

God Can Help Companies Turn Customers Into Daredevils

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The New York Times:

God is often portrayed as a benevolent father figure, or a protective force. But how about a different image of God: the marketing force?

New research shows that when consumers are presented with the concept of the divine, even in an offhand manner or an ad on social media, it can prompt them to take risks they might otherwise not. Like trying a new product or experience, even one with a bit of danger.

This finding, which adds a counterintuitive twist to existing research about God and risk-taking, comes from scholars at the Stanford Graduate School of Business and was published in the journal of the Association for Psychological Science in February.

Read the whole story: [*The New York Times*](#)