

AMERICAN GENERATION Y CONSUMER ATTITUDES TOWARD RETAILERS USING RELIGIOSITY IN THEIR POSITIONING STRATEGY

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ABSTRACT

A plethora of products, services and ideas are marketed in today's global marketplace. In the United States a trend is developing in the marketing of religion and religious-based products. The marketing of religion and religious items is not new in the United States; in fact, the U.S. has been recognized as the most "religious industrialized country" [3]. [1, p. 5]. The food, gift and fashion industries are major players in the religious marketplace, including but not limited to, Chick Fil A, In and Out Burger, Forever 21, Hobby Lobby and Charming Charlie. A perusal of the current literature indicates a lack of empirical research concerning American consumers' perceptions of U.S.-based retail stores in regard to their use of religiosity in positioning and promoting their products and brands. [2] poses a sound question by asking whether business are using products to sell religion or using religion to sell products. [1] comments that American teens and young adults are primary targets for marketing numerous products, including religion. These two groups fit within the age cohort of Generation Y. The current study will investigate the American Generation Y age cohort's consumer perception of retailers that include religiosity within their positioning strategy. An empirical study will be conducted involving an appropriate model, survey and data analysis.

Keywords: Religiosity, Generation Y, Consumer Behavior.

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