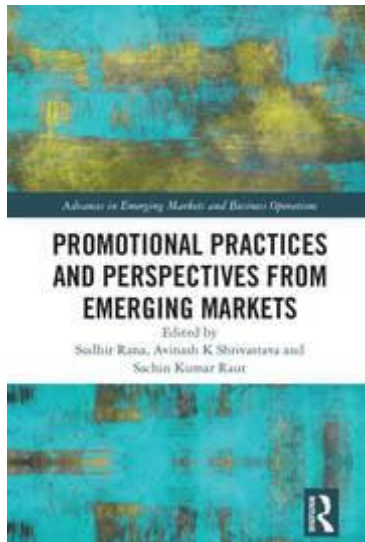


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Book Chapter

# Religion and Strategic Marketing Communication

Perspectivizing Key Facets of Consumption

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## ABSTRACT

Religion has always occupied place of prominence in people's lives the world over. At one point, its practice would serve as a means of salvation/self-actualization; but it would never be viewed as a way of making money. In recent years, there has been a shift in the perception of religion as a commodity/product/brand that can be produced, packaged, advertised, and sold by business concerns to the masses. People remain

oblivious about the capital investment involved in marketizing religion and the profit that eventually accrues to the coffers of business houses. This chapter deals with the communicative dimension of marketing of religion to demonstrate how business concerns today benefit enormously from religious practices that require whole range of products/materials. After surveying available literature concerning religion and its consumption, the research questions will be formulated related to diverse dimensions of the consumption of religion, communicative dimension of its marketing/advertising, and future potential of its consumption across the world. The chapter will also highlight how marketing and commoditization of religion after a point start regulating even valueregisters, belief system, and buying behaviour of the consumers. Consumption of religion today has become an industry with huge marketing potential and never-plummeting demand for products used in religious practices.