

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

羅智丰, 林錦煌

Technology Management

Management

chlin@chu.edu.tw

Abstract

During last decades, Corporate Social Responsibility (CSR) strategies received a growing attention from both businesses and non-profit organizations. 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. 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 an exploratory research to analyse the concept of CSR and to investigate the relationship between consumer' s perception of CSR and purchase intentions in two cosmeceuticals. Questionnaire data was collected and analyzed from Taiwan. 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