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“Effect of Pharmacy Store Image on Customer Satisfaction and Customer Loyalty in Over-The-Counter Drug Market”
Kwang Hae Lee a, Jennifer J. Lee b, Minhwan Lee c
a. Kangnam medical pharmacy
b. School of Business at State University of New York, Binghamton
c. School of Business at Sungkyunkwan University


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Effect of Pharmacy Store Image on Customer Satisfaction and Customer Loyalty in Over-The-Counter Drug Market

This study is to investigate the effects of pharmacy store image on consumer satisfaction and customer loyalty when purchasing over-the-counter drugs in South Korean market. The main purpose of this study is to suggest effective managerial implications for pharmacy marketers and managers. Firstly, we study the effect of store image on customer satisfaction and customer loyalty. Secondly, we examine the effect of customer satisfaction on customer loyalty. Lastly, we verify the mediating effect of customer satisfaction on the relationship between store image and customer loyalty. The results of this study first suggest that store image has positive influence on customer satisfaction and customer loyalty. Also, customer satisfaction is found to have positive influence on customer loyalty. Finally, customer satisfaction mediated the effect of store image on customer loyalty. The present research mainly implies that it is desirable to achieve customer satisfaction by improving store image. We also note that customer satisfaction is positively related to customer loyalty. Finally, we suggest pharmacy managers to manage pharmacy stores effectively by improving store images in several ways.

Keywords: Store Image, Consumer Satisfaction, Customer Loyalty, Over-The-Counter Drugs, Pharmacy