

CHAPTER 5

THE EFFECT OF RELIGIOUS BELIEF ORIENTATION ON HALAL CERTIFIED PRODUCT PURCHASE PREFERENCES

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Introduction

Consumers are influenced by many factors in their purchase decisions. Religious beliefs effects consumers' choice of food as well as society, culture etc. This effect may vary depending on the level of commitment of individuals to their religious beliefs. A person with a high level of devotion to religious belief and who tries to apply the rules of his faith rigidly will evaluate the world with the limits of his belief and integrate his/her belief in his/her own life as much as possible. Religious belief plays an important role in the lives of individuals by shaping beliefs, knowledge and attitudes regardless of their religious preferences (Muslims, Christians, Hinduism and others), (Hasan, 2016: p. 805). While a Christian's understanding of religious belief is different from that of a Muslim, differences between religious beliefs and religious life styles of individuals belonging to the same religion may differ from one another (Yener, 2011: p. 91). Today, people who work hard in an increasing competition environment use more manufactured food (Tatlı, Erdem, & Arpacık, 2017: p. 38). For individuals who want to consume according to their religious beliefs, the ingredients and production methods of manufactured food are important. Globalization and developments on the Internet have increased the trade between countries and it has become easier for the products of countries from different cultures and beliefs to take place in the country's markets. As the increase of consumption of more manufactured food and variety of products in the market causes consumers to be more careful in purchasing decisions. Consumers who buy products with the effect of their beliefs may not prefer to buy some products while they buy some products. At this point, consumers feel to prefer products that offer convenience for their beliefs, those having "halal certificates" in İslam, those having "kosher certificates" in Jewish for example (Kurtoğlu & Çiçek, 2013, p. 182). It makes products to be consumed with trust by the consumer in their home country or abroad when the products have certificates like Halal Food

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sampling method of improbable sampling, and the sample were composed of only Muslims are the limitations of the study. It will be useful to repeat the research by doing discriminant, effect, relation analysis on samples composed of different religious beliefs with sufficient sample size in the future.

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