

DOES ASTROLOGY DETERMINE CONSUMER BUYING BEHAVIOUR?

Ravindra Pathak

Post Doctoral Fellow, Indian Council of
Social Science Research (ICSSR), New Delhi, India

Umesh Holani

HOD, School of Commerce & Business
Studies, Jiwaji University, Gwalior

ABSTRACT

Man is an inquisitive creature by nature, especially he is more curious about the future activities. Therefore, astrological study has a special place in any culture or society of the world. According to astrological principles the behaviour and personality of an individual can be determined on the basis of planetary position at the time of birth, in this context Indian Vedic astrology provides complete scientific analysis. This is the main notion of the present study, that astrological principles can be used to understand the purchasing behaviour of an individual by studying its effect on the purchasing process. That's why the main objective of the study is to investigate the relationship between Astrological perception and Consumer Buying Behaviour. Data was collected from 250 respondents. The results of the study also confirm such relationship by the analysis there is a significant cause and effect relationship between the Astrological perception and Consumer Buying Behaviour.

Keywords: Astrology, Astrological Perception, Indian 'Vedic' Knowledge, Individual Behaviour, Buying Decision and Consumer Buying Behaviour.

INTRODUCTION

As it is known, the foundation pillar of Indian knowledge and culture is Veda which is full of science and practical perspective. There is a branch of the same wisdom which we know as astrology, whose main purpose is to guide the human

community and make human life worthwhile. In this context, we see that astrology has a major role in the Indian society from birth to death. The astrological guidance in the different activities like birth, education, employment, marriage etc. has been taken by the people. Similarly, in the business itself, this knowledge also used since the beginning, whether it is the selection of business or the proper time to start it. In consumer behaviour we study about how individual consumer behave or react in the group, organization or in society at the time of buy particular goods or services to satisfy his needs. On the other hand consumer buying behaviour is the aggregate of a consumer's states of mind, inclinations, aims, and choices with respect to the consumer's behaviour in the market when obtaining an item or product.

In this study, researcher tried to investigate the impact of astrological perception on consumer buying behaviour with the help of statistical analysis which was described theoretically in earlier researches when the consumer buy any product or services on the basis of planetary effects. So, this study examined there is a significant relationship between astrological perception and consumer buying behaviour at the time of purchase the particular product or services that will explained how individual customer spends the time, money, and efforts to purchase a product. This study will be helpful to understand the consumer's buying behaviour and the particular purchasing pattern on the basis of zodiac sign or planets of the customer.

Astrology, which can be seen as part of the wider sphere of Cosmo biology, is described by Michel Gauquelin as the art or science of describing the character or destiny of a person by examining the arrangement and movement of the planets at the birth time of an individual (Mitchell, 1995). Astrology has been characterized as "The examination that deals with the associations accepted to exist between the places of the planets right now of somebody's introduction to the world and that individual's character, improvement, marriage and general life history" (Eysenck and Nias, 1982). On the quality of this depiction exhibits that "astrology portrayal" really do exist, as the investigation described. As Astrology is the investigation of planets, stars, moon and sun in which celestial prophet anticipate the future on the bases of planets (Gulmez, et al., 2011).

Buying Behaviour is the choice, procedures and demonstrations of individuals associated with buying and utilizing items. Consumer buying conduct is the result of the mentalities, inclinations, aims and choices made by the consumers in a market put before buying an item. The investigation of consumer buying conduct is an interdisciplinary branch of knowledge drawing broadly from humanism, brain research, humanities etc. (Guthrie et. al., 2008). Consumer buying behaviour explains the buying conduct of the final consumers, two individuals and families, who purchase merchandise and product for their personal utilization (Jakstien, et. al., 2008). Consumer buying behaviour is itself is a complex, dynamic issue which can't be understands effortlessly and usually (Blackwell et al., 2006). The consumer

buying behaviour demonstrates in looking for, acquiring, utilizing, evaluating, and discarding products that they expect, it will fulfill their requirements (Schiffman & Kanuk, 2007).

Kwak, Jaju & Zinkhan (2014) investigated the influence of astrology on consumer buying pattern and on consumer reaction at the time of marketing activities on 239 college students. In the study they distinguished consumer buying pattern into two traits one is impulsive buying and compulsive buying and astrology also evaluated on two other parameters where one was odd/even zodiac sign and water/non-water zodiac signs. They also found that consumers who were born under water signs are more likely to show favorable evaluations of firm's services than are those born under non-water signs. Interestingly, Bas & Kubilay (2016) studied the effect of astrology on women's buying behaviour and proved statistically that the astrology has an effect on the women's buying behaviour. This investigation indicated that planets at the time of birth may impact women's buying behaviour in certain market situations. Sun Sign of an individual have an impact on Consumer Buying Behaviour (Bansal & Mittal, 2014) reviewed different research papers on this notion and stated that Sun Signs predict Consumer Buying Behaviour which directly influences the purchasing decisions. Horoscope plays a vital role in determining the life and its challenges for an individual with the explanation and evaluating the causes for psychological changes in behaviour (Chauhan, 2014). Financial astrology is an unexplored apparatuses of security market, this explored the gross base of monetary astrology and status of research around there and its utilities and furthermore decide the extent of this examination for future in Indian Stock market. Study demonstrates the confirmations of money related astrology which express the astrological impacts of planets on securities exchange (Shah & Chaudhri, 2013).

Ozkan, Tahir, & Kızgın (2013) investigated the effect of horoscopes on extravagance utilization patterns, essentially extravagance utilization of the item rely upon the buying energy of the individual client yet for this situation specialist needed to discover horoscope affect on extravagance utilization patterns. Further researchers suggested that Leo, Libra and Aquarius signs were more sensitive towards the buying of the extravagances utilizations items. Mustafa, Olgun & Taylan (2011) inspected the effect of astrology on young customer behaviours, the study was performed on 445 young consumers and concluded that positions of the different planets at the birth time may affect people's behaviour in particular market situation. Although, there were no affirmations found which validate the relationships between date of birth and individual differences in personality and general intelligence (Hartmann, Reuter, & Nyborg, 2006). Modern personality descriptions of odd-number astrological Sun Sign found to be more favourable than description of even-number Sun signs. Person born under the Sun sign with odd-number was more expressive than even-numbered Sun sign. The effect of favourableness is likely to be fairly long lasting (Hamilton, 2001). Consumer Sun sign

influence the behaviour of the customer as of what and when they buy particular product. This was observed on study based upon the date of birth and consumption pattern of the buyers which revealed the contrast consumption pattern with alcohol, leisure product and cigarette for different date of birth (Mitchell & Tate, 1998). The sun and moon with positive zodiac sign had greater mean extroversion as compare to the sun and moon have negative zodiac sign, the theory generally did not support such concepts which claimed the tendencies towards extroversions and emotionality. It was explored in empirical study of Astrological signs as determinants of extroversion and emotionally, astrological theories connection between an individual personality traits and the position of the sun, moon and planets at the moment of birth (Clarke, Gabriels & Barnes, 1996).

Ramya & Ali (2016) investigated the variables which affect consumer buying conduct in an effective consumer-oriented market. Researcher studied the different components that influenced customer to purchase or utilize such specific brand item or pick any specific element like mental elements, social elements, reference groups since consumer behaviour was exceptionally dynamic and not unsurprising. Identity was characterized by the five identity characteristics, suitability, extraversion, receptiveness to involvement, reliability, and neuroticism. The investigation revealed that identity essentially influences buying behaviour of a customer and suitability was the most grounded of the five indicator factors while neuroticism was the weakest. The investigation additionally uncovers that socio-statistic factors have critical directing impact because of identity on buying behaviour. This was studied in the impact of identity on buying behaviour among college students (Thomas & Imeh, 2015). Advertisement makes great picture in the minds of the customers yet here they neglected to assemble perception in the minds of customers. Both of these factors such as consumer awareness and consumer perceptions will push the consumer to purchase a certain item, as there is a positive relationship present in between them. It was explored in the study, impact of advertisement on customer buying behaviour while creating the awareness and building the perceptions (Fatima & Lodhi, 2015). Research was conducted to identify the different variables which influenced the buying behaviour of the consumer and additionally find out the relationship between these factors with consumer buying behaviour. It is exceptionally hard to look through the elements which influence the consumer to purchase the items (Khaniwale, 2015).

Sharma (2014) explored the dimensions that defined cognitive dissonance in explaining consumer buying decision primarily among the customer in the city. Some of these dimensions are family status, religious esteem, traditions, conviction and so forth the investigation likewise uncovers the issues and identified probable solutions to defeat these issues. This article investigates the implications of cognitive dissonance on shifted parts of consumer buying conduct. The customer mostly purchase products form their retail partner, they preferred those shops which was provide goods with fair prices and there were some other factors like

proximity, convenient service among other. In the investigation on buying behaviours of customers with multiple regular customer cards, the groups were divided into two parts where one part was buyer decision making process and in other part customer retention (Asamoah, 2012). The significant findings of the study revealed an association between the variables and found that emotional response of consumer having strong association with the consumer buying behaviour. Certainly individuals purchase those brands with which they are emotionally joined. This investigation reports new evidence in the field of consumer buying behaviour of customers pertaining to the neighborhood markets of the urban area (Latif, Saleem, & Abideen, 2011). Vainikka (2015) explored the relationship between Psychological elements with consumer buying behaviour. In this specific investigation researcher concentrated on advertisement and how it influence the behaviour of the consumers. Additionally emotional attachments put a huge influence on the customers and their buying behaviour as individuals tend to connect themselves with the brand.

HYPOTHESIS FORMULATION

Many scholars conducted the research to identify the impact of astrology on Buying shares in Indian stock market (Mishra & Sharma, 2020), Purchase of securities/shares (Shah & Chaudhri, 2013), Women's Buying Behaviour (Bas & Kubilay, 2016), Buying decisions (Shiner, 2015), Investment decisions (Sankararaman et al., 2009), Consumer buying pattern and consumer reaction in marketing activities by Kwak, Jaju & Zinkhan (2014). So, it was the idea that Astrology may have direct bearing on customers' buying behaviour. That's why the objective of carrying out this investigation was to find out and evaluate the relationship between Astrological perception and consumers' buying behaviour. On the basis of above review of literature following hypothesis was developed:

Ho₁: Astrological perception predicts Consumer Buying Behaviour positively.

METHODOLOGY

The Study

The study was causal in nature and survey method was used to find the relationship between Astrological perception and consumers' buying behaviour. Population for the study included the consumers' (mobile users) from Gwalior region, while individual consumer was taken as sample elements. The total sample size for the study consisted of 250 individual respondents

Instruments

The self designed questionnaire for Astrological perception (including statements like *I believe in astrological science, Astrological science helps in individual and business*

decision making etc.) was developed on the basis of discussion with experts in the area and literature review of earlier research and standardized Questionnaire was used to measure consumer's buying behaviour with the help of scale of Rook and Fisher (1995) where all the items given in the questionnaire were based on a 5 point Likert type scale in which 1 stand for minimum agreement and 5 stand for maximum agreement. The alpha for Astrological perception was .854 and for Consumers' buying behavior was .804.

ANALYSIS

Regression analysis is one of the most significant statistical tools to evaluate the relationship and impact between one continuous dependent variable with independent variable(s) or predictors (usually continuous). Thus, Regression test was applied to explore the relationship between Astrological Perception and Consumer Buying Behaviour.

Table 1: Showing results of regression analysis

Independent Variable	Dependent Variable	R ²	F	Sig.	B	t	Sig.
Astrological Perception	Consumer Buying Behaviour	0.337	125.719	0.000	0.581	11.212	0.000

As discussed earlier, Regression test was employed to confirm the relationship between independent and dependent variable. Regression model illustrating Astrological Perception (independent variable) and Consumer Buying Behaviour (dependent variable) were having a good fit as elucidated by $F=125.719$, $p=0.000$. While Astrological Perception was having a significant cause and effect relationship with Consumer Buying Behaviour as elucidated by $\beta = 0.581$, $t= 11.212$, $p= 0.000$. The independent variable Astrology was demonstrating 33.7% variance in Consumer Buying Behaviour as explained by r-square value, therefore H_{01} was supported and significant cause and effect relationship found between the variables. The finding of the study is in line with the previous research in the same area.

The odd and non-water Sun signs were positively associated with consumer's impulsive buying tendencies as stated by (Kwak, Jaju & Zinkhan, 2014). . The result of the study collaborates with the finding of other researchers such as, Mitchell and Tate (1998) studied Astrological effects on buying behaviour among females and stated a significant relationship between astrology and women's buying behaviour. Bansal & Mittal (2014) found there is a positive relationship between Sun sign and consumer buying behaviour. Bas & Kubilay (2016) also investigated the effect of astrology on women's buying behaviour and the result of the study indicated that positions of the planets at the time of birth have an impact on women's buying behaviour in certain market situations.

IMPLICATIONS AND LIMITATION

A good research always finishes with its application and implications in the concerned area which should strengthen the existing body of knowledge with its application in different dimensions. The purpose of this research is to study the relationship between astrological perception and consumer buying behavior and make its practical use in business decision making. The results of the study will be useful and relevant to academicians, students and managers to understand or practical application of aforesaid concept in business decision making. This study is also helpful to the top management for taking strategic decisions and framing the organizational policy. Present study opens the new vistas of the research for future investigation and researcher can explore the new findings from the untouched areas of this study. A manifestation of research limitations is always helpful in proper understanding of the results which specifies the application of the results in particular environment, context and situation. In the present study, following limitations have been identified such as nature of the study, complexity of the concept of Astrological Perception and its application in the present context, constraints of time, limited sample size and other resources etc. which can be improved in further study.

CONCLUSION

It can be concluded from the above result of the study that Astrology plays a vital role in deciding Consumers Buying Behaviour because positions of the planets at the time of birth of an individual are the key determinants for deciding ones behaviour and personality. This was proven by the findings of the investigation as well as this was confirmed by in the study of other scholars also. Buying behaviour of a person is generally decided by the different factors which may be associated to behavioural sciences, primarily Psychology, Economics, Culture and Sociology and Anthropology. A consumer's buying decisions are extremely influenced by the buyer's cultural, social, personal and psychological factors. Further, buying behaviour of consumers may be studied or recognised by internal factors like demographic, personality and lifestyle of a person and external factors like brand image, price, design and quality while buying a particular product or brand.

In astrology, the behaviour and personality of an individual can easily be studied or determined by the aforesaid factors based on the position of the natal planets. Hence, why astrological principles should not be used in the business decision making of an enterprise? Because by using this divine knowledge in business, we can easily understand the buying behaviour of customers by studying the ones behaviour through astrology. By which the policy makers in the business may aware about the purchasing pattern of the customers in particular segment, so that they can easily estimate future market demand. Therefore, by using astrology in the business, strategist may be able to manage future business uncertainties which will definitely be beneficial for an undertaking. In this direction present study is a little

effort which can be proved with study of the same on large sample size in future and knowing its effective results in the business with the help of astrological principles. Certainly, the use of this Indian divine wisdom in business will acknowledge the pioneering branch of business astrology, which will glorify the universal utility of Indian *Vedic* knowledge and the ideology of human welfare.

REFERENCES

- Asamoah, G. (2012). Factors Which Influence the Buying Behaviours of Customers with Multiple Regular Customer Cards. Unpublished PhD Thesis, Retrieved from <https://core.ac.uk/download/pdf/38067117.pdf>
- Bansal H. & Mittal P. (2014). Impact of Sun Signs on Buying Behaviour-A Review. *International Journal of Engineering and Management Research*, 4(4).
- Bas M. & Kubilay Y. (2016). The Effect of Astrology on Women's Buying Behaviour, *Journal of Business Research-Turk*, 8(3), 283-303. DOI: 10.20491/isarder.2016.201.
- Blackwell, R.D., Miniard, P.W., & Engel J.F. (2006). *Consumer Behaviour* (10th edition), Copyright by Thomson Corporation. Retrieved from <https://trove.nla.gov.au/work/14222127>.
- Chauhan A (2014). Evaluating Depression and its Causes by Astrology. *J Psychother Psychological Disorder* 2(1). doi:10.4172/2327-4654.1000104.
- Clarke, D., Gabriels, T., & Barnes, J. (1996). Astrological signs as determinants of extroversion and emotionality: An empirical study. *The Journal of psychology*, 130(2), 131-140.
- Eysenck HJ & Nias DKB (1982). *Astrology: Science or Superstition?* Temple Smith, London, and St Martin's, New York. ISBN 0851172148.
- Fatima, S., & Lodhi, S. (2015). Impact of Advertisement on Buying Behaviours of the Consumers: Study of Cosmetic Industry in Karachi City. *International Journal of Management Sciences and Business Research*, 4(10), 125-137.
- Gulmez, M., Kitapci, O. & Dortyol, I. T. (2011). The Effect of Astrology on Young Costumer. *Studies in Business and Economics*, 6(3): 97-109.
- Guthrie, M., Kim, H. S., & Jung, J. (2008). The effects of facial image and cosmetic usage on perceptions of brand personality. *Journal of fashion marketing and management: an international journal*, 12(2), 164-181.
- Hamilton, M. (2001). Who believes in astrology?: Effect of favorableness of astrologically derived personality descriptions on acceptance of astrology. *Personality and Individual differences*, 31(6), 895-902.
- Hartmann, P., Reuter, M., & Nyborg, H. (2006). The relationship between date of birth and individual differences in personality and general intelligence: A large-scale study. *Personality and Individual Differences*, 40(7), 1349-1362.
- Jakstien, S., Susnien, D., & Narbutas, V. (2008). The Psychological Impact of Advertising on the Customer Behaviour. *Communications of the IBIMA*, 3(1), 50-54.
- Khaniwale, M. (2015). Consumer buying behaviour. *International Journal of Innovation and Scientific Research*, 14(2), 278-286.
- Kwak, H., Jaju, A., & Zinkhan, G. M. (2014). Astrology: Its influence on consumers' buying patterns and consumers' evaluations of products and services. In *Proceedings of the 2000 Academy of Marketing Science (AMS) Annual Conference* 94-98.

- Latif, A., Saleem, S., & Abideen, Z. U. (2011). Influence of role model on Pakistani urban teenager's purchase behaviour. *European Journal of Economics, Finance and Administrative Sciences*, 31(3), 7-16.
- Mishra, C. & Sharma, S. (2020). Impact of Venus on Indian Stock Market. *Global Journal on International Business and Economics Development*. 4 (1), 1-4.
- Mitchell V. W. (1995), Using Astrology in Market Segmentation, *Management Decision*, 33 (1), 48-57.
- Mitchell V. W. and Tate E., (1998), Do Consumers' Star Signs Influence What They Buy, *Marketing Intelligence and Planning*, 16(4), 249 – 259.
- Mustafa, G., Olgun, K., & Taylan, D. I. (2011). The Effect of Astrology on Young Customer Behaviours. *Studies in Business & Economics*, 6(3).
- Ozkan B., Tahir B., & Kızgın, Y. (2013). Is there any impact of horoscopes on luxury consumption trends? *Business Management Dynamics*, 3 (2), 69-83.
- Ramya, N., & Ali, S. M. (2016). Factors affecting consumer buying behaviour. *International Journal of Applied Research*, 2(10), 76-80.
- Rook D W and Fisher R J (1995), "Normative Influences on Impulse Buying Behaviour", *Journal of Consumer Research*, 22 (3), 305-313.
- Sankararaman, G., Murugesan, P., & Thomas. T. C. (2009). A Study on Astrological Impact Like Ragu Kalam, Yama Kantam, Ashtami and Navami on Investment Decisions. *The Journal Contemporary Management Research*. 3(2). 1-14.
- Shah, P. & Chaudhri, J. (2013). Moon and Market: An Empirical Study on Effect of Movement of Moon on BSE Sensex. *International Journal of Accounting and Financial Management Research (IJAFMR)*. 3(1). 201-210.
- Sharma, M. K. (2014). The Impact on Consumer Buying Behaviour: Cognitive Dissonance. *Global Journal of Finance and Management*, 6(9), 833-840.
- Schiffman, L.G., & Kanuk, L.L. (2007). *Consumer Behaviour* (9th ed.). New Jersey, USA: Pearson-Prentice Hall. ISBN (13) 9780131869608.
- Shiner, Rebecca. (2015). Maximizers, Satisfiers, and Their Satisfaction With and Preferences for Reversible versus Irreversible Decisions. *Social Psychological and Personality Science*. 6 (8). doi 10.1177/1948550615595271.
- Thomas P. & Udo-Imeh, (2015). Influence of Personality on the Buying Behaviour of Undergraduate Students in Universities in Cross River State, Nigeria. *International journal of marketing studies*, 7(4), 64.
- Vainikka, B. (2015). Psychological Factors Influencing Consumer Behaviour. Unpublished Thesis, Centria University of Applied Sciences. Retrieved from https://www.theseus.fi/bitstream/handle/10024/96405/Vainikka_Bianca.pdf.pdf

ACKNOWLEDGEMENT

The author would like to acknowledge the support of the Indian Council of Social Science Research (ICSSR), New Delhi, India. This research work is the part of ICSSR-Post Doctoral fellowship which is supported and funded by Indian Council of Social Science Research (ICSSR), New Delhi, India.

ANNEXURE

Astrological Perception

1. I believe in astrological science.
2. Astrological science helps in individual and business decision making.
3. The position of the planets has direct bearing on the life events.
4. I am interested to get astrological help for future decisions like investment, purchase, etc.
5. I have experienced in my life when astrology was helped me in decision making.
6. Astrological science is able to predict different aspects of human life such as behaviour, personality and perception etc.
7. There are certain situations which cannot be easily understood by modern science and other rules that can easily be explained with the help of astrological science.