A Different Approach on Understanding and Explaining of Religious Choices: Rational Choice Theory. The subject of this study is rational choice theory and the concepts related with the theory, which has been used in religious studies for the last thirty-four years. The theory depends on that human beings are homo-economicus and that religious behaviour of humans are taken shape in this manner. Based on the postulate that every act of individuals emerge from cost and profit analysis, the theory is established on three basic elements. These are maximizing behavior, stable preferences and market equilibrium.

Keywords: Rational Choice Theory of Religion, Maximizing Behaviour, Religious Market, Religious Product, Religious Monopoly-Çoğulculuk.