
The Mediating Effect of Brand Evangelism, Brand Trust, and Brand Satisfaction on Corporate Social Responsibility Practices and Repurchase Intention

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Abstract

Corporate social responsibility (CSR) has grown to be an essential component of how firms run their business that it has become a critical factor influencing customers' buying intention. However, to date, limited studies have explored the link between CSR practices to repurchase intention considering brand evangelism, trust, and satisfaction as mediators in the context of the pharmaceutical industry, hence, requiring more evidence in the integrated models. To address this, the researcher conducted a causal predictive research design using an adopted online survey questionnaire to 1040 respondents of top leading drug companies in selected cities in the National Capital Region (NCR) through a convenience sampling approach. Partial least squares – path modelling (PLS-PM) using R software was utilized to evaluate the direct and indirect effects among variables. The results revealed that CSR practices have a direct and significant effect on brand evangelism, brand trust, and brand satisfaction; likewise, these three mediating variables have direct and significant effects on customer repurchase intention. And finally, the mediating variables – brand evangelism, brand trust, and brand satisfaction – have positive mediating effects on both CSR practices and repurchase intention. However, it was found that implementing CSR practices alone has no positive and direct effect to repurchase intention. The findings of the study have made important implications for pharmaceutical companies to enhance their CSR practices that stimulate brand evangelism, ensure and strengthen brand trust and brand satisfaction, and establish a strong relationship with consumers, which may lead to increased and sustainable repurchase intention.

Keywords: *corporate social responsibility practices, brand evangelism, brand trust, brand satisfaction, repurchase intention*

Introduction

In today's highly competitive business environment, corporate social responsibility (CSR) has become a crucial element for businesses to build and maintain strong relationships with their customers. Consumers are increasingly becoming socially responsible, and they expect the companies they support to have a positive impact on society. Corporate social responsibility (CSR) is a discipline of management that typically facilitates exceptionally competitive differentiation by fusing market and societal objectives (Ali & Kaur, 2021). While corporate social responsibility had a little part in the past, it is now becoming increasingly important to all firms as a means of gaining the trust of their customers. At present, customers are more aware of various social and environmental issues. That's why the government has made it mandatory for businesses to contribute 2% of their profits to CSR (Gulati et al., 2015).

More so, corporate social responsibility (CSR) is currently viewed by both businesses and governments as the key to solving societal issues. It has become one of the most fundamental industry principles that

businesses must conform to if they wish to succeed in today's highly competitive and cutthroat business environment (Foroudi, 2019). That is because consumer awareness of CSR entails a customer's awareness of CSR efforts through their everyday consumption and purchases (Amoroso & Roman 2016). Consequently, corporate social responsibility (CSR) has been seen by academics and industry professionals as a tool for brand management and plan implementation (Ali & Kaur, 2021). Decision-makers, therefore, promote the role that sustainable business practices such as CSR may play in enhancing the company's standing in the marketplace (Khan et al., 2021).

On the other hand, customer repurchase intent is typically a key component of successful marketing tactics and corporate operations. Due to increased competition and the expense of acquiring new customers, businesses are currently putting more emphasis on defensive measures. Instead of concentrating on offensive marketing methods that only aim to get new consumers and expand market share, most businesses place a greater emphasis on maintaining their present customers or encouraging them to make repeat purchases. Repurchasing a good is one of the results of a purchase. The intention to repurchase a product two or more times, both for the same and other products, is known as repurchase intention (Dholakia & Zhao, 2010). To be successful in any business sector, organizations must focus on understanding customer behavior to win in the long run. Many business sectors must understand two crucial consumer behaviors: revisit intention and repurchase intention (Masino, 2015).

Previous studies have suggested that consumers are more likely to repurchase from companies that engage in CSR practices that align with their values and beliefs. Sharma et al. (2018) discovered that CSR-related actions conducted by businesses have a substantial impact on customer repurchase intention. Also, the obtained results of the study of the hypothesis on the significance of corporate social responsibility activities to customer satisfaction were supported by Morkunas and Rudiene (2020). The study provided additional evidence of a connection between customer satisfaction and intentions to make another purchase. Furthermore, brand evangelism, brand trust, and brand satisfaction have been identified as key determinants of consumers' repurchase intention. However, there is limited research that has examined the mediating effect of these constructs on the relationship between CSR practices and repurchase intention.

Contini et al. (2020) and Lacap (2021, as quoted by Lee, 2019) have shown that CSR can have a negative impact on customer purchase behavior, contradicting various research studies that claim CSR is positively associated with consumer purchasing behavior (Allen et al., 2020; Medina et al., 2021). As a result, it cannot be ruled out that the direct correlation between CSR and customer behavior, which is the clear conclusion, may be due to a different mechanism that has gone unnoticed in earlier studies. For instance, Lee and Yoon (2018) claimed that CSR also has a positive effect on product attitude but no significant influence on repurchase intention. Also, the study of Eshra (2017) on the impact of CSR on consumer buying behavior looked at how aware Egyptian consumers are of CSR and found that while they understand the concept, it has little impact on their decision-making when buying products. This means that further research into the effectiveness of CSR in driving customers to buy products is deemed important. The boundaries of this topic continue to evolve, and more research is needed to verify the impact of different brand-related constructs on customer repurchasing decisions.

Mercury Drug Stores, South Star Drugs, The Generic Pharmacy, The Generika Pharmacy, Farmacia ni Dok, and Watsons Pharmacy are among the top local players that dominate the pharmaceutical industry in the Philippines. These drug stores offer both branded and generic drug products. In the context of

this study, the researcher focused both on the generic and branded medicine sold by these companies. As cited in The Generics Pharmacy Association's 2015 report, generic medicines are cheaper than brand-name medications, and healthcare providers often encourage people to use them as a national cost-saving strategy. According to Food and Drug Administration, Generic Drugs Facts [(accessed on 12 January 2021)], even though generic medicines are cheaper still, some people don't trust generic drugs because they think they may not be as good as the name-brand version (health.harvard.edu, 2021). Patients still have mistrust and lack faith in generic drugs, despite improvements in their utilization. Companies need to understand consumers' attitudes and intentions to buy pharmaceutical products to increase their market share. That is because the increase in the market share of generic drugs remains slow (Fischer & Stargardt, (2016) and (Shekhar et al., 2019. In this regard, numerous studies point out the necessity of promoting the use of generic and branded medications through a variety of strategies incorporating mediating variables to customer repurchase intention. Furthermore, there were no sufficient studies and literature that have instituted the inimitable connection between CSR practices and repurchase intention in the field of pharmacy, exploring the mediating effects of latent variables such as brand evangelism, brand trust, and brand satisfaction.

Thus, this study would like to propose and test a theoretical model that (1) finds out the direct effect of CSR practices implemented by the pharmaceutical companies on customers' intention to repurchase, (2) proves possible mediating effects of brand evangelism, brand trust, and brand satisfaction in the link between corporate social responsibility practices and customer repurchase intention in the pharmaceutical industry, and finally (3) finds out valuable applications and insights into the mechanisms through which CSR practices influence repurchase intention in the context of generic and branded medicine. Additionally, the study has been seen to have practical implications for businesses in developing effective CSR strategies for generic and branded drugs. Due to its widespread use in business research, partial least squares structural equation modeling (PLS-SEM) was utilized for this study (Sarstedt et al., 2019).

Literature Review

Hypotheses Development

Corporate social responsibility practices positively and directly influence product/brand evangelism

According to Donaldson and Preston (2015), practicing corporate social responsibility (CSR) benefits organizations by satisfying customers and gaining support from stakeholders. Individuals who strongly believe in the value of a product can act as product evangelists, as noted by the Indeed Editorial Team (2021). Pham and Limbu (2020) found a positive correlation between brand evangelism and CSR, with private hospitals having a greater impact on brand advocacy than public hospitals. Pai et al. (2015) demonstrated that intrinsic CSR initiatives increase support and value for a brand among industrial purchasers. Gonzalez et al. (2019) observed that a food company in Spain positively influenced consumer advocacy behaviors through CSR practices. Karimzadeh et al. (2021) discovered that adopting CSR has a significant effect on brand evangelism, reputation, trust, and customer satisfaction. Saleh et al. (2015) found that CSR impacts word-of-mouth (WOM) and customer retention, mediated by WOM. Markovic et al. (2021) determined that CSR correlates positively with positive WOM, increasing brand authenticity. Thus, a hypothesis was formulated:

H1a. Corporate social responsibility practices positively affect brand evangelism.

Corporate social responsibility practices positively and directly affect brand trust

The hypothesis stated as H1b suggests that CSR practices have a positive impact on brand trust. Nyamrunda and Freeman (2021) emphasized the importance of trust in a company-consumer relationship, as a lack of trust can lead to hesitancy in conducting business. Han et al. (2020) found that perceived CSR directly or indirectly influences brand attitude, trust, and purchase intentions. Le et al. (2021) also observed a significant and favorable relationship between CSR, brand trust, loyalty, and firm performance. S. Kim and D. Kim (2016) discovered that CSR practices positively relate to customer satisfaction and trust, while Lee and Jeong (2022) found that the compatibility and authenticity of CSR positively impact brand trust. Rasoolimanesh et al. (2021) determined that CSR affects brand loyalty indirectly through brand reputation and brand trust, and Dai and Reich (2022) identified CSR knowledge and broad-based trust as mediators and moderators in the relationship between CSR communication strategies and brand trust. Oberseder et al. (2013) noted that socially responsible practices enhance corporate image and reputation, leading to increased consumer trust and loyalty, as supported by Kim et al. (2017). However, Fatmawati and Fauzan (2021) found a negative impact of CSR on customer trust, and Khan and Fatma (2019) suggested that brand loyalty is not directly influenced by consumer perceptions of CSR but rather mediated by brand experience and brand trust. Based on this literature review, a hypothesis was formulated.

H1b. Corporate social responsibility practices positively affect brand trust.

Corporate social responsibility practices positively and directly influence brand satisfaction

According to Al-Ghamdi and Badawi (2019), corporate social responsibility initiatives have a significant and favorable impact on customer loyalty and satisfaction. Mohammed and Rashid (2018) suggested that CSR factors positively influence consumer satisfaction, with brand image acting as a mediator. Lee (2019) found that economic and legal CSR practices positively affect customer loyalty and that customer satisfaction mediates the relationship between CSR and customer intention. Zhang et al. (2020) found that business reputation mediates the relationships between CSR, organizational attractiveness, and consumer satisfaction. Lacap et al. (2021) emphasized the positive influence of CSR on brand satisfaction, perceived quality, and brand loyalty, with brand satisfaction and perceived quality acting as significant mediators between CSR and customer behavior. Yuen et al. (2018) observed that customers who strongly believe in good CSR have higher satisfaction and more positive behavioral intentions toward the CSR efforts of shipping companies. Paluri and Mehra (2018) noted that customers' attitudes and satisfaction are influenced by their perception of a bank's CSR initiatives, and Rivera et al. (2016) found that environment-related CSR initiatives positively impact customer satisfaction. However, Dawood (2019) found that while perceived CSR positively impacts brand image, it does not directly impact customer satisfaction and trust, with brand image acting as a mediator for the association between perceived CSR, satisfaction, and trust. Based on these contributions, Hypothesis 1c (H1c) was formulated:

H1c. Corporate social responsibility practices positively and directly influence customer brand satisfaction.

Brand evangelism has a significant and positive effect on repurchase intention

Various studies have demonstrated the impact of brand evangelism on consumer purchasing decisions. Inzamam et al. (2020) found that brand evangelism significantly influences consumers' intentions to make environmentally friendly purchases, suggesting that investing in evangelists can promote sustainability.

Trust is crucial for brand evangelism, as noted by Iglesias et al. (2011) and Papista et al. (2018), as it fosters loyalty and communication among customers. Similarly, Li (2015) observed that brand evangelist customers are more likely to intend to repurchase products from the brand compared to non-evangelist customers. Hartmann et al. (2005) emphasized the importance of brand evangelists and customer relationships in shaping purchase intentions. Moreover, Badrinarayanan and Sierra (2018) highlighted that customers prefer products that enhance a brand's value, especially those associated with environmentally friendly practices. Finally, Mansoor and Paul (2022) noted that self-pleasing experiences and brand happiness motivate consumers to evangelize prestigious brands. The consistent findings from the literature suggest that brand evangelism plays a significant role in influencing repurchase intentions. Thus, the alternative hypothesis is formulated as:

H2a. *Product/Brand evangelism positively and directly affects customer repurchase intention.*

Brand trust positively and directly affects customer repurchase intention

Numerous studies have highlighted the significant role of brand trust in shaping customers repurchase intentions. Hung et al. (2012) and Subawa et al. (2020) emphasized that customers are more likely to make future purchases when they perceive a brand as trustworthy. This trust fosters loyalty and strengthens the relationship between the customer and the brand. Supporting this, Ra (2018) and Khoirunnisa and Astini (2021) found that brand trust significantly influences customer behavior, including repeat purchases, by reinforcing confidence in the brand's reliability. Saleem and Zahra (2017) argued that service quality and customer trust act as critical mediators, directly impacting repurchase intentions. Their findings suggest that improving trust enhances consumer satisfaction and encourages repeat patronage. Similarly, Tian and Masukujjaman (2022) observed that incorporating customer experience into the trust framework increases its importance for repurchase intentions. They emphasized that both cognitive (e.g., product quality) and emotional (e.g., customer care) components of trust contribute to stronger repurchase behavior. Yang and Hsieh (2012) added that shoppers' likelihood to repurchase depends heavily on their level of trust, followed by satisfaction with the products or services. This aligns with findings by Subawa and Suastika (2020), who identified a significant and favorable impact of brand trust on consumers' additional purchase intentions. According to Alwi et al. (2016), establishing brand trust is critical for businesses seeking to build long-term customer relationships and improve market performance. Moreover, Khoirunnisa and Astini (2021) argued that brand trust acts as a psychological safety net for customers, encouraging repeat purchases even in competitive markets. Ra (2018) further emphasized the importance of understanding consumer attitudes and behaviors to strengthen brand trust as a strategic approach to enhance repurchase intentions. These findings demonstrate that brand trust builds a foundation for customer loyalty and continuous engagement with the brand. Javed et al. (2021) reinforce this hypothesis as he found that brand trust mediates the relationship between brand image and consumer loyalty, significantly enhancing repurchase intentions. According to Mukherjee et al. (2022), in digital marketplaces, trust is a key determinant of sustained customer engagement and repurchase behavior, especially as customers rely on consistent brand performance. Bianchi and Andrews (2022) also noted that trust is essential for long-term customer relationships, as it reduces perceived risk and increases customer commitment to the brand. However, conflicting results have also emerged. For instance, Lien et al. (2015) noted that trust has limited impact on purchase intentions in certain contexts, suggesting that other variables, such as price sensitivity or social influence, may moderate this relationship. Despite these findings, the overall body of evidence strongly supports the idea that brand trust positively and directly affects customer repurchase intentions. Based on these findings, the alternative hypothesis was formulated:

H2b. *Brand trust positively and directly affects customer repurchase intention.*

Brand satisfaction directly and positively affects customer repurchase intention

Customer satisfaction is a critical determinant of repurchase intention across industries. Huarng and Yu (2019) demonstrated that satisfaction significantly influences repurchase behavior, serving as a mediator between brand attributes and loyalty. Mensah and Mensah (2018) emphasized that service quality enhances satisfaction, translating positive experiences into loyalty and repeat purchases. Similarly, Chiu and Cho (2019) found that perceived brand leadership boosts satisfaction, which directly impacts repurchase intentions. In digital contexts, Pandiangan et al. (2021) confirmed that e-satisfaction significantly increases the likelihood of repurchase, while Luo et al. (2020) highlighted satisfaction with sustainability practices as a driver of loyalty among environmentally conscious consumers. Emotional satisfaction, as noted by Yoon and Chung (2021), also fosters long-term engagement and repeat purchases. Foroudi et al. (2020) linked consistent satisfaction to stronger brand equity, further boosting repurchase behavior. Saha et al. (2022) reinforced that satisfied customers are more likely to exhibit brand loyalty and repurchase intentions. Although satisfaction is a strong predictor, Akbar and Parvez (2019) noted that its effect may diminish in highly competitive markets with better alternatives. Nonetheless, the majority of findings affirm the direct and positive impact of satisfaction on repurchase intention, leading to the formulation of the alternative hypothesis.

H2c. *Brand satisfaction directly and positively affects customer repurchase intention.*

Corporate social responsibility practices positively and directly affect customer repurchase intention

Several research studies have explored the influence of corporate social responsibility (CSR) practices on customers' repurchase intention. Bello (2017) found that consumers perceive CSR through variables related to ethics, legality, and philanthropy, which significantly impact satisfaction, repurchase intention, and service quality. Jose and Buchanan (2015) discovered that CSR activities affect the repurchase intentions of financially constrained consumers and can strengthen existing relationships. Shin and Thai (2017) found that CSR mitigates negative effects on repurchase intention and that corporate sustainable management activities positively impact customer satisfaction. Ha and Hoa (2022) highlighted the importance of consistent CSR efforts for long-term customer loyalty, while Muhajir and Indarwati (2021) observed a negative impact of CSR on repurchase intention and customer satisfaction. Chuah and Aw (2022) emphasized the weight of strategic philanthropy and personal norms in evaluating CSR's effect on repurchase intention. Based on these findings, a hypothesis was formulated.

H2d. *Corporate social responsibility practices positively and directly affect customer repurchase intention.*

Product/brand evangelism positively and directly mediates corporate social responsibility (CSR) practices and customer repurchase intention

Brand evangelism serves as a crucial link between corporate social responsibility (CSR) practices and customer repurchase intention by fostering emotional connections and loyalty (Ahmad et al., 2017; Kim et al., 2018). This connection encourages customers to advocate for and repurchase from brands perceived as responsible and aligned with their values. Kirmani et al. (2015) and Wang and Zhang (2016) identified that brand evangelists act as influential ambassadors, sharing positive experiences and recommendations that amplify the impact of CSR initiatives on purchasing behaviors. It encourages customers to advocate for and repurchase from socially responsible brands. Studies highlight its

mediating role, with CSR communications on social media enhancing repurchase intention through brand evangelism (Zhang & Sial, 2021). Martínez-Sánchez et al. (2018) and Qin et al. (2019) emphasize that evangelism translates CSR efforts into tangible actions like repeat purchases. Recent findings underscore its role through electronic word-of-mouth and reviews (Elgammal, 2022; Johnstone & Lindh, 2021), while Kim et al. (2022) note that it strengthens the perceived authenticity of CSR. Mahajan and Tomar (2023) and Li et al. (2023) further reveal that evangelists amplify the impact of ethical and sustainable CSR initiatives. Collectively, research confirms that brand evangelism directly and positively mediates CSR practices and repurchase intention, enhancing customer loyalty and driving repeat purchases. Hence, an alternative hypothesis was formulated.

H3. *Product/brand evangelism directly and positively mediates the relationship between CSR practices and customer repurchase intention.*

Brand trust positively and directly mediates corporate social responsibility practices and customer repurchase intention

Luo and Bhattacharya (2016) found that CSR practices directly impact customer repurchase intention, but this relationship is significantly strengthened when brand trust acts as a mediator. Wang and Le (2021) demonstrated that consumers' perceptions of CSR influence their desire to purchase a company's brands, with brand equity, brand trust, and brand reputation serving as mediating factors. Abd-El-Salam (2020) discovered that CSR activities indirectly affect brand loyalty and repurchase intentions through brand image and brand trust. Huo and Amri (2022) highlighted the role of brand trust and loyalty in modulating the relationship between CSR, green innovation performance, and intentions for sustainable purchases. Brand trust plays a critical mediating role between CSR practices and customer repurchase intention, with several studies confirming its influence (Karande et al., 2017; Huertas-Valdivia et al., 2019). Based on these findings, the alternative hypothesis was formulated:

H4. *Brand trust positively and directly mediates the relationship between CSR practices and customer repurchase intention.*

Brand satisfaction positively and directly mediates corporate social responsibility practices and customer repurchase intention

Brand satisfaction has been widely recognized as a mediating factor in the relationship between corporate social responsibility (CSR) practices and customer repurchase intention. Rehman and Bhatti (2019) demonstrated that CSR significantly enhances customer satisfaction, which in turn positively influences repurchase intention, particularly in online purchasing contexts. Similarly, Bello and Nor (2020) affirmed the direct and favorable effects of CSR activities on customer satisfaction and repurchase behaviors, underscoring the mediating role of satisfaction in driving loyalty. Hameed and Awan (2018) highlighted that specific CSR dimensions, such as ethical practices and environmental responsibility, significantly affect repurchase intention when mediated by brand satisfaction. This mediation effect was further supported by Xu et al. (2018), who found that satisfied customers perceive CSR efforts as a reflection of brand value, enhancing their commitment to repeat purchases. Ertimur and Coskuner-Balli (2015) emphasized that brand satisfaction helps translate CSR initiatives into emotional and cognitive loyalty, fostering long-term consumer relationships. Recent studies provide additional evidence reinforcing this mediating role. Luo et al. (2021) found that CSR practices focused on sustainability significantly influence satisfaction, which drives customer loyalty and repurchase behaviors. Ali et al. (2023) revealed that CSR

initiatives targeting community engagement and social equity positively impact satisfaction, leading to stronger repurchase intentions. Furthermore, Saha and Chatterjee (2023) highlighted that satisfaction derived from CSR activities boosts customer trust, further amplifying its mediating effect on repurchase behaviors. Overall, research consistently supports that brand satisfaction positively and directly mediates the relationship between CSR practices and customer repurchase intention. By fostering satisfaction through CSR, businesses can enhance customer loyalty and secure repeat purchases. Based on these findings, the alternative hypothesis was formulated:

H5. *Brand satisfaction directly mediates the relationship between CSR practices and customer repurchase intention.*

Theoretical Framework

The study was based on the theory of CSR and the theory of Planned Behavior (TPB) (Ajzen, 1991). According to the CSR theory, a company's CSR initiatives can lead to improved brand image and reputation, which can positively influence consumers' perceptions of the company and its products. Consumers who perceive a company as socially responsible have a higher likelihood of being optimistic toward the company and its products, which can lead to increased repurchase intention. Thus, the study would like to prove through this theory whether a drug company that demonstrates a commitment to social responsibility such as environmental sustainability, ethical sourcing, and charitable giving can positively influence customer behavior and repurchase intention.

The Theory of Planned Behavior postulates that three factors affect our behavior: attitudes, subjective norms, and our belief in our behavioral control. The attitude toward a behavior determines how likely someone is to participate in it. Believing that doing something can make life better, then people are more likely to do it. According to the study by Xie et al. (2013), future studies should look at the measuring of beliefs, apply the theory of planned behavior to decisions about purchasing products, and ascertain whether it is effective when the emotional and social aspects of consuming are taken into account (Kuiken, 2015).

When it comes to the relationship between CSR practices and repurchase intention, the TPB suggests that the perception of CSR practices can influence these three factors, which in turn can influence an individual's intention to repurchase. Thus, the researcher would like to use the above-mentioned theories as the foundation for investigating the corporate social responsibility practices of drug companies and their effects on the consumer repurchasing intention, as mediated by brand evangelism, brand trust, and brand loyalty as they are seen to have a mutual influence on one another.

Operational Framework

This study proposes a model to explore the relationship between corporate social responsibility (CSR) practices and customer repurchase intention within the context of the pharmaceutical industry. CSR practices are identified as the independent variable, while repurchase intention serves as the dependent variable. The model further incorporates three mediating variables: brand evangelism, brand trust, and brand satisfaction. These variables are analyzed among customers of top-leading drug companies operating in the National Capital Region. The first hypothesis investigated the effect of CSR practices on brand evangelism, brand trust, and brand satisfaction. Hypothesis 2 explored the effect of CSR practices, brand evangelism, brand trust, and brand satisfaction on customer repurchase intention, while hypotheses 3 to 5 would like to prove the mediating effects of brand evangelism, brand trust, and brand satisfaction

in the relationship between corporate social responsibility practices and customer repurchase intentions.

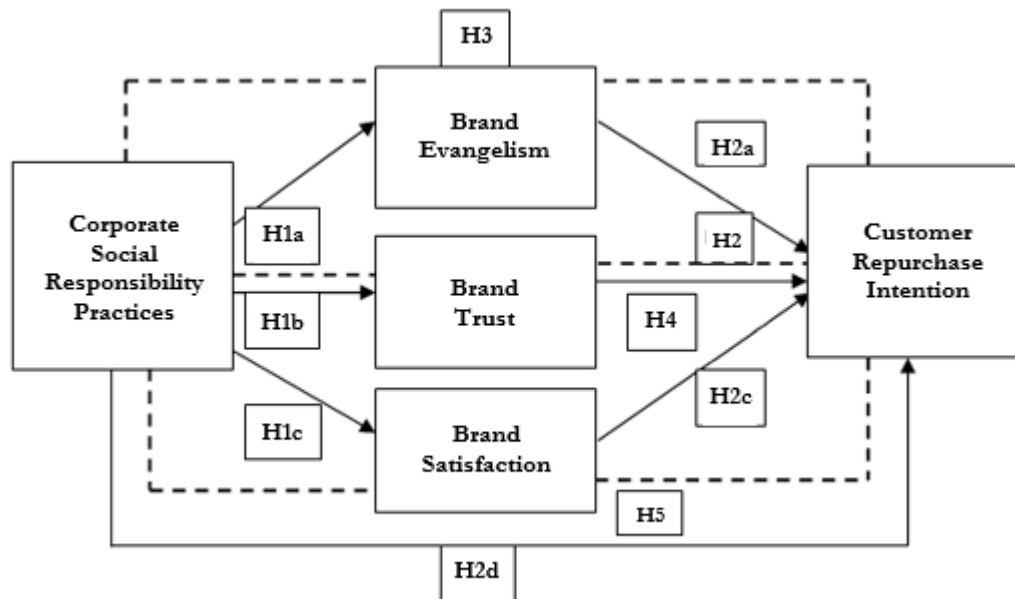


Figure 3. The Conceptual Paradigm of the Study

Experimental Methods

This study used causal predictive research design to determine the mediating effect of brand evangelism, brand trust, and brand satisfaction on corporate social responsibility practices and customer repurchase intention. There were 1040 respondents who aged 18 and above and represented the regular consumers of at least eight top pharmaceutical companies in Pasig City, Taguig City, Pateros, Marikina City, Paranaque City, and Quezon City which sell and manufacture generic and branded medicines. Convenience sampling was used to determine the sample. For the sample size, the 10-times rule was applied. The study only requires more or less 580 respondents; however, the researcher obtained almost double the required number of respondents in the study with a total of 1,040 valid responses out of 1,139 online responses as the sample size with a response rate of 91% which indicated a sufficient number to support the results of the path modelling through partial least square.

An adopted and modified questionnaire was utilized as the main instrument for data gathering. Meanwhile, in preparing the survey questionnaire forms, the researcher reviewed related literature and studies to gain some insights on what matters should be included. She also consulted some research experts and took their advice. From the literature reviews conducted, a total of twenty-nine (29) items were generated. The draft of the survey questionnaire form was presented to her research adviser to seek his comments and approval. For validation purposes, the survey questionnaires were distributed and validated by three experts in the field of business. Prior to the formal dissemination of the questionnaire, a pilot test was conducted to a separate and independent group of respondents to see whether there are any technical problems with the online survey or any questions that are challenging to understand. A reliability test was conducted. The test-retest was then analyzed and so far, gained a satisfactory result. The independent variable – corporate social responsibility practices – has a total of 10 items or indicators

adopted from the study of Lacap, Cham, and Lim (2021) while the variable repurchase intention has a total of four indicators adopted from the study of Chuah, Sujanto and Sulistiawan (2022) and Keh, and Xie, (2009). All mediating variables – brand evangelism, brand trust, and brand satisfaction – each contained five indicators adopted from the study of Nobu, Kim, and Lee (2021), Khan and Fatma (2019), and Lacap, Cham, and Lim (2021).

The twenty-nine (29) items survey questionnaire underwent exploratory factor analysis (EFA) via R Statistical Software. So far, all items loaded 0.50 as the standard basis for validity. No private information about respondents, such as name or address, was requested in the survey due to ethical considerations. Thus, survey respondents' privacy was safeguarded.

Concerning the validity of constructs, both convergent and discriminant validity were used. Convergent validity determines whether both the respondent and the designer of the instrument understand the items or statements which correspond to what the constructs are trying to mean (Kock, 2017; Lacap, 2018). Furthermore, convergent validity measures the 'extent to which a measure correlates positively with alternative measures of the same construct' (Hair, et al., 2017).

In gathering the data needed to answer the research questions, the survey method, also known as the questionnaire method, was utilized. The survey asked respondents to rate the statements on a scale from 1 (strongly disagree) to 5 (strongly agree). An informed consent letter was included in the online survey form together with the data storage and assurance of confidentiality of data gathered. Likewise, all respondents were asked to imply voluntary participation in answering the survey questionnaire. Approximately five to 10 minutes were consumed to answer the questionnaire at mutually convenient times.

For statistical analysis, this research used structural equation modeling with the partial least square method. The purpose of using PLS-SEM based on variance or component-based SEM is to test the predictive relationship between constructs by looking at whether there is a relationship or influence between the constructs. War PLS was used to analyze the data.

Results

The evaluation of the measurement model, which is the first stage of PLS-SEM, assesses the validity and dependability of the reflective constructs.

Evaluation of the Measurement Model

Table 1. Latent Variables Composite Reliability

Latent Variables	Estimate (standardized) Correlation	p-value
CSRP1	0.767	0.000
CSRP2	0.786	0.000
CSRP3	0.787	0.000
CSRP4	0.767	0.000
CSRP5	0.776	0.000
CSRP6	0.795	0.000
CSRP7	0.765	0.000
CSRP8	0.685	0.000
CSRP9	0.654	0.000
CSRP10	0.793	0.000
BE1	0.726	0.000
BE2	0.768	0.000
BE3	0.770	0.000
BE4	0.698	0.000
BE5	0.625	0.000
BT1	0.802	0.000
BT2	0.849	0.000
BT3	0.829	0.000
BT4	0.818	0.000
BT5	0.776	0.000
BS1	0.786	0.000
BS2	0.805	0.000
BS3	0.736	0.000
BS4	0.813	0.000
BS5	0.827	0.000
REPI 1	0.785	0.000
REPI 2	0.811	0.000
REPI 3	0.713	0.000
REPI 4	0.776	0.000

Table 1 shows that the latent variables correlate significantly to all items. This is justified by the estimated values of the correlation coefficient which are all strongly positive. In addition, all the p-values are less than 0.05 which also suggests that correlations are significant. Hair et al. (2017) suggested that composite reliability values ranging from 0.60 to 0.70 are acceptable, while values from 0.70 to 0.90 are considered

very good. So, it can be concluded that all items that are used in the latent variables are reliable for collecting data in this study.

Table 2. Variances of Observed Tables

Variable	Ave of Variance	p-value	Remark
CSRP1	0.395	0.000	Significant
CSRP2	0.320	0.000	Significant
CSRP3	0.322	0.000	Significant
CSRP4	0.346	0.000	Significant
CSRP5	0.344	0.000	Significant
CSRP6	0.287	0.000	Significant
CSRP7	0.361	0.000	Significant
CSRP8	0.514	0.000	Significant
CSRP9	0.481	0.000	Significant
CSRP10	0.301	0.000	Significant
BRE1	0.458	0.000	Significant
BRE2	0.415	0.000	Significant
BRE3	0.400	0.000	Significant
BRE4	0.436	0.000	Significant
BRE5	0.452	0.000	Significant
BRT1	0.272	0.000	Significant
BRT2	0.201	0.000	Significant
BRT3	0.234	0.000	Significant
BRT4	0.243	0.000	Significant
BRT5	0.307	0.000	Significant
BRS1	0.290	0.000	Significant
BRS2	0.277	0.000	Significant
BRS3	0.341	0.000	Significant
BRS4	0.242	0.000	Significant
BRS5	0.231	0.000	Significant
REPI1	0.276	0.000	Significant
REPI2	0.243	0.000	Significant
REPI3	0.396	0.000	Significant
REPI4	0.291	0.000	Significant

Table 2 displays the variances of the observed variables of the study which are CRSP (Corporate Social Responsibility Practices) BRE (Brand Evangelism), BRT (Brand Trust), BRS (Brand Satisfaction), and REPI (Repurchase Intention). All constructs attained a p-value of 0.000 which is lower than the assigned level of significance of 0.05 or 5%. To demonstrate convergent validity, the average variance extracted (AVE) was evaluated. Table 2 confirms the validity of the constructs since all the AVE of the constructs is less than 0.50. According to Hair et al. (1998), if the AVE values are less than 0.50 the value in any of the tested intervals strengthened the discriminant validity of this investigation (Torkzadeh et al., 2003).

Evaluation of the Structural Model

The second phase of PLS-SEM is the evaluation of the structural modelling. In this stage, all hypothesized relationships – direct, mediating, and moderating effects – were tested.

Table 3. Regression Analysis Results

Endogenous Variable	Exogenous Variable	Coefficient	p-value	Remark	Result
Brand Evangelism	Corp. Social Resp.	0.659	0.000	Significant	Failed to reject H1a
Brand Trust	Corp. Social Resp.	0.805	0.000	Significant	Failed to reject H1b
Brand Satisfaction	Corp. Social Resp.	0.735	0.000	Significant	Failed to reject H1c

Effect of corporate social responsibility practices on brand evangelism of drug companies

The regression coefficient (β) of CSR Practices (CSRPs) to Brand Evangelism (BE) was 0.659 with a p-value of 0.000. It implies that for every unit increase in CSR practices, there is a 0.659 (with moderate effect) increase in brand evangelism. In a nutshell, CSR practices have a positive, significant, moderate, and direct effect on brand evangelism.

Effect of corporate social responsibility practices on brand trust of drug companies

The regression coefficient (β) of Corporate Social Responsibility Practices (CSRPs) to Brand Trust (BT) was 0.805 with a p-value of 0.000. This signifies that, for every unit increase in CSR practices, there is a corresponding 0.805 (with a strong effect) increase in brand trust. In other words, CSR practices (CSRPs) have a positive, significant, strong, and direct effect on brand trust (BT).

Effect of corporate social responsibility practices on brand satisfaction of drug companies

The regression coefficient (β) of Corporate Social Responsibility Practices (CSRPs) to Brand Satisfaction (BS) was 0.735 with a p-value of 0.000. This signifies that, for every unit increase in CSR practices, there is a corresponding 0.735 (with a strong effect) increase in brand satisfaction (BS). Thus, CSR practices (CSRPs) have a positive, significant, strong, and direct effect on brand satisfaction (BS).

Table 4. Regression Analysis Results

Endogenous Variable	Exogenous Variable	Coefficient	p-value	Remark	Results
	Brand Evangelism	0.106	0.024	Significant	Failed to reject H2a
	Brand Trust	0.405	0.000	Significant	Failed to reject H2b
Repurchase Intention	Brand Satisfaction	0.527	0.000	Significant	Failed to reject H2c
	Corporate Social Responsibility Practices	-0.100	0.078	Not Significant	H2d is Supported

Effect of brand evangelism to repurchase intention of drug companies

The regression coefficient (β) of Brand Evangelism (BE) to Repurchase Intention (REPI) was 0.306 with a p-value of 0.024. This means that for every unit increase in customer brand evangelism of drug companies, there is a 0.106 increase in the customer repurchase intention (REPI). Hence, brand evangelism has a significant and direct effect on the customer repurchase intention.

Effect of brand evangelism to repurchase intention of drug companies

The regression coefficient (β) of Brand Trust (BT) to Repurchase Intention (REPI) was 0.405 with a p-value of 0.00. This means that for every unit increase in customer brand trust (BT) of drug companies, there is a 0.405 increase in the customer repurchase intention (REPI). Therefore, brand trust (BT) has a significant and direct effect on the customer repurchase intention (REPI).

Effect of brand satisfaction to repurchase intention of drug companies

The regression coefficient (β) of Brand Satisfaction (BS) to Repurchase Intention (REPI) was 0.527 with a p-value of 0.00. This means that for every unit increase in customer brand satisfaction (BS) of drug companies, there is a 0.527 increase in customer repurchase intention (REPI). In a nutshell, brand satisfaction (BS) has a significant and direct effect on the customer repurchase intention (REPI) of drug companies.

Effect of CSR practices on repurchase intention of drug companies

The regression coefficient (β) of Corporate Social Responsibility Practices (CSRP) to Repurchase Intention (REPI) was -0.100 with a p-value of 0.078. This means that corporate social responsibility practices alone have a negative and no direct effect on customer repurchase intention; however, this negative effect is not statistically significant. Hence, corporate social responsibility practices (CSRP) have no significant and direct effect on customer repurchase intention (REPI) of drug companies.

A mediation analysis was conducted to evaluate the mediating effect of brand evangelism, brand trust and brand satisfaction in the relationship between corporate social responsibility practices on customer repurchase intention as demonstrated in Table 5.

Table 5. Mediating and Total Effects

Endogenous Variable	Mediating Variable	Path Coefficient	p-value	Remark	Result
Corporate Social Responsibility Practices (CSRP) and Repurchase Intention (REPI)	Brand Evangelism	0.070	0.025	Significant	Failed to reject H3
	Brand Trust	0.326	0.000	Significant	Failed to reject H4
	Brand Satisfaction	0.387	0.000	Significant	Failed to reject H5
	Total Effects	0.683	0.000	Significant	

Mediating effects of brand evangelism in the relationship between CSR practices and consumer repurchase intentions

Brand evangelism (BE) has a significant and small mediating effect between corporate social responsibility practices (CSRP) and customer repurchase intention (REPI) of drug companies. For every

unit increase in corporate social responsibility as mediated by brand evangelism, there is a corresponding ($\beta = 0.070 =$ small effect) increase in consumer repurchase intentions with a p-value of 0.025 which is lower than the assigned level of significance 0.05 or 5%.

Mediating effects of brand trust in the relationship between CSR practices and consumer repurchase intentions

Brand trust (BT)) has a significant and large mediating effect between CSR practices (CSRP) and customer repurchase intention (REPI) of drug companies. For every unit increase in corporate social responsibility practices as mediated by brand trust (BT), there is a corresponding ($\beta = 0.326$, large effect) increase in consumer repurchase intentions with a p-value of 0.000 which is lower than the assigned level of significance 0.05 or 5%.

Mediating effects of brand satisfaction in the relationship between CSR practices and consumer repurchase intentions

Brand satisfaction (BS)) has a significant and large mediating effect between CSR practices (CSRP) and customer repurchase intention (REPI) of drug companies. For every unit increase in corporate social responsibility practices (CSRP) as mediated by brand satisfaction, there is a corresponding ($\beta = 0.387$, large effect) increase in consumer repurchase intentions (REPI) with a p-value of 0.000 which is lower than the assigned level of significance 0.05 or 5%.

Table 6. Measures of Fit of the Model

CFI	RMSEA	SRMR
0.94	0.057	0.038

According to Hu and Bentler's (1999) criterion, a model is deemed to have an adequate fit if the CFI value is 0.9 or higher, the RMSEA value is 0.06 or lower, and the SRMR value is 0.06 or lower. The model above has a CFI value of 0.94, an RMSEA value of 0.057, and an SRMR value of 0.038, all indicating acceptable goodness-of-fit measures. The proposed theoretical model was accepted because it did not also indicate the presence of any new structural variable between the latent variables. This means that the model adequately fitted the research's data.

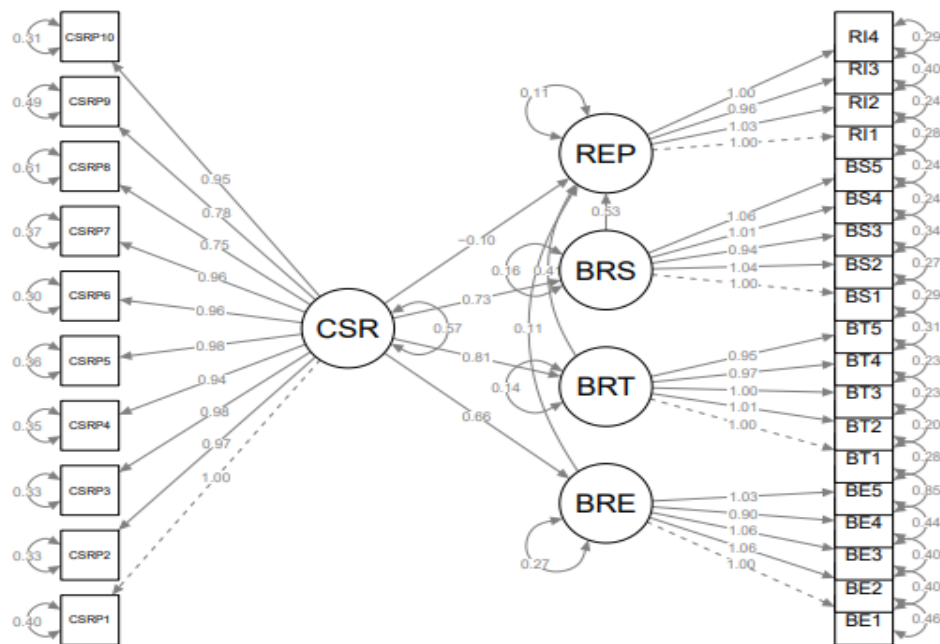


Figure 4. PLS Path Model

Discussion

CSR practices (CSRP) have a positive, significant, moderate, and direct effect on brand evangelism. This means that the respondents are moderately affected by the CSR practices of drug companies which leads them to evangelize the brand or relatively make positive word-of-mouth. The result attests to the theory of planned behavior, indicating that individuals are more inclined to participate in favorable actions if they hold optimistic views regarding a company's social responsibility efforts. This can be achieved by praising the brand's products or services and recommending them to others, which allows positive impressions (Chu et al., 2020).

CSR practices (CSRP) has a positive, significant, and strong effect on brand trust (BT). In other words, the respondents are strongly affected by the CSR practices of drug companies which leads them to trust or believe the brand in its ability to perform its promised function or benefits. The same finding was cited by Le (2021), indicating that there is a significant and favorable relationship between the model's variables, including those relating to corporate social responsibility and brand trust and loyalty.

CSR practices (CSRP) have a positive, significant, and strong effect on brand satisfaction (BS). Thus, the respondents are strongly affected by the CSR practices of drug companies which leads them to feel satisfied and delighted with the brand. Likewise, Lacap et al. (2021) highlighted in their study that brand satisfaction and brand loyalty are positively impacted by CSR.

Brand evangelism has a significant and direct effect on the customer repurchase intention of drug companies. This means that through brand evangelism, customers spread positive words about the brand

which leads others to have a desire to repurchase the same product. Customers that believe a brand to be trustworthy, dependable, honest, and safe are more inclined to spread the word about the brand and persuade as many people as possible to buy it. By disseminating counter-information, generally resolving disputes on behalf of the brand, and consistently attempting to address the problems brought up by users of competing brands, they deal with any negative issues or criticisms that are brought up regarding the brand. Several studies have proven that product or brand evangelism has an influence on customer buying decisions. Inzamam and Hira (2020) claimed that brand evangelism has the most significant effect on green purchase intention.

Brand trust (BT) has a significant and direct effect on the customer repurchase intention (REPI) of drug companies. To develop a connection with a specific brand, it is crucial to have trust. Trust plays a significant role in shaping a consumer's loyalty toward a brand, which ultimately affects their inclination to make future purchases. Trust is a crucial factor that motivates customers to remain loyal and feel more confident about making repeated purchases. Moreover, when a consumer trusts a brand, they are more likely to share positive feedback about their preferences, tastes, and behavior. Therefore, brand trust is a fundamental requirement for ensuring customer repurchase intentions. The same results were found by Tian and Masukujjaman (2022) indicating that when the idea of customer experience is taken into consideration, a trust may become even more important for repurchase intention. This is because many experts think that repurchase intention depends on future customer experiences which include both cognitive and emotional components.

Brand satisfaction (BS) has a significant and direct effect on the customer repurchase intention (REPI) of drug companies. This means customer satisfaction is not an immediate outcome of purchasing a product or service, but rather a result of the customer's assessment of the brand or product over time. It is a significant factor in the customer's decision to make repeat purchases. Evidently, when the product or brand met customer's expectation and brings delight or happiness to them, customer satisfaction is increased which in turn becomes a significant driver of customer repurchase intention. This finding is congruent with the results of the study of Huarng and Yu (2019) which revealed that customer brand satisfaction ultimately has a significant positive impact on repurchase intention based on the SEM analyses for Airbnb and traditional hotels.

Corporate social responsibility practices (CSR) alone have no significant and direct effect on the customer repurchase intention (REPI) of drug companies. It can be understood that CSR practices alone is not a sufficient factor that drives customers' purchase behavior and engagement in sustainable patronage of the product. Obviously, the tendency of drug consumption is not just based on the increase of the business concern with social issues, and communities. Rather, generic drug stores should gain the trust and provide greater satisfaction of their products to their customers capitalizing on brand evangelism or positive word-of-mouth which eventually leads their customers to sustainable purchase of the generic and branded products. The impact of CSR, food quality, customer satisfaction, and repurchase intention was also examined by Muhajir and Indarwati in 2021. The findings indicated that customer satisfaction has a favorable impact on repurchase intention whereas CSR has a negative impact.

Brand evangelism (BE) is found to have a significant and small mediating effect on the relationship between CSR practices (CSR) and customer repurchase intention (REPI) of generic and branded drugs. Generally, customer repurchase is increased by the organizations' CSR activities, and that brand evangelism mediates this relationship in part. The results indicate further that the CSR activities of

generic drug companies may not be very prominent for their consumers; however, when customers spread positive word-of-mouth or evangelize their CSR practices to others, it enforces the customer's repurchase intention. Thus, the present study uncovers the small effect and yet important role of brand evangelism in attaining customers' repurchase intent through CSR practices of drug companies in the Philippines. The finding of the study is consistent with the results of the study by Zhang et al. (2021), saying that customer repurchase is increased by the organizations' CSR communications on social media, and that brand evangelism mediates this relationship in part. Similarly, Elgammal (2022) and Sang (2022) supported this by stating that corporate social responsibility indirectly affects customer purchase intention through electronic word-of-mouth from customers.

Brand trust (BT)) has a significant and large mediating effect between CSR practices (CSRP) and customer repurchase intention (REPI) of generic and branded drugs. It can be concluded that compared to brand evangelism, creating a trustworthy brand is a more effective approach to connecting corporate social responsibility (CSR) with customer repurchase intentions. In the case of pharmaceutical companies, building brand trust is crucial to develop a lasting relationship with customers and reinforcing the positive impact of CSR on their intention to repurchase. Therefore, customer trust in drug brands along with CSR practices can lead to sustainable purchase intention. The findings of the study by Wang and Le (2021) are consistent with those of the study, which show that consumers' perceptions of a company's corporate social responsibility affect their intent to buy in the future. Brand trust and brand reputation act as mediators through which CSR perceptions of repurchase intentions are influenced. Likewise, Abd-El-Salam (2020) found that CSR activities have an impact on brand loyalty and repurchase intentions indirectly through the mediating effects of brand image and brand trust.

Brand satisfaction (BS) has a significant and large mediating effect between CSR practices (CSRP) and customer repurchase intention (REPI) of drug companies. Given that brand satisfaction has a larger effect size than brand evangelism and brand trust, the latter is, in particular, a significant factor that should be considered when drug companies want to employ their CSR practices to increase consumers' long-term purchase intentions. This finding is compatible with the results of the study of Rehman and Bhatti (2019), who claimed that consumer satisfaction is significantly impacted by independent variables such as corporate social responsibility, and online purchase intention. Additionally, to sustain online purchase intention, online retailers can consider corporate social responsibility while using customer satisfaction as a mediating variable. Bello and Nor (2020) supported this by saying that customer satisfaction, repurchase intent, and service quality are all directly and favorably impacted by the CSR activities of an organization, which, the outcome motivates managers to continue funding CSR initiatives.

Conclusion and Recommendations

This study noted that CSR practices have a positive, significant, and moderate effect on brand evangelism. To enhance and increase the impact of CSR practices on brand evangelism, it is recommended that pharmaceutical companies should always be transparent and communicate effectively and honestly the impact they are making to build stronger relationships and continue to encourage customers to share positive experiences with others. This can be done by actively and regularly engaging employees and stakeholders in all CSR initiatives such as organizing volunteer activities or charity events. Likewise, they should always make sure that their CSR practices make a meaningful and measurable impact on society and the environment by reflecting on their annual reports, surveys, and social media monitoring. And finally, they should continuously evaluate and improve the CSR practices to ensure that they are relevant, impactful, and aligned with the company's values and mission.

This study revealed that CSR practices have a positive, strong, and significant effect on brand trust and brand satisfaction. Although both branded and generic drug usage is rising, people still have a low level of trust and view generic pharmaceuticals with distrust. This is due to their reservations about the efficacy and reliability of such medications. As such, drug companies must continue creating and ensuring brand trust and brand satisfaction along with their CSR practices to attain sustainable purchase intentions. They should stay focused on understanding the vital role of CSR in ensuring trust and meeting the satisfaction and desire of their customers. Likewise, they should constantly emphasize their commitment to social responsibility. This can include supporting access to healthcare for underserved customers and maintaining the quality and efficacy of their products through social media and website, which can increase customer trust and satisfaction

Evidently, brand evangelism, brand trust, and brand satisfaction have a significant effect on customer repurchase intention. Hence, to sustain the significant effect of brand evangelism, brand trust, and brand satisfaction to repurchase intention it is recommended that drug companies maintain product and service consistency across all marketing channels from social media to email marketing to in-store experience. ; continuously engage with brand evangelists which can be done through exclusive content, special promotions, events, or even personalized messaging; enhance social proof by utilizing customer reviews and ratings to showcase the positive experiences in the use of their products, which helps build trust and satisfaction with potential customers and reinforces brand loyalty for current customers; continue to strengthen loyalty rewards such as discounts or free products and incentivize repurchase, and ensure that the rewards are aligned with customer preferences and are easily redeemable; unceasingly innovate and improve the products or services to maintain customer satisfaction, listen to customer feedback, and implement changes that are aligned with their needs and want; and finally, always measure the impact of brand trust and satisfaction to determine the effectiveness of their efforts to improve the brand through surveys or monitoring repurchase rates.

It is found in the results of the study that CSR practices alone have a negative and no significant effect to repurchase intention. As such, to change the negative effect of CSR practices on repurchase intention it is recommended that drug companies should clearly communicate the purpose and benefits of the CSR practices to the customers. This can be done through marketing and advertising campaigns, social media, and other communication channels. By doing so, customers can understand the rationale behind the practices and the positive impact they have on society and the environment. Also, drug companies should make CSR practices more transparent and share relevant information about their environmental and social impact. This can be done by publishing sustainability reports or creating an online platform to share the company's social and environmental performance. Thereby, customers can better understand the impact of their purchasing decisions and the company's overall commitment to sustainability. Nevertheless, while CSR practices are important, the quality of the product or service should always be the top priority through the delivery of high-quality products or services to customers. And finally, drug companies should engage customers in their CSR practices by involving them in sustainability programs, donation drives, or other initiatives. This can be done through online platforms or physical events. For this reason, customers feel more connected to the company and its mission and are more likely to repurchase in the future.

To increase the mediating effect of brand evangelism in the relationship between CSR practices and repurchase intention, it is therefore recommended that drug companies should continue to encourage customer feedback on their CSR practices through surveys, customer reviews, and social media

engagement. Similarly, marketing managers may create shareable contents that highlight their CSR practices. This can include videos, infographics vlogs, and social media posts. Likewise, they should continue to enhance social media campaigns about their CSR initiatives by sharing customer stories, and using hashtags to increase the visibility that may help build a strong online presence. They should consistently provide exceptional customer experience. This can include personalized recommendations, fast and free shipping, and easy returns. In addition, they should constantly leverage employee advocacy since employees are often the face of a brand. This can be done by upskilling and empowering employees to advocate for the brand and its CSR practices. And finally, they should regularly measure the impact of brand evangelism on repurchase intention to understand the effectiveness of the CSR efforts. This information can help identify areas for improvement and optimize store strategies for maximum impact.

To sustain the mediating effects of brand trust in the relationship between CSR practices and repurchase intention, drug companies should always make sure that their CSR practices are aligned with their customers' values and preferences. For example, if customers value environmentally friendly products, the drugstore should focus on eco-friendly packaging or sourcing practices. They should persistently involve customers in their CSR initiatives; for example, the store can donate a percentage of profits to a charity chosen by customers or organize a volunteer event for customers to participate in. More so, drug stores may strengthen their collaboration with stakeholders, such as suppliers, community organizations, and regulatory bodies, to maximize the implementation and promotion of CSR practices. Collaboration can help build brand trust and increase repurchase intention among stakeholders.

To sustain the mediating effects of brand satisfaction in the relationship between CSR practices and repurchase intention, drug companies should always ensure that their products are of high quality and meet customer's changing needs and expectations by using high-quality ingredients, ensuring consistent efficacy and safety. Likewise, they should maintain and enhance excellent customer service to increase brand satisfaction and repurchase intention. This can include hiring more knowledgeable staff, addressing customer concerns in a timely and respectful manner, quick and accurate answers to customer questions, and personalized support. And finally, they should regularly ensure that the CSR practices are consistent over time and across different locations.

The findings also bear some limitations that offer an opportunity for future research. Thus, succeeding studies may expound this paper by addressing its limitations. First, the respondents of the study were limited to regular customers of leading drug companies in selected cities in the National Capital Region. The second point highlights that the repurchase intention, which is the variable being studied, was only linked to CSR practices, brand evangelism, trust, and satisfaction. However, in the future, researchers could expand the scope of the study to include customers of other drug companies in various regions of the Philippines. The third point suggests that exploring additional variables, such as corporate reputation, service quality, advertising appeal, brand experience, and customer value, could add value to the existing body of knowledge on factors that affect repurchase intention. This would be an interesting avenue for future research.

More so, this study utilized a single tool through questionnaires to collect data. Future researchers may use data triangulation to gain a deeper understanding of the model by collecting qualitative data through semi-structured interviews, observation, or focus group discussions on the link between CSR practices and repurchase intention including other mediating or moderating variables such as income level and frequency of purchase of the respondents to better understand the present business environment.

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