

AN EXPLORATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AND CUSTOMER
PURCHASE INTENTIONS IN PHARMACY CHAINS

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Abstract

Some years ago, the pharmaceutical industry started with the fairly young and attractive concept of CSR. Therefore, 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. The results of analysis showed the Corporate Commitment and Labour Rights have significant relationships with Corporate Image and found Corporate Commitment, Environmental Protection and Social participation have a significant positive relationship with Purchase intentions. Finally, we discuss some of the implications of the practical and suggestions of this study as well as its limitations. In conclusion, let CSR is likely to become part of Market Access Management with pharma industry and extending CSR to business partners, suppliers, customers, and overcoming some challenges in the future.

Keyword : Corporate Social Responsibility; Business ethics; Purchase intention.