



"RELIGIOSITY ON CONSUMER ETHICS"

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ABSTRACT



In a constantly changing and increasingly globalized world, religion still plays a significant role in influencing social and consumer behaviour. Religion plays a significant part in sculpting social behaviour. Differences in religion tend to influence the way people live, the choices they make, what they eat and whom they associate with. Concern has been raised on the ethical behaviour of business persons in the face of problems with Enron and the current global economic crisis. Consumer ethics can be influenced by many things but the religiosity plays a major role with consumer ethics because consumers carry and design their daily life based on their religion. Most studies reveal that the religion teaches the ethics through the schools and universities in order to shape their lives.

Therefore, this research brings that how the religiosity influences on consumer ethics. The religiosity is known as independent variable and consumer ethics is known as dependent variable. Data collection of this study was carried out in Eastern University, Sri Lanka where the populace contains the world's leading religions, namely Buddhism, Christianity, Hinduism, and Islam. The sampling method is simple random sampling, sample size is two hundred (200) consumers and the research was carried out through the SPSS 19.0 version. According to the research analysis, the mean value of dependent variable is moderate level (2.915) and the mean value of independent variable is high level (3.707). Pearson's correlation analysis explores a moderate positive relationship between religiosity and consumer ethics. The coefficient of determination implies that (R^2) 18% of can be explained by religiosity. The research concludes by providing recommendations and implications for future research regarding religiosity and consumer ethics.

Key words: Consumer ethics, Extrinsic Religiosity, Intrinsic Religiosity, Religiosity

Researcher

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