

MASTER THESIS TOPIC PROPOSAL

Impoverished vs. Affluent Societies – Approaches to Consuming the Spiritual

INTRODUCTION: Most people today are born, grow, learn, work, and live in a world shaped by consumer culture, and this inevitably affects their search for religious and spiritual meaning in life. The search for meaning is becoming more prominent, and consumers along with marketers and spiritual leaders interact to facilitate it. A comparison between impoverished and affluent societies with respect to spiritual consumption in subsistence markets among poor people who live at the base of the pyramid.

EXPECTED CONTRIBUTION: A survey based empirical study revealing differences between the impoverished and affluent societies with respect to their spiritual consumption.

TOPIC IS AVAILABLE UNTIL: Assigned to a candidate.

CONTACT FOR FURTHER DETAILS: raab.katharina@gmail.com

TOPIC PROPOSAL UPLOADED: 03. April 2019

BASIC READINGS:

Askegaard, S., and G. M. Eckhardt. 2012. "Glocal Yoga: Re-appropriation in the Indian consumption scape." *Marketing Theory* 12 (1): 45–60.

Emmons, R. A. 1999. *The psychology of ultimate concerns: Motivation and spirituality in personality*. Guilford Press.

Gibb, M. A. 2014. *The Call to Individuation: Spirituality and Creative Practice* (Doctoral dissertation, Victoria University).

Gould, S. J. 2006. "Cooptation through Conflation: Spiritual Materialism is not the Same as Spirituality." *Consumption, Markets and Culture* 9 (1): 63–78.

Gupta, V., & Khilji, S. E. 2013. Revisiting fortune at base of the pyramid (BoP). *South Asian Journal of Global Business Research*, 2(1), 8-26.

Mittelstaedt, J. D. 2002. A framework for understanding the relationships between religions and markets. *Journal of Macromarketing*, 22(1), 6-18.

Pace, S. 2013. Does religion affect the materialism of consumers? An empirical investigation of Buddhist ethics and the resistance of the self. *Journal of Business Ethics*, 112(1), 25-46.

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