

## RELIGION AND CONSUMER BEHAVIOUR WITH SMASHING STRESS ON E-COMMERCE

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### ABSTRACT

The main aim of any business organisation is to create or generate profits, and they will work hard so crazy to earn more and to increase their demand in the society, to earn high reputation and all. The best way to fly the flag in the business set up is to attract consumers or customers, by selling more goods, the income of the company will increase automatically. In this connection it can be very well say that, the product generation has a direct link with the taste of the consumers or consumer behaviour is an important part in the progress of a company or business organisation. Consumer behaviour is influenced by religion as it affects human values and actions. It affects how consumers and when they spend their money. Consumer behaviour reflects the greater consumption of products by people. It is influenced by various factors such as culture, seasons, price of products among others. Culture, in this case, represents the values and beliefs of people. One of the key elements of culture is religion. Religion refers to a defined set of beliefs, values, and procedures that serve as a code of conduct or as a guide for human behaviour. Religious groups and institutions promote values, doctrines, and beliefs that affect personal preferences and preferences. Religion has a profound effect on human beliefs, identity, and values. For this reason, it affects the choice of people who do what it affects use. The effects of religion on consumer decisions may be in good way or in an opposite way.

**Keywords:** E-commerce, Consumer, Culture, religious, Consumption

## INTRODUCTION

It will be amazing on hearing that how religion can be connected to market and consumer behaving pattern. But the fact is hidden, the interesting story is like that in so many ways we can connect religion with consumerism or electronic – commerce (herein after referred as E-commerce). Even one can in a very comic and compelling manner cook a story with Hinduism and E-commerce, by character interchanging mechanism. With the growth of online shopping it has become increasingly important to understand the factors that influence consumer purchasing decisions in the web context. Trust is the only difference that gets the most attention as consumers seem to prefer to shop on sites they trust; indeed the lack of trust is often cited as an important obstacle to e-commerce adoption. There is a relationship between trust in the online store and willingness to buy. The market economy will rise with the impact of various festivals, this moribund influences are not a matter of noticing in an important way, but in reality these are the things happening in the economy of a country which will enhance or defile the growth and development of a particular economy. Understanding the religious aspects and spiritual expressions of management and planning can only be improved by gaining a deeper understanding of spiritual, religious, and secular markets and practices. In addition, studies on marketing and product use can enlighten us on a variety of less-common misconceptions that are common in the world's societies where: both religious organizations and new spiritual movements operate in a competitive market environment; modern shoppers mix and match prices, philosophies, and ideas from different religious and spiritual cultures; and global trade, the internet and social media, tourism, and migration provide access to spiritual and religious services and communities at an unprecedented rate.

## SEASONAL FESTIVALS AND DEMAND FOR PRODUCTS

For Christians, Christmas is a symbol of the birth of Jesus Christ. This is considered to be the son of God who was sent to save and redeem mankind from sin. This event was marked on the 25th of all year and lasts two days. On this holiday, followers of this religious belief that he was their saviour they are born so rejoice and be glad. These days, Christians are deliberating their happiness with their families and friends by giving gifts. Although this event is theirs Christians, it comes at the end of the year on the Gregorian calendar. As a result, the event may

involve some non-Christians as is the case at the end of the year as groups. Christmas gift-giving is important family time, and it is often assumed that everyone has the gift of demise. Gifts are considered romantic items and this indicates their value. These gifts are creative personal communication between the giver and the recipient. Therefore, everyone strives to buy a present to their loved ones. Gifts issued vary from one person to other relationships. However, gifts are often taken out of clothing, food and drink, and electronic items such as phones. Although it may involve money, personal matters are preferred. For this reason, during the last month of the year is associated with an increase in purchases which greatly increases sales. Retailers point to increased sales of these goods. Although Christmas is celebrated in Western lands that like in countries and countries ruled by Christians, there is a great influence on international trade. It increases the import capacity of Christmas-loving countries around the world economy. In the United Kingdom, for example, textile stores have reported an increase in clothing sales and shoes in December. The average sales revenue for December was very high compared to other months of the year as shown below. This is because Christians increase their shopping habits during this time. They buy clothes and shoes and donate to family members and friends as gifts.

The Christmas menu includes a variety of foods and beverages. This means that the cost of such groups increases. Therefore, this religious event increases the demand for food products in Christian lands. In the time line of Easter, behaviour is different. Easter is a Christian celebration that celebrates the death of Jesus Christ. During this time, Christians pray and meditate on their lives. It should repent and keep the teachings of the Bible. During Lent, which is before the Passover, Christians avoid ceremonies. They fasted as a way to repent and seek forgiveness from God. For this reason, believers eat less food. This means that the Passover or Easter season is associated with a low price for food. In contrast to Christmas, Christians do not give gifts during this time. Therefore, stores find low sales for celebratory items and gifts. This affects the economy of both Christians and non-Christian nations in that it affects international trade.

In the same manner as aforesaid, Ramadan in Islam affects consumption. This religious event involves abstaining from sweets, food, and drinks throughout the day. Muslims eat less in the area a morning called “*sahoor*” and a dinner known as “*iftar*”. Throughout the day, believers meditate on the reading of the holy book, the Quran. So they are not expected to eat anything.

Instead, Muslims became spiritually and socially unite. Because for this reason, the followers of this religion live a simple life during the month of Ramadan and their own eating habits are changing. Their need for food per day is low compared to other days. Thus, it can be seen that religion, in this case, affects the way people eat. Religious Principles train how to spend money in this situation. During the Ramadan, consumer behaviour in Muslim countries is negatively influenced. In other words, consumers are prohibited from spending money. During this time, there are daily visual changes principles. During the day, Muslims spend a lot of time meditating on the teachings of the Quran. However, after sunset or “*maghrib*,” the people go about their daily activities. Muslims buy and eat in the evenings. For this reason, shops and markets in Islamic provinces are always open in the evening. This is the time people buy goods and services. In this case, eating habits are influenced by religion. Islamic teachings force people to change their behaviour in public shops economy. First, it reduces sales volume. During the month of Ramadan, Muslims fast slowly, so the economic performance of businesses is declining. It also changes their purchases behaviour that most people buy in the evening.

*Eid al Fitr* is another Muslim holiday. This is a significant event that the end of the holy month of Ramadan when the new moon appears. This is a time of joy and celebration. Muslim people residing nations have parties and eat a variety of foods and beverages. Also, rich people in the community sharing with the poor. Exit items include food and clothing. This is the impact of this festival and therefore, it increases market activity. Demand for food is also growing increase the amount of money they spend during this time. There are family gatherings, and people gather to order food sharing. Therefore, Muslims often spend a lot of money on shopping. It follows that *Eid al Fitr*, a major event in Islam, shapes the search for people. The event encourages Muslims to spend more money on food. They need to buy more than they need in order to be able to share with the poor in society. So, this increases the value of goods sold. This means that international trade will improve as importation is encouraged during *Eid al Fitr*.

## INDIAN SCENARIO SPECIFICATION

Focussing on Indian festivals, 'Holi' can be taken as a best illustration, as the markets in whole India are keep sales on colours and sweets for the festival, because all parts of the nation is celebrating the festival without any differences on any yardsticks. Holi is intended to elevate consumer sentiment. Do so, by increasing use. Sales are on the rise, promotions are on the rise, marketing is on the rise and many companies are preparing for massive growth in the next financial year from now on to the wards themselves, such as hosting the spring season in India. The festival is celebrated for two days when people anoint each other with colours and pour water on others. It presents one of the most important opportunities for companies to enjoy festivals. About a third of Indian consumers like or follow a product after seeing an ad on social media. With that in mind, digital forums can help brands reach their target audience to establish strong, genuine connections, especially during the holidays. In the E-commerce platform also, so many applications related to shopping and will give huge discounts by the name may be called as 'Bura na mao holi hai; 'holi ke mazelo', 'Nykaa's Colours of life campaign' and so similar ones.

## GOSPEL TRUTH IN E-COMMERCE AND THE INFLUENCE OF CULTURE

It is generally recognized that trust is a valid concept only when there is a degree of risk or uncertainty in the relationship between the trustee and the trustor; the trustor should place a risk that leaves them at risk of the actions of the trustee. There are a few reasons to think that culture may be an important factor in the credibility of the internet. In general, trusting in their cultural identity is said to be a 'bond' of community to maintain bonds between members of cultural groups identify them, known as reference groups or related groups. This builds trust in the team. These groups have a strong influence on individual beliefs, evaluation and procurement process. Consumers use models and leaders of ideas as a guide for building their own attitudes as well behaviour. Individuals have many opportunities to see members outside of their social circles more dishonest than seeing their group members. Some economists have noted that people often interact with others who have similar mathematical symptoms. A web consumer culture domain can serve as a precursor to trust. They clearly consider the cultural



aspect of individual collections as this is thought to reflect the strongest differences in all cultures. In collective culture, a person is considered part of the group with which he or she is associated and the high level of dependence between individuals which wins the group. Collector behaviour is usually governed by group practices. Credit or blame is a 'group' responsibility and a strong distinction is made between members within the group and outside the group. This is contrary to individual cultures where the difference between members within the group and outside the group often skips or does not exist at all. In addition, collections value similarities between groups. Therefore, they are more willing to trust individuals and small groups within the same culture; this is a strong example of team trust.

Individuals, on the other hand, seem to have a useful idea for exchanges that lead them to trust more widely. It is well-known that members of a group culture provide a higher level of trust in others from the same group than those who come from outside. There is growing evidence to suggest that people respond more naturally to media, including computer interactions, and that these responses are unaware of this. The similarities in particular may be similar to the fact that websites provide clues that suggest they come from the same cultural group. As participants from the collection culture will be trusted more than equal websites. Reliance on religious groups is often reinforced by cultural values, which are derived from the teachings of parents, the older generation, and the clergy. Thus, the membership of a united religion provides a fine example of the need for mutual trust. In addition, we can identify religious members appropriately, and investigate their tendency to trust under a set of symbols and connections that may be similar, or inconsistent with their religion. Religion is a living example of trust. We have chosen to use associated with the combined religions of Christianity and Islam in our study. Using two collective religions enables us to assess the validity of any findings. Islam is also interesting as it provides clear guidance on trade ethics; that in Islam it is expected that the principle of cooperation between the consumer and the seller must be familiar with both the business and the individual. The trust and attitude of the web-based merchant may differ from culture to culture, at least in part because of its association with a particular religion. Within one collective culture, identity and Islamic religion have shown that the effects of trust in a group can extend to the context of the web. The Muslim participants also had a much better attitude towards the Muslim site than the neutral site and the Christian site. Although the supposed relationship between trust and religious recognition was supported by Muslim

participants, this was not the case with Christian participants. They predicted that Christians, as members of a united religion, would trust and love the same place of worship in addition to the background of neutrality or other religion. However, when significant differences were observed in the Christian sample as opposed to what was predicted, the neutral site was preferred over the Christian site. In general the pattern of answers given to Christians was the same as that given to the None-or-Other religious group. This result could be interpreted as implying that Christians do not use it religious differences in building their initial trust and attitude towards the site. In the absence of cultural effects we can expect supermarkets, which are known to be trusted as well best interests of participants.

## **GROCERY DISBURSEMENT AND THE BRUNT OF RELIGION**

Although religion is a vital part of the lives of many people around the world, very few studies have shown how religion affects non-religious practices, such as grocery shopping. But using both field and laboratory data, we have recently found that gross consumption decreases as faith increases. In companies with small margins, such as in the grocery business, responding to this power may help increase the volume on which success depends like for all four people who are members of a particular religion. Buyers living in most US religious regions spend less money on purchases and buy faster than those living in US non-religious regions strategies. Because reminders of God increase consumer spending, they may be more prone to price discounts and promotions, such as “buy one, get one for free”, during holidays and religious festivals. Making a good profit, especially in a casual purchase, is likely to reduce the cost to consumers. Retailers can also alleviate the concerns of religious consumers about savings by offering deals that show respect for their values, such as promising to donate a percentage of the proceeds from a particular product to a local organization. This may be more effective in the enjoyable categories of products such as desserts and baked goods than in the categories of products used as cleaning products because consumers often see that spending money on entertainment is speculative mindfulness meditation. Undoubtedly these practices also have an impact on the behaviour used, and access to these air-conscious customers will require sensible marketing.

## **MENTAL RECKONING AND COGNITIVE BEHAVIOURISM FRAME OF REFERENCE**

The psychological calculation model was used for comprehension on how consumers make trades between rare services. It suggests that his clients have different "mental accounts" scarce resources like time and money and have difficulty moving these services between accounts. In other words, Consumers may have a single "waste of time" mental account and a separate "savings." Consumers may distinguish beliefs related to saving and saving time in the same way and thus do not use the economic value of time to make a consistent trade between search costs and search benefits, as in the economic view. Instead, online shopping behaviour is possible they are based on the rigidity of conservative beliefs, then the time and money savings, without economic considerations. It may be that some buyers may have several beliefs about "wasting time" that make them capable distinguish between online pursuit of low value and high price. Mental accounts that consumers do not have may be influenced by frequency and type of internet use. Low-paid consumers are less likely to use the Internet at work as well and they may even use it for entertainment that makes it difficult for them to distinguish between the pursuit of cheap internet and high value. In other words, they are more likely to combine the time spent on all online activities into one mental account. So, they are or it is unlikely that the concept of "time is money". In contrast, the highest paid consumers are more likely to be separately mental accounts of time spent on low value compared to high value jobs online because they are more likely to use the internet at work and more likely to use it to be eaten. As a result, there are many presuppositions that may have an orientation that says "time is money" while shopping online.

## **CONCLUSION**

Good relationship between online beliefs, which gives prime importance is the factor of time-saving shopping and shopping behaviour will be stronger users who use the internet more often in comparison for those who use the internet less frequently. There is also an important generational difference in the use of the Internet. So, that's right it is possible that the production years may have a psychological impact on online consumer accounts. Smaller consumers are more likely to stay "connected" and have lead cords ways of life. Therefore, they are more



likely to believe that online shopping saves money because they may be knowledgeable using promotional agents and Web 2.0 social media to find out deals. Older consumers love the best and most mature boomers they are less likely to have the same beliefs because of the slower detection prices for new information and communication technologies.

