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Impact of Religious Beliefs and Moral Values on Ethical Decision-Making with Social Norms as a Mediator

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KEYWORDS	ABSTRACT
Religious Beliefs, Moral Values, Social Norms, Ethical Decision-Making, Structural Equation Modeling.	This research aims to investigate the impact of religious beliefs and moral values on ethical decision-making. Additionally, the study explores the mediating role of social norms in the relationship between religious beliefs, moral values, and ethical decision-making. The study adopts a quantitative research design, grounded in a positivist research philosophy. A deductive approach is used to test the hypotheses. The research population consists of students from Thal University Bhakkar. A sample size of 300 participants was selected using a simple random sampling technique. Data were collected through a structured survey, and the analysis was performed using SPSS, Smart PLS, and Structural Equation Modeling (SEM). The findings reveal that religious beliefs have a significant positive impact on ethical decision-making. Similarly, moral values also show a significant positive influence on ethical decision-making. Furthermore, the findings show that social norms play a significant mediating role, strengthening the relationship between religious beliefs, moral values, and ethical decision-making. This study addresses a critical knowledge gap by exploring the intricate relationships between religious beliefs, moral values, and social norms in ethical decision-making processes. The findings provide valuable insights for policymakers, educators, and practitioners aiming to foster ethical behavior through the promotion of religious and moral education, while leveraging the influence of social norms.
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