

The Role Of Religiosity And Relativism On Sport Consumer Behavior

Mirfallah Nassiri, Reza; Tojari, Farshad; Zarei, Ali

University of Tehran Central Branch, Islamic Republic of Iran

E-mail: nassiri_r2002@yahoo.com

Introduction

Study of marketing ethics is fundamentally a macro marketing issue. The field of marketing ethics has evolved considerably from the theoretical models introduced in the mid 1980s and early 1990s which include Ferrell and Gresham (1985), Hunt and Vitell (1986), Ferrell et al. (1989), Hunt and Vitell (1993). Hunt and Vitell's (1986, 2006) model is one of the famous models in marketing ethics and is recognized as the most appropriate model for consumer ethics (Lu & Lu, 2010). Of these models, Hunt and Vitell's (1986, 2006) is the only model that can easily be applied to consumers' ethical behavior (Kavak et al., 2009). Major stream of research in consumer ethics includes studies attempting to examine consumer attitude toward a variety of potentially unethical situations (Wilkes, 1978). More specifically, the purpose of the present study is to investigate the role that religiosity and relativism plays in determining consumer attitudes/beliefs regarding various questionable consumer practices. While the number of studies examining consumer ethics is relatively limited, there are virtually no studies examining the role, *religiosity* plays in consumer ethics in spite of the fact that religiosity potentially plays a key role in forming consumer values and moral beliefs.

Methods

This study is a descriptive-analytic one and it has been done by means of a fieldwork. The statistical population on which this study is done are all physical education students of Azad university branches in Tehran. The required sample size is based on the formula for calculating the Morgan and Kerjisi including 226 physical education students. Table consists of men and women who completed the ethics position questionnaire (EPQ) developed by Forsyth (1980) consisting religiosity scale (3 items), relativism scale (10 items) and consumer behavior (4 scenarios). The data was analyzed based on multiple regression analysis, measuring with the significance level set at 0.05.

Results

The results showed that 126 males and 110 females participated in this research. Most of the participants were at the age range 20–30 years with 198 frequency. Results of Pearson correlation coefficient showed there was a positive relationship between religiosity and consumer behavior ($p = 0.001$, $r = .289$) but there is no significant relationship between relativism and consumer behavior ($p = 0.213$, $r = .08$). Also linear regression analysis showed that Religiosity and Relativism model is related with the Customer behavior participants ($p = 0.02$), so it can be concluded that Religiosity can be a predictor of Consumer behavior participations and the percentage of variance explained by the models regarding Consumer behavior ethics ($R = 0.19$).

Conclusion

According to the results, consumers tended to rely on both ethical norms and perceptions of consequences in forming ethical judgment and in determining their behavioral intentions in situations with ethical content. In our study consumers are generally consistent with marketing ethics theories that recognize moral philosophies as important determinants in decision making involving ethical issues (Ferrell and Gresham 1985). The religiosity construct deserves closer attention, especially as it was a significant determinant of any of the four dimensions of the consumer ethics scale. Perhaps this indicates that religiosity, if it has any effects at all, has more of an indirect effect on consumer ethics by more directly influencing other variables which in turn influence consumer ethics. From our study of consumers, are generally consistent with marketing ethics theories that recognize moral philosophies as important determinants in decision making involving ethical issues.

References

- Baumhart, R. (1961). How Ethical are Businessmen? *Harvard Business Review*, 38(July–August), 6–31.
- Ferrell, O. C. & Larry G. G. (1985). A Contingency Framework for Understanding Ethical Decision Making in Marketing. *Journal of Marketing*, 49(3), 87–96.
- Hunt, S. D. & Scott J. V. (1993). The General Theory of Marketing Ethics: A Retrospective and Revision. In N. C. Smith & J. A. Quelch (Eds.), *Ethics in Marketing* (pp. 775–784). Homewood, IL: Irwin.
- Wilkes, R. E. (1978). Fraudulent behavior by consumers. *Journal of Marketing*, 42(4), 67–75.