



The Effect of Brand Image and Religious Orientation on the Attitudes towards Religious Brand Names: A Study on Youth Consumers¹

Ömer Torlak

KTO Karatay University
Business Administration Department
Konya/TURKEY
omer.torlak@karatay.edu.tr

Muhammet Ali Tiltay

Eskisehir Osmangazi University
Business Administration Department
Eskisehir/TURKEY
matiltay@ogu.edu.tr

Volkan Doğan

Eskisehir Osmangazi University
Business Administration Department
Eskisehir/TURKEY
vodogan@ogu.edu.tr

Behçet Yalın Özkara

Eskisehir Osmangazi University
Business Administration Department
Eskisehir/TURKEY
bozkara@ogu.edu.tr

Abstract

This study examined the effect of religious brand image and religious orientation on the attitudes towards religious brand names and the relationship between religious brand image and religious orientation. The study also investigated whether the participants' attitudes towards religious brand names varied based on levels of religious orientation. The sample of this study consisted of university students residing in Eskisehir. Data were collected from a sample determined by convenience sampling method due to the constraints of time and cost as well as the difficulty in reaching an updated list of university students residing in Eskisehir. Data were obtained with a questionnaire and the drop-and-collect method after briefing the participants. The findings showed that religious brand image and religious orientation had a positive significant influence on the attitudes towards religious brand names and that in comparison with the participants with lower levels of religious orientation, the participants with higher levels of religious orientation held more positive attitudes towards religious brand names. Finally, a significant relationship was found between religious orientation and the brand image of religious brand names.

Keywords: Brand Image, Religious Orientation, Attitude Towards Brand.

¹ Paper presented at European Marketing Academy (EMAC) Conference 2013, as a poster presentation.