

Impact of religious beliefs, values, rituals and community on consumer behaviour: Literature review and research propositions

This article sets out to integrate extant literature about religion and consumer behaviour with a framework containing four new religious dimensions: beliefs, values, rituals and community. Current research primarily studies religion from two perspectives: religiosity (the individual extent of religiousness) and/or religious affiliation (which faith that an individual belongs to). It has recently been posited (Mathras, Cohen, Mandel, & Mick, 2016) that consumption and religion can be explored through the aforementioned new dimensions of religion. We agree with this position and attempt to reconcile existing research outcomes with this new theory. This will help develop a rich understanding of religion as a construct and also support in building of theory about the underlying psychological mechanisms about why religious differences lead to different consumer outcomes. The literature is summarized into six categories that provide relevant conclusions about research outcomes based on religion (ethical behavior, risk aversion, intolerance, low materialism, responsible shopping behavior and normative and symbolic consumption). Research propositions are then developed in order to link these outcomes with individual religious beliefs (retribution, supernatural existence, exclusivism), religious values (self-control, discipline), religious rituals (praying, meditation) and religious community (involvement).