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Finding Brands and Losing Your Religion?
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Religion is undoubtedly a powerful force in many people's lives. However, the presence of brand name products in a person's environment may be enough to undermine religious beliefs. We demonstrate that when brands are highly salient, individuals are more likely to devalue religion than when brands are not salient. We leverage not only explicit measures of religiosity to test the hypothesis, but also more indirect, implicit measures. We also identify an important boundary condition: brand salience leads to lower religiosity only when brands are incorporated into one's expression of the self and are thus able to satisfy similar social needs as religion.