



Spirituality, Religion and Consumer Behavior

Guest Editors:

Prof. Dr. Manuel Recio-Menéndez

Department of Economy and Business, University of Almería, Carretera de Sacramento s/n, 04120 Almería, Spain

Prof. Dr. María Victoria Román-González

Department of Economy and Business, University of Almería, Carretera de Sacramento s/n, 04120 Almería, Spain

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Message from the Guest Editors

This Special Issue focuses on the relationship between religion, spirituality, and consumer behavior. Religion affects markets through political, institutional, social, and competitive means (Drenten and McManus, 2016). Several studies depict how religion is one of the cultural factors that most affect consumption (Cornwell et al., 2005; Lindridge, 2005). Presently, the world is immersed in what has been called the spiritual supermarket (Kotler, 2019). Many people are looking for a spiritually transforming experience that influences many facets of their consumer behavior. In other words, daily consuming acts are influenced by religious beliefs and/or broadly conceived spiritual values that report ‘spiritual utility’ (Husemann & Eckhardt, 2019).

Once the envisioned, disenchanted, and secularized world is not present (Pew Research Center Religion and Public Life, 2015), there is an increasing interest in how the role of spirituality and religion affects consumption. As pointed out by Mathras, Cohen, Mandel, and Mick (2016), much more research is needed on this topic.





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Editors-in-Chief

Prof. Dr. Arndt Büssing

Professorship Quality of Life,
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of Health, Witten/Herdecke
University, Gerhard-Kienle-Weg 4,
58313 Herdecke, Germany

Prof. Dr. Klaus Baumann

Caritaswissenschaft und
Christliche Sozialarbeit,
Theologische Fakultät, Albert-
Ludwigs-Universität Freiburg,
Platz der Universität 3, D-79098
Freiburg, Germany

Message from the Editorial Board

Fresh developments in the disciplines that consistently make significant contributions to our understanding of religious personality, authority, devotion, and community - disciplines ranging from psychology, sociology, and anthropology to history, art history, philosophy, literary criticism, and political science – fuel general, as well as scholarly, interest in the world's religions.

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Religions Editorial Office
MDPI, St. Alban-Anlage 66
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