



RESEARCH PAPER

A Research on the Determination of Religious Orientations of Consumers

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Around eight billion people live in the world in different geographies, with different religions, languages, traditions, customs, and even skins and lifestyles. That the world is now a global village has removed the borders of the countries at the point of trade. In other words, a product produced in China can be offered to consumers in Canada. At this point, it is absolutely important that the products had better meet expectations, desires and needs of the consumers. By the way, religious views of consumers, that is, religions and religious orientation, can be seen as a factor which can direct the product preferences of consumers in that religions can influence the consumption habits of their members. This study was held in Isparta and Burdur sample provinces with a total of 558 participants to determine the religious orientations of consumers. The data was analyzed by applying various analyzes and statistical tests such as "Reliability", "Factor Analysis", "T-Test", "Variance Analysis" and "Correlation Analysis" with the SPSS 20. package program. As a result of the research, four different religious orientation of the participants emerged unlike the original scale. Last but not least, there appear a relationship between some of the demographic characteristics of consumers and their religious orientations.

Keywords: Religion, Religiosity, Religious Orientation, Consumer, Consumer Behavior.

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