

THE IMPACT OF ASTROLOGY ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

The impact of Indian Vedic astrological moon signs on consumer buying behavior is one of the potentially important area that has not been studied in marketing literature. The principal reason for this study was to examine the impact of Indian astrology on consumer buying behavior as per the moon signs. In this study the triangulation research method has been utilized to collect the data from the respondents, the study incorporates twelve Focused Group Discussions, five in-depth interviews, and a survey of 360 respondents. The qualitative data has been analyzed by thematic analysis and the quantitative data has been analyzed by IBM SPSS 20.00. Also the descriptive statistical method, Independent Sample T-Test, and One way ANOVA has been used in analyzing the hypothesis test. By way of conclusion, the impact of astrology on consumer buying behavior has been specified.

Keywords: Astrology, Consumer buying behavior, Moon signs

1. INTRODUCTION

In the present world, it is significant for the marketers to comprehend the mindset of consumers to get a sustainable competitive advantage. So the marketers should know those components which influence his consumers. With the assistance of astrology, the marketers can comprehend the idea of the individual and the purpose of their conduct. The impact of astrological sun signs on consumer buying behavior has been frequently investigated in the marketing literature, but here in India, Indians are following the moon signs based on the Indian Vedic astrology which has not been investigated yet in the marketing literature.

Moon signs are one of the most significant and explaining pieces of the astrological chart, which portrays the comfort zone and susceptibility of a person. Moon sign manages the feelings and subconscious of individuals. It is the medium by which human processes his sentiments and figures out what are the most squeezing needs for himself. The Moon sign of a person is determined by the position of the moon when a person was born.

There are twelve different moon signs in Indian Vedic astrology. According to "Maharishi Bhrihu" in his writing "Bhrighusanhita" the classification of all these twelve moon signs can be done into four major elements and three natures. He also explained that each sign is ruled by one particular planet.

Sr. No	Name of moon Sign	Element	Nature	Ruler Planet
1	Mesh	Fire	Movable	Mars
2	Vrishabh	Earth	Stable	Venues
3	Mithun	Air	Dual	Mercury
4	Kark	Water	Movable	Moon
5	Sinh	Fire	Stable	Sun
6	Kanya	Earth	Dual	Mercury
7	Tula	Air	Movable	Venues
8	Vrischik	Water	Stable	Jupiter
9	Dhan	Fire	Dual	Mars
10	Makar	Earth	Movable	Saturn
11	Kumbh	Air	Stable	Saturn
12	Meen	Water	Dual	Jupiter
Source: "Bhrighusanhita"				
Table 1 : Classification of Moon signs				

2. LITERATURE REVIEW

Astrology is worked around the possibility that character and fate are undoubtedly predefined by the situation of the sun, moon, and planets at the moment of birth. That is, a person's "sign" is decided at the time of his/her introduction to the world by the situation of the sun in the zodiac, a giant circle which incorporates the yearly way of the development of the sun, moon, and planets (Pellegrini, 1973). The theories of astrology suggest that there is a significant relationship between human characteristics and the positions of heavenly bodies at the moment of birth (Dave Clarke, 1996). (Gilbert T., 2005), has explained the Astrology as mathematical and symbolic art. Further, the study had concluded that the art and science of astrology give us a perspective that includes universal forces and energies. Astrology can be of potential use for marketers to segment markets where the consumer's lifestyle and psychology are important discriminators. It has further revealed in the study that recognizing people's sun signs might add to a better understanding of consumers which may be used to improve communication and marketing mix (Mitchell V.-W., 1995). (Mitchell, 1997), studied that there were sufficient reasons to believe that sun signs have some impact on consumption. It will act as an additional variable when examining a segment's psychological

profile. It has been highlighted that astrological sign, particularly suited to a brand's image can be used as sales promotion tools in the brand's communication and positioning strategy.

Sun signs have a significant role to play in one's life. The individual choices are firmly affected by signs and these signs play a vital role in final decision making. If marketers can understand the behavior of individuals, it can lead to better product offerings which ultimately lead to better customer satisfaction and a greater reward for the marketers. Understanding the impact of sun signs on consumer behavior can lead to a new era of marketing segmentation (Dr. Harbhajan Bansal P. M., 2014). It has reasoned that better access to markets might be achieved with the use of symbols, colors, sound, mood, and image creation designed to appeal to the personalities of specific zodiac groups. (Mitchell V.-W. , 1995).

Concerning the study (Hyokjin Kwak, 2000), certain evidence suggests that the role of the astrological personality traits of consumers also seen in purchasing manners. The signs are influential on the impulsive buying behaviors, though it is not effective on the compulsory buying behaviors (Bekir Özkan, 2013). Psychological personal characteristics like as self-confidence, outwardness, inwardness, sensuality, and lack of control of motives are important deterministic on consumer buying attitudes (Faber, 1989). The concept of date-of-birth has significant effects on consumer's smoking, drinking, leisure behavior, and purchase behavior, and consumer attitudes. Purchasing is strongly related to personality and lifestyle; astrology might allow marketers to gain more insight into current market segments very quickly, easily, and cheaply. (V.-W. Mitchell, 1998). Astrology cannot predict the personality difference between the twins. (Ertel S, 1996).

The sun-signs are assembled in different ways. The four triplicates that demonstrate the idea of specific sun-signs are fire, earth, air, and water. The mark of fire originates from the related sun-signs' characteristics like as being eager, lively, and innovative. Force and articulation of oneself are in a closer view in this group. The sun-indication of the earth triplicate; Taurus, Virgo, and Capricorn have a consistent and stable structure. The highlights like a reasonable capacity and need for trust are noteworthy in this group. The Gemini, Libra, and Aquarius, which are the most intellectual and communicative sun-signs, are labeled as air triplicate. The demonstration of reasoning and learning has been seen in this group. The last triplicate, water, consists of Cancer, Scorpio, and Pisces which have an emotional structure (Mitchell V.-W., 1995). In this group, the propensity of understanding individuals employing emotional contacts is seen clearly (Fletcher, 2009). From the entire sun signs, water triplicate is more emotional than the others. Aries, Gemini, Leo, Libra, Sagittarius, and Aquarius are positive and outward-oriented sun-signs, while the other six sun-signs; Taurus, Cancer, Virgo, Scorpio, Capricorn, and Pisces, are negative and inward-oriented. (Mayo, 1978). (Arthur Veno, 1979), studied that Water signs (Cancer, Scorpio, or Pisces) were more emotional than non-water signs (Taurus, Gemini, Leo, Virgo, Libra, Sagittarius, Capricorn, Aquarius). It has been further revealed that emotional quotient for Capricorn males was very low. It has been revealed that there is a significant difference between the personality of people born under odd (Aries, Gemini, Leo, Libra, Sagittarius, Aquarius) and even (Taurus, Cancer, Virgo, Scorpio, Capricorn, Pisces) numbered sun signs.

Impulse buying behavior has been described by (Ferrell, 1998), as an "unforeseen, persuading, avariciously complex buying conduct. (G. Muruganatham, 2013), recognized four variables like outside boosts, inward improvements, situational product-related factors, and demographic -socio-cultural factors which are related to impulsive buying behavior. Further (Khawaja, 2018), an extended study by using hypermarket in terms of Music appeal, Sex appeal, fear, and humor.

Bas Verplanken (2011) talked about the brain science of impulse buying expressing that one-sided by vicinity, harming for joy and overlooking distresses, cognizant restraint, or its absence is the significant explanation behind the impulsive buying behavior. With impulsive buying, consumers behave carelessly against the negative conditions of their buying process (DENNIS W. ROOK, 1995). Compulsive buying, which is seen by consumers as an approach to escape from day by day stresses (Wayne S. DeSarbo, 1996), is characterized as an uncontrolled spending way that is advanced as a response to the negative mindset of the buyer. At the point when buyers can't

control purchasing thought processes, an interminable uncontrolled circumstance sticks out and the impulsive buying patterns turn into compulsive buying patterns (O'GUINN, 1992). If the marketers wish to increase the impulsive buying situations, then, they need to make an environment that lessens the negative sentiments which are come after the impulsive buying behavior (Hausman, 2000). Besides, the companies, which recognize the compulsive buying behavior, may increase their sales if the related mood is used strategically in in-store sales techniques and promotions (Aviv Shoham, 2003).

(Braesch S.F, 1997), found that with the sun in a sign, their amiability interchanges altogether, in a normal manner starting with one sign then onto the next from Taurus to Pisces. The friendliest signs are Gemini, Leo, Libra, and Sagittarius. Aries amiability is the lowest of all zodiac signs. The friendliness for the most part interchange in the odd and even signs in the zodiac. The zodiacal sign of the moon and mercury are not identified with friendliness, that of Venus just reasonably but that of Mars to a great extent. The study also uncovered that there is a solid correspondence between professions and planet situated at the angles like Saturn for scientists, Jupiter for entertainers and government officials, Mars for athletes, Moon for painters, and writers. (V.-W. Mitchell, 1998), contemplated that Sagittarians and Cancerians have more smoking propensities. Cancerians are bound to drink liquor while Capricorns are least likely. Sagittarians see themselves as substantial consumers. Cancerians were generally worried about their wellbeing while Capricorns and Aquarians are least concerned. Taurans were accepted to be home sweethearts who like to engage from home than go out and mingle. They tend to have love food and beverages. The research has been also revealed that Aquarians are probably going to play Rugby which is relatable with their social nature.

Aries has been clarified as fundamental and serious while Leo has been depicted as inventive and valiant. Sagittariuses are happy and fair individuals while Capricorns are supposed to be goal-oriented and productive. The author has portrayed Taurus as reliable and defensive while Virgo as exact and basic. Libra individuals have been portrayed as strategic and adjusted, Aquarius as Independent, Gemini as social, neighborly, and enthusiastic. Cancerians are supposed to be thoughtful, local while Scorpion as groundbreaking and attractive. The researcher has described Pisces people as responsive, unselfish, and vague (Booth, 2006). Different sun signs have differences in their opinion; they do not have uniformity in their opinions. Various sun signs tend to behave differently when it comes to the purchase of apparels and they can be divided into different segments. (Dr. Harbhajan Bansal M. P., 2016). (Inanli, 2008), studied that there is a significant relationship between masculine astrological personality traits and a tendency toward quality. The study further revealed that there is a significant relationship between the cost (as a primary buying motive) and feminine astrological personalities. Famine personality tends to buy cheap or low-quality products whereas the masculine personality would be willing to pay a higher price for quality products.

Astrology may influence women's behavior in many ways. (Susan Blackmore, 2001). (Dr. Mehmet BAŞ, 2016), the study indicates that the date of birth may impact women's buying behaviors in certain market situations. From the data and investigation in the study it has been further revealed that women are prone to indicate the effects of astrology mostly and when marketers segment the markets which are related to women, they should take into consideration both horoscopes and zodiac signs. It was found out that odd (Aries, Gemini) and non-water (Leo, Virgo) signs are positively associated with consumers' impulsive buying tendencies. The study was also indicating that zodiac signs can influence impulsive purchase behavior but not compulsive purchase and zodiac signs do influence the overall evaluation of services qualities but they did not play any role in the evaluation of products (Hyokjin Kwak, 2000). Fire signs spend more -instantly with quick decisions and in a much-unplanned manner; the reason for the same is their enthusiastic and energetic structure. The characteristics of Water signs like being sensitive and intuitive may lead them to the least tendency on instant buying. This study also revealed that marketers can make astrological segmentation for success in the market because people's purchasing behavior is affected by the astrological influence. (GULMEZ Mustafa, 2011).

3. RESEARCH METHODOLOGY

PROBLEM STATEMENT

Moon signs have a huge influence on one's life. The individual choices are firmly impacted and these play a major role in final decision making for the individual. If marketers can understand the behavior of individuals, it can lead to better product offerings which ultimately lead to better customer satisfaction and a greater reward for the marketers. In-country like India where people believe in astrology, the evidence is showing there has been not a single research conducted on which is relating moon signs and consumer buying behavior, understanding the effect of moon signs on consumer conduct can prompt to study the buying behavior of people based on moon sign.

OBJECTIVES OF RESEARCH

In this paper, the following objectives are studied:

- To study the buying behavior of the people having different Moon Sign.
- To study the influence of Age & Gender on buying behavior of the people having different Moon Sign.

RESEARCH DESIGN

This paper aims to study the buying behavior of people having different moon signs and the influence of the same on their age and gender, for the better understanding of the study focused group discussion and personal interviews were conducted. Therefore, the research design adopted was exploratory research design for qualitative research. To measure the theoretical construct the characteristics of respondents has been taken for study. Therefore, the research design adopted was a descriptive research design for quantitative research.

RESEARCH ANALYSIS METHOD

In this research data has been collected from respondents through the triangulation research technique which includes qualitative technique and quantitative technique. Qualitative data has been collected through twelve focused group discussions and the five in-depth interviews of astrologers. Quantitative data has been collected through the structured questionnaire which includes data of 360 respondents. Researchers found that the thematic analysis as a suitable method to analyze the qualitative data. Along with it for the analysis of quantitative data, Independent Sample T-test and One Way ANOVA was used to study the mean difference in SPSS software.

4. QUALITATIVE ANALYSIS

This section represents the classification and description of the qualitative data which were collected through the twelve focused group discussion and five in-depth interviews of astrologers.

FOCUSED GROUP DISCUSSION

The objective of focused group discussion was to understand the common buying behavior traits among the respondents having similar moon sign. Twelve focused group discussions have been conducted in the research following one focus group discussion for each moon sign. A detailed transcript has been written on each focus group discussion conducted. Each focused group discussion constitutes 9 members with the same moon sign. Data collected through FGD were categorized into the codes after the identification of the codes thematic analysis using ground theory was carried out.

Sr. No	Name of moon sign	Themes identified from FGD analysis
1	MESH	(1) Shopping dependency (2) Imprudent behavior (3) Dispositional behavior.
2	VRISHABH	(1) Influence of peer groups (2) Premeditated buyers (3) Dispositional behavior (4) Price sensitive buyers (5) Non-experimental buyers
3	MITHUN	(1) Family and friend as a shopping companion (2) Causal buyers (3) Dispositional behavior
4	KARK	(1) Buying dependency (2) Premeditated buyers (3) Dispositional behavior
5	SINH	(1) Sovereign buyers (2) Imprudent buyers (3) Dispositional buyers
6	KANYA	(1) Buying dependency (2) Premeditated buyer (3) Positional buyer
7	TULA	(1) Shopping dependency (2) Premeditated buyers (3) High dissonance
8	VRISCHIK	(1) Influence of peer groups (2) Premeditated buyers (3) Dispositional buyers (4) Experimenting buying behavior (5) High dissonance

9	DHAN	(1) Buying dependency (2) Imprudent behavior (3) Dispositional behavior
10	MAKAR	(1) Dispositional behavior (2) Premeditated buyers (3) Conditional buyers
11	KUMBH	(1) Shopping dependency (2) Premeditated buyers (3) Dispositional behavior (4) High dissonance
12	MEEN	(1) Buying dependency (2) Causal buyers (3) Dispositional buyers (4) Conditional buyers
Table 2 : Thematic analysis of Focused Group Discussions		

IN-DEPTH INTERVIEW

This study includes a personal interview of five astrologers which are being conducted to understand how people of different moon sign behave and how do they differ from the others. A personal interview was conducted with TWO simple questions to understand people's characteristics.

1. How the 12 Moon Sign has evolved?
2. What are the characteristics of the people having different moon signs?

Data collected through the personal interview was analyzed with the use of Thematic Analysis. Based on the common theme shared between the variables, they are being grouped and the name is given to them. A total of thirteen themes are identified from personal interview analysis. The first theme identified is named as Principles of Astrology as the variables grouped in this theme define the understanding of the Indian Astrology. These variables are different aspects of Indian astrology which include rashis, nakshtras, dasas, grahas, gocharas, and bhavas. Along with it, this theme described that there are twelve signs in Indian astrology which are classified according to four different elements and three different natures. Moon represents the individual's state of mind and Indians do follow moon signs while naming a newborn baby. Respondents themselves have given a response in a way that has defined the themes according to the various elements of the Astrology. Therefore, the second theme is named "Fire Elements - ruled by Mars" and describes the characteristics of the people belong to this element. Likewise, all the themes are named based on the elements under which it is categorized along with the ruling planet pertains to that group.

Sr.No	Name of Moon Sign	Themes identified from PI analysis	Major codes extracted from the theme (Characteristics of people)
1	MESH	Fire element – Ruled by Mars	Compare different alternatives Take time for decision Planned Approach Need proper explanation
2	VRISHABH	Earth element – Ruled by Venues	Pleasure seekers Prefer quality products Quickly change decision Seek for perfection

3	MITHUN	Air element – Ruled by Mercury	Easily mixed Good orators Hard to understand Easily influenced by others
4	KARK	Water element – Ruled by moon	Movable nature Naïve Agile Attracted by white color
5	SINH	Fire element – Ruled by sun	Stubborn Egocentric Love to be praised Aggressive
6	KANYA	Earth element – Ruled by mercury	Influencers Prefer quality products Socializers Good marketers
7	TULA	Air element – Ruled by Venus	Justice lovers Truthful Charming Personality Difficult to convince
8	VRISCHIK	Water element – Ruled by Mars	Avoid sharing secrets Late decision-makers Differentiators Selective buyers
9	DHAN	Fire element – Ruled by Jupiter	Dual nature Influenced by others Innocents Ideal thinkers
10	MAKR	Earth element – Ruled by Saturn	Slow workers Good control over words Stubborn buyers Focused
11	KUMBH	Air element – Ruled by Saturn	Secretive in nature Hard to understand Unclear in their choices Believe in discipline
12	MEEN	Water element – Ruled by Jupiter	Unplanned buyers Lost in their zones Comfort zone seekers Intelligent and high thinkers
Table 3 : Thematic analysis of Personal Interviews			

5. QUANTITATIVE ANALYSIS

DESCRIPTIVE STATISTIC

Descriptive Statistics describe the characteristics of respondents and the same has been used to know the buying behavior of people according to different moon signs.

No	Particular	Mean Value											
		Mesh	Vrishabh	Mithun	Kark	Sinh	Kanya	Tula	Vrischik	Dhan	Makar	Kumbh	Meen
1	I love doing shopping.	4.06	3.8	3.83	4	3.25	3.93	3.43	3.46	3.35	3.79	3.36	3.4
2	I plan my shopping.	3.84	3.66	3.1	3.18	3.03	3.65	3.12	3.73	3.8	3.58	2.73	3.13
3	I don't buy anything besides my shopping list.	2.73	3.23	3.19	2.63	3.15	2.96	2.51	2.76	3.23	3	3.06	2.7
4	When I go for shopping, I buy products which I do not plan to buy.	3.93	2.96	3.06	3.23	3.74	3.43	3.48	3.3	2.56	3.48	3.36	3.62
5	Phrase line "PURCHASE NOW, WHAT I SEE, THINK LATER" defines my personality.	2.86	2.5	2.12	2.43	2.78	2.73	2.66	2.2	2.53	3.13	2.83	2.96
6	I think I evaluate and then I shop.	3.36	3.23	3.80	4.23	3.06	3.8	3.63	3.86	3.73	3.72	3.23	3.66
7	I feel guilty after purchasing the product that I do not intent to buy.	2.96	3.33	3.25	3.33	2.34	2.7	3.57	3.12	3.13	3.65	3.03	3.16
8	My mood does not affect my shopping.	3.40	2.83	2.80	2.76	3.25	3.68	3.15	3.1	2.46	3.17	3.64	2.93
9	Shopping release my stress and makes me feel relief.	3.66	3.57	2.93	3.73	3.80	3.23	3.15	3.1	3.66	3.72	2.86	2.86
10	I overspend on my shopping.	2.73	2.33	2.87	2.53	2.90	3.16	2.38	2.76	2.46	2.65	2.96	2.86
11	Price is important parameter of shopping for me.	4.2	4	4.29	3.86	3.87	3.63	3.75	3.93	4.03	4.24	3.83	3.66
12	I am very brand loyal person.	3.41	3.06	2.77	3.16	3.40	3.06	2.93	3.06	3.13	3.31	3.03	3.33
13	I believe that brand defines quality of product/services to me.	3.63	3	3.13	3.76	3.78	3.7	3.24	3.56	3.4	3.68	3.43	3.45
14	I purchase premium/branded products/ services.	3.31	2.33	2.12	3.33	3.43	3.4	3.12	3.13	3.23	3.34	3.00	3.03
15	I can change my brand preference that meets my requirement.	3.39	2.38	4.03	4.06	3.81	2.37	3.36	4.26	3.45	3.2	4.23	4.03
16	I make quick decisions while shopping.	3.24	3.7	3.74	3.23	3.46	2.14	3.57	3.15	3.13	2.27	2.33	3.7
17	I bargain during my shopping.	3.83	2.13	3.45	3.45	3.93	3.66	3.09	3.3	3.56	3.17	3.33	3.56
18	Physical environment of mall/shop affects my shopping experience.	3.33	3.7	3.48	3.7	3.46	3.96	3.37	3.3	3.36	3.45	3.73	3.73

19	Employee behavior matters a lot to me while shopping.	4.2	4.13	4	4.23	3.9	3.9	4.09	4	4.23	4.27	3.8	4.13
20	Opinion of my friend matters to me while shopping.	3.30	3.54	3.58	3.43	3.38	3.8	3.36	3.76	3.76	3.35	3.8	3.86
21	I love to accompany by my family/parents while shopping.	3.93	3.86	4	3.7	3.75	3.8	4.03	3.76	4.16	4.20	4.16	3.76
22	I am always open to try new products/services.	3.47	2.23	3.64	4	3.68	2.40	3.45	3.73	3.46	3.39	3.73	3.7
23	I don't hesitate to pay extra to get the specific brand/product.	3.73	3.65	3.16	3.13	3.53	3.46	3.63	3.6	3.1	3.41	3.13	3.5
24	I choose the product based on Color, Features and its packaging	3.6	3.7	3.64	3.6	3.71	3.6	3.57	3.53	3.6	3.51	3.83	3.56
25	I purchase the product because it is endorsed by my favorite celebrity.	2.03	2.03	2.16	2.33	1.8	2.3	2.18	1.8	2.16	2.20	2.03	2.13

INTERPRETATION

(1) MESH: People of mesh moon sign enjoy doing planned shopping. Considering price is an important parameter, they bargain before the final purchase decision. As for shopping release stress, they tend to be an impulse buyers and enjoy family and Friends Company. Firmly believing brand as a quality concept, they are ready to pay extra and give importance to physical attributes. Celebrity endorsement is the least important factor to influence in their purchase decision. Surroundings affect their purchasing behavior including employees' behavior.

(2) VRISHABH: People of vrishabh moon sign enjoy doing planned shopping with friends and families, also consider their opinions. Considering price is an important parameter, they evaluate products before purchasing. They are not a brand lover or loyal. They are not open to try new products and making an experiment with their buying preferences. They are quick decision-makers while shopping and they do not like to bargain much. Celebrity endorsement is the least important factor to influence in their purchase decision. They give importance to physical attributes while shopping which includes the physical environment of shopping place, employee's behavior, and other features such as color, size, and packaging of products. Shopping acts as a stress reliever process for them.

(3) MITHUN: People of mithun moon sign are not defined by the phrase line "Purchase now, what I see, Think later but they would like to evaluate the product before purchasing. Being price-sensitive buyers, they don't pay extra for any specific brand or product. They are not brand loyal or lovers and they can change their buying preferences according to their requirements. Celebrity endorsement is the least important factor to influence in their purchase decision. Physical attributes of product and employee's behavior matter to them while shopping. They enjoy shopping with friends and family also their opinions matter to them and they are quick decision-makers.

(4) KARK: People of kark moon sign are independent decision-makers and they enjoy shopping with friends and family. Considering price as an important parameter they would like to evaluate the product before the final purchase decision. Celebrity endorsement is the least important factor to influence in their purchase decision. They believe shopping acts as a stress reliever process for them and they also believe the brand defines the quality of product/service. These people are affected by physical attributes of the product, the physical environment of shop,

and employee's behavior while shopping and they are also ready to make any sort of experiment with their shopping preference according to their requirements.

(5) SINH: People of sinh moon sign are affected by employee's behavior a lot rather than a physical environment of the shop while shopping. Shopping acts as a stress reliever process for them. These people are impulsive buyers and they do not possess cognitive dissonance. Celebrity endorsement is the least important factor to influence in their purchase decision. They firmly believe that the brand defines the quality of the product/service. They are open to try new products. They make decisions without any influence though they enjoy shopping with friends and family. They consider price as an important parameter while shopping and prefer to bargain while shopping.

(6) KANYA: People of kanya moon sign enjoy doing planned shopping. Considering price as an important parameter these people would like to evaluate and bargain while shopping. They are slow decision-makers while shopping and they do not make any sort of experiments with their shopping preferences. Celebrity endorsement is the least important factor to influence in their purchase decision. They believe that the brand defines the quality of product/service and they are not affected by their mood while shopping. They prefer to go for shopping with friends and family and also give importance to their opinions. The physical attribute of products, the atmosphere of the shop, and employee's behavior are the affected parameters for them while shopping.

(7) TULA: People of tula moon sign enjoyed shopping with their friends and family members. Employee's behavior matters to them while shopping and they are ready to pay extra money for their likable products. They possess high post-purchase dissonance. Celebrity endorsement is the least important factor to influence in their purchase decision. These people are affected by the physical attribute of the products which includes color, size, and packaging, etc. Considering price is an important parameter of shopping people of these sign would like to evaluate the product before purchasing and they do not overspend on their shopping.

(8) VRISCHIK: People of vrischik moon sign planned their shopping. They consider price is an important parameter for shopping and they would like to evaluate the product before they purchase. They prefer to go for shopping with friends and family and consider their opinions. They believe that the brand defines the quality of product/ service and they are ready to make an experiment with their shopping preferences. They are ready to pay extra for their likable products and Celebrity endorsement is the least important factor to influence in their purchase decision. Other than this they consider physical attributes of products, the physical environment

(9) DHAN: People of dhan moon sign evaluate and plan their shopping. As for shopping release stress for them, they would like to accompany their friends and family members at the time of shopping. They consider price as an important parameter while shopping and they would like to bargain before they purchase anything. Celebrity endorsement is the least important factor to influence in their purchase decision. They also give importance to factors such as physical attributes of the product, environment of shop, and employee's behavior at the time of shopping.

(10) MAKAR: People of makar moon signs are planned buyers and evaluate a lot about products and enjoy the experience of shopping. They possess post-purchase dissonance. Price is an important factor for them while shopping and also they take time to make purchase decisions. They believe that brands define the quality of the product/service. They consider physical attributes of the products and employee's behavior as important parameters while shopping. Shopping releases their stress for them. Celebrity endorsement is the least important factor to influence in their purchase decision. They are independent decision-makers though like to have friends and family as a companion.

(11) KUMBH: People of kumbh moon sign give importance to physical attributes of the products, employee's behavior, and the atmosphere of the shop while shopping. They would prefer to go for shopping with their friends and family members and they also consider their opinions while shopping. Celebrity endorsement is the least

important factor to influence in their purchase decision. Price is an important parameter for them while shopping and their mood do not make any sort of impact on their shopping behavior. They are always open to try new products and they are slow decision-makers while shopping.

(12) MEEN: People of meen moon signs are the impulsive buyer and they would like to evaluate the product before purchasing it. They consider price as an important factor and would like to bargain while shopping. They give importance to the physical attributes of the products, employee's behavior, and the atmosphere of the shop while shopping. They would prefer to go for shopping with their friends and family members and they also consider their opinions while shopping. Celebrity endorsement is the least important factor to influence in their purchase decision. They are ready to experiment with their shopping preferences and they are quick decision-makers while shopping.

HYPOTHESIS OF STUDY

Another objective of the research was to study the influence of age & gender on buying behavior of the people having different moon signs. So, hypotheses were developed and Independent Sample T- Test and One-Way ANOVA were used to test hypotheses.

Sr. No	List of Hypothesizes	Statistical tool applied	Significant Value	Accepted / Rejected
H1	There is a significant difference between Gender and buying behavior of the people of MESH.	Independent sample T-test	0.216	Rejected
H2	There is a significant difference between Age and buying behavior of the people of MESH.	One way ANOVA	0.319	Rejected
H3	There is a significant difference between Gender and buying behavior of the people of VRISHABH.	Independent sample T-test	0.583	Rejected
H4	There is a significant difference between Age and buying behavior of the people of VRISHABH.	One way ANOVA	0.419	Rejected
H5	There is a significant difference between Gender and buying behavior of the people of MITHUN.	Independent sample T-test	0.260	Rejected
H6	There is a significant difference between Age and buying behavior of the people of MITHUN.	One way ANOVA	0.691	Rejected
H7	There is a significant difference between Gender and buying behavior of the people of KARK.	Independent sample T-test	0.950	Rejected
H8	There is a significant difference between Age and buying behavior of the people of KARK.	One way ANOVA	0.230	Rejected
H9	There is a significant difference between Gender and buying behavior of the people of SINH.	Independent sample T-test	0.198	Rejected
H10	There is a significant difference between Age and buying behavior of the people of SINH.	One way ANOVA	0.688	Rejected
H11	There is a significant difference between Gender and buying behavior of the people of KANYA.	Independent sample T-test	0.157	Rejected

H12	There is a significant difference between Age and buying behavior of the people of KANYA.	One way ANOVA	0.583	Rejected
H13	There is a significant difference between Gender and buying behavior of the people of TULA.	Independent sample T-test	0.860	Rejected
H14	There is a significant difference between Age and buying behavior of the people of TULA.	One way ANOVA	0.426	Rejected
H15	There is a significant difference between Gender and buying behavior of the people of VRISCHIK.	Independent sample T-test	0.697	Rejected
H16	There is a significant difference between Age and buying behavior of the people of VRISCHIK.	One way ANOVA	0.491	Rejected
H17	There is a significant difference between Gender and buying behavior of the people of DHAN.	Independent sample T-test	0.412	Rejected
H18	There is a significant difference between Age and buying behavior of the people of DHAN.	One way ANOVA	0.243	Rejected
H19	There is a significant difference between Gender and buying behavior of the people of MAKAR.	Independent sample T-test	0.823	Rejected
H20	There is a significant difference between Age and buying behavior of the people of MAKAR.	One way ANOVA	0.093	Rejected
H21	There is a significant difference between Gender and buying behavior of the people of KUMBH.	Independent sample T-test	0.123	Rejected
H22	There is a significant difference between Age and buying behavior of the people of KUMBH.	One way ANOVA	0.516	Rejected
H23	There is a significant difference between Gender and buying behavior of the people of MEEN.	Independent sample T-test	0.118	Rejected
H24	There is a significant difference between Age and buying behavior of the people of MEEN.	One way ANOVA	0.146	Rejected

INTERPRETATION

Independent T-test and one way ANOVA tests were applied on the variables to check the influence of age & gender on buying behavior of people having different moon signs. Test results showed that the p-value is greater than 0.05 for all the mentioned hypothesizes. Therefore, the researcher had failed to accept all the mentioned hypothesizes and inferred that age and gender do not influence the buying behavior of people having the same moon sign.

6. FINDINGS

From this research, it has been found out that there are certain parameters and factors which are pretty important for every moon sign that needs to be addressed by the marketer to gain the interest of the consumers. These parameters and factors are as follows.

1. Employee's Behavior, Physical environment of shop, and Physical attributes of the products (such as Product Color, Product Features, and Product Packaging) are the most important parameters for any consumer while doing shopping. Celebrity endorsement is the least important factor to influence any consumer in their purchase decision and the price of the product is the most important factor to influence any consumer in their purchase decision.

2. Respondents of this research prefer to go for shopping with their friends and family members. They do change their preference of company concerning their requirement, Occasion, and Nature of the product while shopping.
3. From the statistical analysis, research has revealed that there is no significant difference between age and gender on the buying behavior of people under the same moon sign. That means age and gender do not influence on the buying behavior of people under the same moon sign. People under the same moon sign behave similarly irrespective of their age and gender.

7. CONCLUSION

Through the present research, it has been concluded that astrology has a considerable amount of impact on consumer buying behavior. Consumers will behave according to their moon sign while shopping. From the present research, it has been revealed that each moon sign shares similar characteristics and behave similarly while shopping. But age and gender do not influence the buying behavior of people under the same moon sign that means people under the same moon sign behave similarly irrespective of their age and gender. As Indian Vedic astrology is based on the moon signs so moon signs have been taken for the study but there has been no research found out which shows any relations between moon signs and consumer buying behavior. This research is stepping stone for other researchers because there has been no research work done earlier, to predict consumer buying behavior based on the moon signs. So, the present research can always be extended to understand consumer buying behavior deeply according to moon signs.

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