globally.

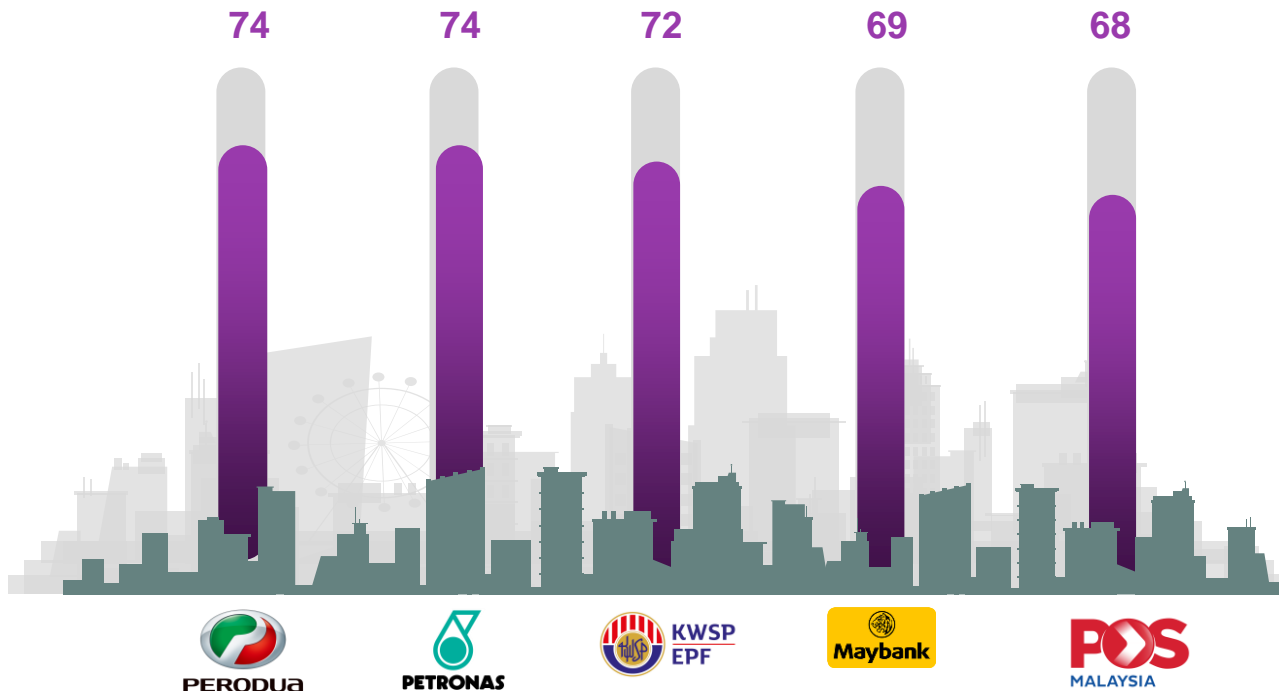
In countries hard hit by the pandemic, people tend to think companies have done a better job than governments in dealing with the fallout of the pandemic.

Malaysia's success in containing the spread of the first wave of Covid is seen as the key reason why trust in government regulators and GLCs have increased in 2020.

5 MOST TRUSTED MALAYSIAN CORPORATIONS/INSTITUTIONS IN 2020

The list of most trusted corporations and institutions in Malaysia in 2020 is dominated by government linked organizations, with Petronas, EPF and POS Malaysia all being in the top 5. Perodua and Petronas tops the list, with Maybank also being a standout

TRUST INDEX – TOP 5 MALAYSIAN COMPANIES



Consumers are more likely to believe advertising and try products from organizations that are trusted. Building trust means that organizations have to spend less money on advertising and marketing because they have established a baseline of credibility.

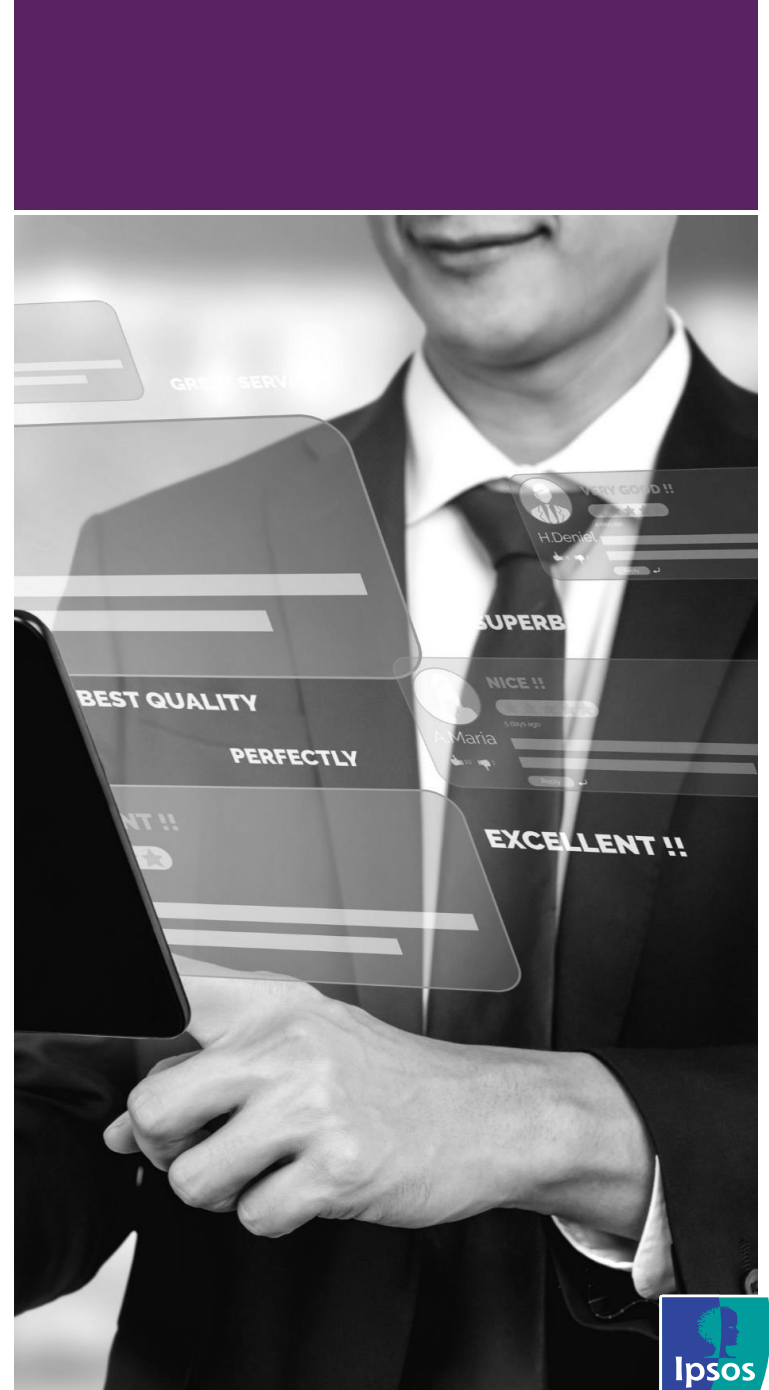
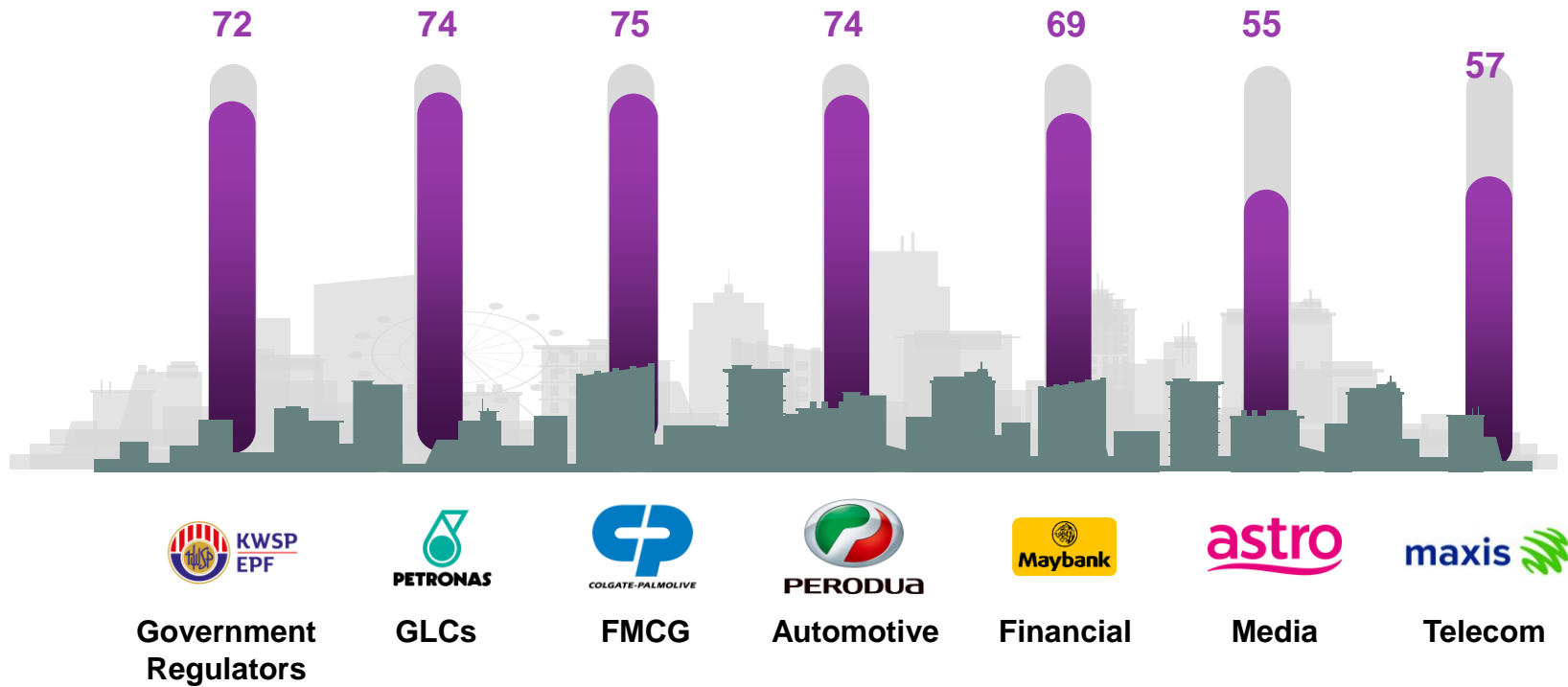
Trust is the outcome when stakeholders compare the elements such as identity and image with the reality of a organizations' behavior and capabilities. Where the promise matches or exceeds the reality, higher trust is usually the result.



MOST TRUSTED IN MALAYSIA BY INDUSTRY/SECTOR

Across most categories, the most trusted companies are local / homegrown, with the exception being Colgate Palmolive as the most trusted FMCG. Astro is most trusted among the media companies, while Maxis takes the top spot among telecom companies. The pandemic shows an increase in trust level for local and familiar companies and institutions.

TRUST INDEX – MOST TRUSTED BY INDUSTRY





IPSOS TRUST TRACK

Measuring perception towards 100+ companies in Malaysia



SAMPLE SIZE

Malaysia: 4000 Face to Face interviews between June & November



SAMPLE PROFILE

Nationwide representative coverage



BRANDS

100+ brands available (contact Ipsos for full list)

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IPSOS TRUST TRACK

“General public and consumers are clearly expecting corporations and institutions to contribute to the pandemic recovery. Many entities have indeed taken the right steps.

The Trust Index has increased from 46% in 2019 to 50% in 2020. Despite the difficult year 2020 has been, it has not impacted trust in corporations and institutions in Malaysia.

Trust index varies by industry and sectors – while government regulators and GLCs have seen an increase in trust and dominate the landscape as most trusted. Trust in telecom companies have declined in 2020. Trust in financial and media found to be stable.

The 5 most trusted Malaysian corporations/institution in 2020 are Perodua (74%), Petronas (74%), EPF (72%), Maybank (69%) and Pos Malaysia (68%).

Across most categories, the most trusted companies are primarily local/homegrown”

Arun Menon (Managing Director, Ipsos Malaysia)

About Ipsos

Ipsos is one of the largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

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