

The Relationship between Religious Orientation and Country Reputation

Authors : Sibel Aydogan, Ceyda Aysuna

Abstract : Religion is a social superstructure institution. Religious beliefs and practices are undeniable phenomena in the simplest and / or most complex societies and communities. All individuals in the society are not devout, but yet they are affected by religion one way or another. This study aims to identify the relationship between religion and country reputation. The uniqueness of the study lies in the fact that in the literature there is no study aimed to examine this relationship. Because of this reason the findings of the study can have important implications to fill this literature gap. Beyond examining this relationship, in the study also different religious oriented people's opinions of country reputation was analyzed. The results of the analysis of data consisting of 985 respondents reveal that there is a significant relationship between religion and people's opinions on country reputation. Another important finding of the study is people with different religious orientations have different opinions about a country's reputation. The findings of the reputation may be important for people and organizations who are responsible for increasing a country's reputation. Also the findings may shed light on country branding activities.

Keywords : religion, religiosity, religious orientation, country reputation, Turkey

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