Religion as a Brand

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Religion as a Brand
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This study examined if individuals treat denominations like product brands. It was hypothesized that people would be more loyal to a brand than to their church. Thirty college professors, 20 healthcare workers from Family Practice and Associates (a prestigious healthcare facility in Huntington), and 100 college juniors and seniors from Huntington University (a Midwestern Christian college) were selected using convenience sampling. They were asked to complete the “Denominational Loyalty Assessment” (2011) which is a survey comprised of multiple studies: a three year study of churches by the Search Institute (1990), a brand study by R. Bennett and S. Rundle-Thiele (2000), along with a study done by the Pew Research Group. The results were then analyzed using the Pearson $r$ correlation.