

連鎖藥商企業社會責任表現與顧客購買意願之研究

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摘要

Abstract: The pharmaceutical industry is unlike many other sectors, because drugs that can be remedies for life-threatening disease. Pharmaceutical companies should not only to achieve the purpose of profit, while is often considered to have a particular ethical responsibility towards the Consumers and society. We all know more and more Pharmacy chains flourish in recent years, which sell not only medicine but also cosmetics and commodities. The aim of this study is to investigate the relationship between consumer' s perception of corporate social responsibility (CSR) and purchase intentions in two cosmeceuticals. Data was collected and analyzed in Taiwan in 2010. The results of analysis showed the Corporate Commitment and Employee benefits have significant relationships with Corporate Image and found Corporate Commitment, Environmental Protection and Social participation have a significant positive relationship with Purchase intentions. In conclusion, let CSR is likely to become part of Market Access Management with pharmaceutical industry and extending CSR to business partners, suppliers, customers, and the whole society in the future.

關鍵字：Corporate Social Responsibility; Purchase intention