

ASTROLOGY MARKETING: EXAMINING DIVERSE FACTORS AFFECTING
ASTROLOGY RELATED CONSUMPTION



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I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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ÖZET

Bu tez, kişilerin astroloji ile ilgili ürün ve hizmetlere para harcama eğilimleri üzerinde etkili olan faktörleri, bu alandaki tüketici davranışının psikolojik, sosyal ve demografik belirleyicilerini araştırmaktadır. Literatür taraması, astrolojinin tanımını yaparak tarihî kökenlerini ve mevcut popülerliğini incelemektedir. Yöntem bölümü, veri toplama, örnekleme stratejileri ve etik düşünceleri ortaya koymaktadır. Analiz, bireylerin dışa dönüklük ve yeni deneyimlere açıklığı ile astroloji ile ilgili ürün ve hizmetlere yönelik harcamaları arasında pozitif bir korelasyon ortaya koyar. Ayrıca, katılımcıların aylık gelir düzeyleri ile harcama eğilimleri arasında önemli bir bağlantı kurulmuştur. Astroloji ile ilgili ürünler için para harcayan arkadaş çevrelerine sahip bireyler, benzer bir eğilim gösterme eğilimindedir. Tartışma bölümü, bulguları mevcut literatür bağlamında değerlendirmektedir. Pazarlamacılar, astrologlar ve araştırmacılar için pratik sonuçlarını vurgulayarak, astrolojik ürün ve hizmetleri içeren pazar segmentine dair içgörüler sunmaktadır. Çalışma, sınırlamalarını tanıyarak ve gelecekteki araştırmalar için yönlendirmeler önererek sona ermektedir. Temelde, bu tez, astroloji alanındaki tüketici davranışını anlamada, ilgili ürün ve hizmetlere harcamayı etkileyen faktörleri detaylı bir şekilde ele alarak önemli bir katkı sağlamaktadır.

Anahtar Kelimeler: Astroloji; hedef pazar analizi; new age ürünler; pazar araştırması; tüketici davranışları

ABSTRACT

This thesis explores the factors influencing expenditure on astrology-related products and services by examining the psychological, social, and demographic determinants of consumer behavior in this domain. The literature review defines astrology, traces its historical roots, and assesses its current popularity. The methodology outlines robust data collection, sampling strategies, and ethical considerations. The analysis reveals a positive correlation between individuals' extraversion and openness to new experiences and their financial commitment to astrology-related goods and services. Additionally, the study establishes a significant connection between participants' monthly income levels and their spending patterns. Individuals surrounded by peers allocating funds to astrology-related products demonstrate a tendency to do the same. The discussion section contextualizes findings within existing literature, emphasizing both commonalities and divergences in consumer behavior. Practical implications for marketers, astrologers, and researchers are highlighted, providing insights into this distinct market segment. The study concludes by recognizing limitations and suggesting directions for future research. In essence, this thesis contributes significantly to understanding consumer behavior in the astrology domain by dissecting factors influencing expenditure on related products and services, emphasizing the role of psychological attributes, income levels, and social networks in shaping financial decisions.

Key Words: Astrology; consumer behaviour; market research; new age products; target market analysis

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1. INTRODUCTION

Humanity has long existed as agricultural communities, shaped by their unique belief systems that defend against the unpredictable forces of the natural and social world. Within these belief systems, astrology holds a significant place, as it encompasses the observation of celestial phenomena such as the movements of the moon and the solar year. Furthermore, astrology comprises the interpretation of various life cycles, including those of animals and plants, which are seen as interconnected with celestial influences. These observations, ranging from equinoxes to important agricultural events like planting and harvesting, have been carefully monitored and accompanied by various community rituals. These rituals gradually gave rise to astrological knowledge and the development of calculation methods.

In the pre-industrial era, when agrarian societies dominated, people intimately connected their daily lives and activities with the celestial realm. The rhythms of nature dictated their existence, and the heavenly bodies were regarded as cosmic guides, providing insight into the optimal times for various activities. Astrology, as an integral part of their belief systems, played a pivotal role in understanding and navigating the cyclical patterns of life. It offered a framework through which individuals could interpret celestial events and their impact on human affairs.

Astrological practices within agricultural societies served practical purposes beyond their symbolic significance. Precisely tracking celestial events facilitated the synchronization of critical agricultural activities, enabling communities to align planting, harvesting, and other vital tasks with the optimal positions of heavenly bodies. Moreover, astrology was intrinsically linked to cultural and social rituals, as communities sought to maintain a harmonious relationship with the natural world.

1.1 Significance of the Study:

The field of astrology has often been perceived in a manner that discourages scholarly investigation, as Barton (1994) notes. Academics who venture into this domain tend to focus on safer areas, such as exploring the history of mathematics and astronomy as revealed in astrological texts or studying

manuscript traditions to avoid being perceived as straying beyond the boundaries of acceptable scholarship. The realm of astrology is not easily accessible to researchers, as it requires technical expertise and presents numerous challenges concerning the reliability and interpretation of sources.

Despite these challenges, the significance of this study lies in investigating the factors that drive individuals to invest in astrological products and services in contemporary society. In today's world, where advancements in science and technology are abundant, astrology continues to attract a significant following, with people willingly spending money on various astrological offerings. Understanding the motivations behind this financial spending provides valuable insights into astrology's enduring appeal and its perceived value for individuals.

By delving into why individuals spend on astrology, we gain a deeper understanding of its role in their lives. This study aims to uncover the factors contributing to this financial commitment, identifying astrology's underlying needs, desires, and aspirations.

Studying the factors driving spending on astrological products and services provides valuable insights into the interplay between personal beliefs, societal trends, and consumer behavior. This research contributes to a comprehensive understanding of astrology's socio-economic landscape and offers practical implications for businesses and practitioners operating within the industry.

In summary, this study fills a scholarly gap by exploring the factors influencing individuals' expenditure on astrology. By unraveling the underlying motives and understanding the interplay between beliefs, societal influences, and consumption patterns, this research provides valuable insights for marketers and practitioners in the astrology industry. The challenges and complexities of studying astrology, as highlighted by Barton (1994), underscore the need for thorough and rigorous investigations in this field.

1.2 Objectives:

This thesis aims to investigate the factors influencing individuals' expenditure on astrology-related products and services in contemporary society. By exploring consumer behavior within the domain of astrology, the study seeks to uncover the underlying motivations and influences that drive people to allocate their resources to astrological practices. The research intends to contribute valuable insights to the existing body of knowledge, providing marketers and researchers with a deeper understanding of consumer behavior in this distinctive field. By delving into the social, psychological, and cultural aspects, the study aims to shed light on the dynamics of spending behavior related to astrology in the present-day context.

1.3 Scope of the Study:

This study explores the multifaceted landscape of factors that influence contemporary individuals' spending on astrology-related products and services. Astrology, as a cultural and belief phenomenon, has garnered attention and engagement from a diverse range of individuals. So, the scope of this research extends to unraveling the intricate web of motivations, influences, and drivers that underlie people's financial decisions when it comes to astrology.

Moreover, this research seeks to shed light on the psychological, socio-cultural, and situational dynamics that play a pivotal role in shaping consumer behavior within the astrology market. It delves into how personality traits, social influences, and contextual factors intertwine to impact spending patterns.

In summary, this study embarks on an in-depth journey into the motivations, psychological influences, socio-cultural dynamics, situational contexts that collectively define consumer behavior within the astrology market. By expanding our comprehension of these multifarious facets, this research ultimately seeks to empower businesses to create more tailored, resonant, and effective astrology-related products, services, and experiences for their target audience.

2- LITERATURE REVIEW

2.1 Definition of Astrology

In the Oxford Dictionary, astrology is defined as the study of celestial bodies' movements and relative positions interpreted as influencing human affairs and the natural world. It is a system deeply rooted in ancient traditions and beliefs that date back to early civilizations.

According to Michel Gauquelin, astrology can be defined as "the art or science, opinions differ on this point, of describing the character or destiny of a person by observing the position of the stars at the moment of the person's birth." (Gauquelin, 1991). It is worth noting that there are differing perspectives on whether astrology should be classified as an art or a science. Within the broader scope of cosmology, astrology is considered part of the study of how celestial bodies influence the lives of plants, animals, and humans in the solar system, apart from Earth. The practice of astrology involves gathering precise data, such as the individual's time, date, and place of birth, to provide a comprehensive and accurate personal assessment.

Throughout history, astrology has played a significant role in human culture and society. People have observed the correlation between planets' movements and daily life circumstances. Ancient civilizations, such as the Mesopotamians, Egyptians, and Greeks, recognized the influence of celestial bodies on human affairs and utilized astrology to understand and predict events.

Astrology goes beyond predicting future events; it also offers insights into an individual's character, strengths, and weaknesses. The birth chart, or the natal chart, is a fundamental tool in astrology. By analyzing the positions of celestial bodies at the time of a person's birth, astrologers can interpret the unique configuration and aspects to gain insights into one's personality traits, potential, and life patterns.

Interestingly, astrology has been influential not only in ancient times but also in more recent history. Even emperors and rulers throughout different eras sought guidance from astrologers to make decisions and understand the potential outcomes of their actions. This practice continues today, as some modern presidents and political leaders consult astrologers for advice and insights into various aspects of their lives and political endeavors.

Overall, astrology represents a system of knowledge that has evolved over centuries, connecting the movements of celestial bodies with human affairs and the natural world. Its enduring presence in human culture speaks to the timeless fascination with the mysteries of the universe and the desire to find meaning and guidance in the cosmos.

2.2 Historical Overview of Astrology

Astrology has a rich historical background, with its origins traced back to ancient civilizations such as Babylon, Egypt, Assyria, Greece, and Persia (Mitchell, 1995).

Astrology found its way to Egypt during the Hellenistic period, gaining prominence by creating the Hermetic Texts. The influence of astrology spread to the Mediterranean world, and Alexandria became a center of astrology in the Hellenistic era. Astrology in Egypt was particularly associated with Hellenistic science, although the exact historical data regarding its origin in Egypt remains unconfirmed (Erkılıç, 2018).

In the following centuries, astrology flourished in Europe, particularly during the 10th to 15th centuries. It gained popularity in the Christian world, despite facing criticism from emerging scientific perspectives. Astrology was taught in some monastery schools, and prominent astrologers such as Bacon, Campanus, Magnus, and Bonatti emerged. Astrology influenced various fields, including religion, literature, and even geographical discoveries (Thornton, 2016).

The 16th century was the golden age of astrology in the Western world during the Renaissance period. Astrology gained prominence alongside hermetic sciences, and figures like Marsilio Ficino integrated astrology with philosophy. Astrology became a realm of metaphors in the hands of writers such as Shakespeare, using astrological archetypes to describe human character and fate (Thornton, 2016).

However, in the 17th century, astrology faced a crisis due to the rise of science and new paradigms. Scientific criticisms and religious objections led to a decline in astrology's acceptance, except in England, where it remained more resilient. The following centuries saw astrology undergo modernization, with figures like Alan Leo playing a significant role in its resurgence. The introduction of newspaper horoscopes in the 20th century further increased astrology's popularity and accessibility (Mitchell, 1995).

During the modern era, astrology witnessed both a resurgence and decline in different countries due to scientific advancements and new celestial discoveries. While it declined in many nations, the United Kingdom became a hub for its revival, establishing schools, publications, and newspapers dedicated to astrology. This period also saw an upsurge in occultism, according to Mircea Eliade (Thornton, 2016).

In the latter half of the 20th century, astrology gained popularity in European countries, particularly Germany, coinciding with the rise of mass media. Notable figures like Louis de Wohl, who reportedly worked with the British Intelligence Agency during World War II, contributed to its popularity. Efforts were made to professionalize astrology through commercial associations and training programs. Remarkably, influential individuals such as Hitler and De Gaulle were interested in astrology, highlighting its impact on historical events (Marshall, 2005).

The observation of similarities in the effects of planets on unrelated individuals characterizes modern astrology. This theory suggests that planetary influences can manifest similarly in people despite their geographical distance (Ornstein, 2001).

Today, astrology is not a unified and institutionalized system. Since it has no governing body or central authority, users apply astrology to their current cultural environments, making it constantly reinterpreted. With the advancement of technology, astrological studies have diversified. While determining personal characteristics and prediction schemes based on the positions of celestial bodies at the time of birth, known as a "natal chart," used to rely on serious knowledge and calculations in the past, it is now quickly done through web platforms. Moreover, using artificial intelligence programs, these charts can be automatically interpreted for individuals.

2.3 Traditional Astrology vs. Modern Astrology

It is possible to summarize the differences between traditional astrology, which humans have developed over thousands of years through their search for meaning and various signs, and modern astrology as follows:

1- From Collective to Individual: In early astrology, for example, Babylonians used astrology to predict wartime events and determine when to harvest crops. In the middle period of astrology, knowledge of astrology was used for wartime, trade, and the power of rulers, from the Turks to the Indians. As for modern astrology, astrological analysis is done on a person's fate. Today, it is said that the primary and most crucial function of astrology is individual personality analysis.

2- From Elite to Masses: In both early and medieval astrology, analyses were made for the elites. The timing of the king's military movements, the birth time of the elites' children, and their fortunes were

the main focus of astrology. Modern astrology focuses on issues such as marriage prediction, lost items, unemployment, and relationships.

3- From Natural Cycles to Weekly Analysis: In the early and Middle Ages of astrology, the unit of time in astrology was mainly based on natural cycles, such as seasonal dates. However, today, the central unit is the week; even with postmodernism, it has become daily. The determinant of this unit is undoubtedly the media. There is no longer any meaning to natural cycles. The 12 signs of the zodiac, divided according to the sun sign, now direct consumers daily.

4- From 6 Celestial Bodies to 9 Planets and Asteroids: The differences in chart reading methods are the most noticeable between modern and traditional astrology. Modern astrology considers the chart as a whole. In early and middle-period astrology, analysis was done based on the seven celestial bodies, as Uranus, Neptune, and Pluto had yet to be discovered. Modern astrology analyzes the chart using nine planets and numerous asteroids. Another difference in this regard is the issue of angles assumed to be between planets and signs in the sky. In summary, traditional astrologers have viewed aspects, like other astrological indications, from an intense contemplative perspective. In contrast, the primary function of astrological elements in modern analysis is to indicate accidents, fortunes, and great opportunities.

5- Free Will - Collective Will Difference: According to Erkıılıç (2018), the predominant feature in modern astrology is the emphasis on free will. Adorno (1994) noted a significant difference between astrology and ancient animist beliefs, highlighting that astrology is based on interpretations of the movements of the stars by mediums rather than a specific system or doctrine. This reduces the understanding of natural and social relationships to the interpretations of the mediums, creating uncertainty regarding the authority of astrology and who or what that authority represents. The stars are not considered a complete authority, and questions about their intervention in life or their role in providing opportunities for understanding life are often left unanswered or subject to different interpretations. Astrologers are seen as experts who can interpret the movements of the stars concerning human life, and their expertise contributes to the hierarchical dynamics in social relationships. Individuals who rely on the expertise of others seek certain expressions from those perceived as knowledgeable and all-knowing. As a result, an uncertain and abstract authority emerges, and the source of knowledge in astrology remains "abstract, inaccessible, and unknown" (Kulak, 2017). Barthes characterized astrology as a preventative divination and criticized modern

astrology for not completely excluding free will, highlighting its influence on conditions such as irritability, relaxation, meticulousness, and laxity in work life through the stars' suggestions.

6- *From manual calculation to artificial intelligence calculation:* When ancient astrologers conducted an analysis, they used mathematics and geometry, whereas modern astrologers encountered the horoscope by loading the information into a computer program. The astrologers of the ancient world had to have good algebra knowledge, while today's astrologers only need expertise in interpretation.

7- *Difference in Prophecy:* Modern astrology has introduced a distinct aspect to prophecy, which requires individuals to go through learning, growth, and transformation stages for the sign to come true. As a result, the fulfillment of the prediction depends on personal choices. Unlike classical astrology, where the birth chart is the main factor, in modern astrology, it makes no sense for individuals to blame their horoscope for the unhappiness they have caused themselves (Arroyo, 2000). Modern astrology suggests to the individual to "create the future" themselves. This creation begins with the shaping and formation of thought. The preliminary preparation in this starting point is to be aware (Altoparlak, 2004). Herein lies the most significant difference of prophecy in modern astrology: individualization. It is the realization of the individual's power.

2.4 Astrology vs. Astronomy

Despite being a structured knowledge system rooted in observation and causal relationships, astrology is not recognized as a legitimate science in contemporary times. As a result, universities do not establish formal institutions offering astrological education. However, this has not always been the prevailing situation. Until the 17th century, astrology and astronomy progressed together, even though astrology is now commonly associated with fortune-telling, while astronomy is recognized as the scientific study of celestial objects.

During the Age of Enlightenment, astrology and astronomy, once regarded as a single discipline in earlier eras, became distinct fields due to the prominence of reason and logic. Positive sciences such as mathematics, geometry, and astronomy gained a reputation, while astrology, increasingly considered a superstition, lost its standing in formal education (Pedersen, 1993).

Astronomy is a scientific discipline that studies celestial objects, including their size, arrangement, positions, origin, and dynamic behaviors. It focuses on understanding the celestial sphere and has witnessed significant technological advancements. Presently, astronomy is divided into two main branches: astrophysics and astrogeology. Astrophysics explores the physical and chemical properties of celestial objects and the composition of the universe. At the same time, astrogeology examines the geological structures of heavenly bodies, such as the moon, planets, meteors, and comets, along with their impact on Earth.

Astronomy and astrology were closely linked in the past, but as technology progressed, they evolved into separate fields. The distinction between astronomy and astrology remains a debate among philosophers of science. Astronomy has solidified its position as a scientific discipline, whereas astrology has retained its status as a pseudoscience in past centuries. Astrologers continue to make predictions based on star charts, a practice that has endured. This ongoing debate scrutinizes astrology's lack of adherence to scientific principles and its associations with fields like astronomy and psychology (Burton & Grandy, 2004). Some proponents of astrology reference Galileo's interest in the subject, as he is considered the founder of modern astronomy (Marshall, 2005). Additionally, various perspectives exist regarding astrology, with some regarding it as the metaphysics of astronomy (Akpınar, 2002).

2.5 Popularity and Acceptance of Astrology

According to a study conducted in 1990 (Granada UpFront on Astrology, Granada Television), many people demonstrated an interest in astrology. The study found that over 50 percent of the respondents in Britain had read their horoscope within the previous week. Additionally, in 1982, approximately 1,200 daily newspapers in the United States featured astrological content, reaching a readership of 40 million individuals. It was reported that 98 percent of the population knew their zodiac sign, 96 percent were familiar with horoscopes, and 66 percent regularly read their star signs, typically once a week. In the United States, it was estimated that there were around 10,000 full-time and 175,000 part-time astrologers, while in Britain, the figures were approximately 250 full-time and thousands of part-time practitioners. This growing belief in astrology extended beyond the UK and the US, as evidenced by surveys showing that 53 percent of the French population regularly read horoscopes in 1963, and a book on astrology titled "Koyoni" sold eight million copies in Japan (Mitchell, 1995).

Despite the time that has passed since these studies and the technological advancements during this period, the astrology market continues to grow unabated. According to the astrology market report by Allied Market Research from January 2023, the global astrology market size was valued at \$12.8 billion in 2021. It is projected to reach \$22.8 billion by 2031, with a compound annual growth rate (CAGR) of 5.7% from 2022 to 2031. This indicates significant growth and potential opportunities within the astrology industry in the coming years. (Samriddhi & Roshan 2023)

2.6 Covid 19 and Astrology

During the period of repeated lockdowns, the general population became increasingly concerned about their physical well-being and financial stability. The prevailing gloomy atmosphere led many individuals to turn to astrology to find solace and seek guidance. According to Google Trends, this surge in interest was evident in the significant increase in Google searches related to astrology, which had been steadily rising even before the pandemic. Astrology-related searches peaked in the last five years, indicating a growing curiosity and reliance on astrological insights during these uncertain times.

As the Covid-19 crisis unfolded and cases surged into the millions, people grappled with the fear of contracting the virus, losing loved ones, and the economic impact of the pandemic. In the face of such adversity, individuals sought reassurance and a sense of control over their lives. Astrology provided a source of comfort and hope as people sought answers to questions about their future, health, and financial prospects.

Astrologers witnessed an unprecedented influx of inquiries and consultations as individuals sought guidance on various aspects of their lives. Beyond the traditional focus on character analysis and compatibility, people were increasingly seeking astrological insights to navigate the challenges posed by the pandemic. Financial concerns took center stage as individuals sought advice on managing their wealth and investments during these uncertain times. Additionally, astrologers were consulted for guidance on important life events such as weddings, as people sought to make informed decisions about their future amidst the prevailing uncertainties.

The increased interest in astrology during the pandemic can be attributed to its appeal as a tool for self-reflection and personal growth. With more time spent in isolation and introspection, individuals turned to astrology to gain insights into their own strengths, weaknesses, and potential opportunities.

The alignment of cosmic energies and planetary movements was seen as a means to understand oneself better and make informed choices.

In summary, the Covid-19 pandemic and the resulting lockdowns created a fertile ground for the growth of astrology. With heightened concerns about health and financial stability, individuals turned to astrology as a source of guidance and comfort. The surge in Google searches related to astrology, reaching its peak in the past five years, attests to the increased curiosity and reliance on astrological insights during this challenging period. As people sought answers and reassurance, astrologers played a crucial role in providing guidance on a wide range of issues, from financial matters to significant life events.

2.7 Astrology-Related Products and Services

The realm of astrology extends beyond theoretical knowledge and philosophical discussions. It encompasses a thriving market of astrology-related products and services that cater to the needs and interests of astrology enthusiasts. This chapter explores prominent offerings in this domain and sheds light on the diverse range of astrology-related products and services available today.

Astrology Books and Publications: Astrology enthusiasts can access knowledge through astrology books, magazines, and publications. These resources serve as valuable references for understanding astrological concepts, interpreting celestial events, and exploring the intricacies of individual birth charts. Renowned authors and experienced astrologers contribute to the growing astrology literature, providing readers with deep insights and practical guidance.

Astrological Charts and Readings: Astrologers offer personalized birth charts and horoscope readings, providing individuals with detailed insights into their astrological profiles. By examining celestial body positions at birth, astrologers can discern personality traits, life events, and potential challenges. Astrological readings offer a means of self-reflection and understanding, helping individuals navigate their lives with greater awareness.

Astrology Apps and Websites: The digital age has given rise to astrology apps and websites that provide convenient access to astrology-related information and services. These platforms offer daily horoscope readings, compatibility tests, and personalized insights based on astrological calculations.

With user-friendly interfaces and interactive features, astrology apps and websites cater to a broad audience, allowing individuals to explore astrology at their own pace.

Astrological Jewelry and Accessories: Astrology-themed jewelry and accessories have gained popularity as tangible representations of personal astrological identities. Zodiac sign necklaces, rings, bracelets, and keychains allow individuals to proudly display their connection to astrology. These adornments symbolize self-expression and reminders of the cosmic influences believed to shape their lives.

Astrology Courses and Workshops: As interest in astrology grows, educational opportunities in courses and workshops have emerged. These offerings provide comprehensive knowledge and practical skills for individuals interested in delving deeper into astrology. Led by experienced astrologers, these learning experiences empower enthusiasts to interpret astrological charts, understand planetary alignments, and develop their astrological insights.

Astrology Consultations and Counseling: Astrology consultations and counseling sessions offer personalized guidance and support. Professional astrologers provide insights into various aspects of life, such as relationships, career choices, and personal growth. These consultations serve as avenues for self-reflection, enabling individuals to make informed decisions and better understand themselves within astrology.

Online Communities and Forums: The advent of the internet has fostered the growth of online communities and forums where astrology enthusiasts connect, share knowledge, and engage in discussions. These digital platforms allow individuals to exchange ideas, seek advice, and explore astrology collaboratively. Online communities contribute to camaraderie among astrology enthusiasts, fostering a vibrant and supportive community.

In conclusion, astrology-related products and services offer individuals a wide range of opportunities to engage with astrology, explore their astrological identities, and seek guidance from experienced astrologers. The market provides many options, including books, personalized readings, online communities, and educational offerings, catering to astrology enthusiasts' diverse needs and interests. However, it is crucial to approach astrology with discernment and critical thinking. It is essential to differentiate between responsible astrological practices that promote self-reflection and personal growth and sensationalized claims lacking scientific validity.

As astrology continues to captivate minds and inspire curiosity, it is essential to maintain a balanced perspective. Embracing astrology's potential for self-discovery and personal insight while recognizing its limitations allows individuals to navigate astrology-related products and services thoughtfully and informedly. By doing so, individuals can derive meaning and benefit from astrology's rich tradition while fostering a deeper understanding of themselves and their world.

As the field of astrology evolves and societal attitudes toward it continue to shift, ongoing discussions about the role of astrology in contemporary society are crucial. Engaging in critical conversations and remaining open to different perspectives is essential. While astrology holds personal and cultural significance for many, it is necessary to discern between astrology as a tool for self-reflection, personal growth, sensationalized, and fortune-telling approaches lacking scientific validity.

In this dynamic landscape, individuals can engage with astrology in ways that align with their interests and preferences. Whether seeking astrological guidance, exploring educational opportunities, or connecting with a community of enthusiasts, astrology-related products and services contribute to the diverse and ever-evolving astrology landscape.

By approaching astrology with an open mind, critical thinking, and a discerning attitude, individuals can navigate astrology-related products and services and derive meaning and benefit from astrology's rich tradition. With responsible engagement, astrology can serve as a valuable tool for personal insight, self-reflection, and a deeper connection to the mysteries of the universe.

2.8 Astrology and Culture Industry

The intersection of astrology and the culture industry presents an intriguing subject of analysis, inviting us to explore the dynamics between popular culture, consumerism, and the human desire for meaning and guidance. Drawing inspiration from Adorno's critique of popular culture, particularly his work "Stars Down to Earth," we can examine how astrology intertwines with the culture industry and its implications for contemporary society.

Adorno's critique of the culture industry highlights its role in manufacturing and perpetuating mass-produced, standardized cultural products that cater to the tastes and desires of the masses. In this context, astrology can be seen as a phenomenon reflecting and participating in the culture industry. It

has become a commercialized and commodified entity, with its symbols, interpretations, and personalized readings being packaged and sold as consumable products.

The culture industry thrives on exploiting individual desires, providing a sense of satisfaction and fulfillment through easily digestible cultural artifacts. Astrology aligns with this paradigm's contemporary manifestation by offering personalized horoscopes, apps, and social media platforms dedicated to astrological content. These platforms often present astrology in a simplified and entertainment-oriented manner, catering to consumers' immediate gratification and escapist tendencies.

However, Adorno's critique challenges the authenticity and significance of cultural products the culture industry generates. He argues that these products perpetuate conformity, standardization, and a false sense of individuality. Similarly, astrology's commodification and mass-market appeal can diminish its potential for genuine self-reflection and meaningful engagement.

The culture industry's influence on astrology extends beyond the commodification of astrological content. It also shapes the popular perception and reception of astrology within society. Astrology can be reduced to mere entertainment or a superficial trend, disconnected from its more profound philosophical and spiritual roots in a culture dominated by the culture industry. The emphasis on entertainment value and instant gratification can overshadow astrology's potential for introspection, self-awareness, and personal growth.

Nevertheless, Adorno's critique should not lead us to dismiss astrology entirely. Instead, it encourages a critical examination of its relationship with the culture industry and the potential ramifications on individual autonomy and critical thinking. It calls for a discerning approach to astrology that resists its reduction to a passive, consumerist experience and instead seeks to reclaim its transformative and reflective dimensions.

Astrology has a rich history rooted in various philosophical, spiritual, and cultural traditions. By engaging with astrology critically and reclaiming its more profound aspects, individuals can navigate the culture industry's influence and find space for genuine self-exploration and personal meaning-making. This entails delving beyond the surface-level horoscopes and popularized representations and embracing astrology as a tool for self-reflection, introspection, and cultivating a deeper connection with the cosmos.

In conclusion, the intersection of astrology and the culture industry presents both opportunities and challenges. While the culture industry tends to commodify and standardize astrology, we must not overlook its potential for personal insight and self-reflection. By critically engaging with astrology, individuals can transcend the superficial and reclaim its transformative power, nurturing a more authentic and meaningful relationship with the cosmos and themselves amidst the influence of the culture industry.

2.9 Astrological Beliefs and Barnum effect

Astrology, an ancient practice shaping human perspectives for centuries, ventures beyond the celestial narrative. Beyond the orbits of stars and planets, astrology weaves into the fabric of personal development and self-perception.

Within the intricate tapestry of astrological beliefs lies a fascinating psychological phenomenon known as the "Barnum Effect." This effect, akin to a self-fulfilling prophecy, draws individuals towards vague yet personally resonant statements, a concept prevalent in astrological profiles.

The Barnum effect, a phenomenon observed not only in horoscope-based personality descriptions but across various forms of personality assessments such as palmistry, objective psychological tests, projective tests, personal interviews, graphology, and tarot, underscores the tendency for individuals to accept vague and general statements as uniquely descriptive of their personalities (French, Peers, McCarthy, & Fowler, 1991).

Sundberg (1955) underscored the diverse composition of Barnum profiles, encompassing an array of statements. Standard horoscopes intricately blend general and specific statements. Individuals are inclined to resonate with specific details that align with their personality, while concurrently acknowledging the general Barnum-type statements as readily acceptable.

According to Goldberg (1979), there exists a probability that individuals born under the sign of "Virgo", or any other zodiac sign might, purely by chance, exhibit personality traits typically associated with that sun-sign. Such individuals may find themselves consistently impressed by the perceived accuracy of horoscopes based on this information. This amazement could potentially lead them to delve deeper into the subject compared to those who find the standard personality desc

riptions for their sun-signs inappropriate, for instance, a reserved Aries. Consequently, believers in astrology may find themselves inclined to purchase popular astrology books and connect with like-minded individuals. Some of these connections may coincidentally embody typical characteristics of their respective sun-signs, reinforcing for the believer what appears to be undeniable proof of the validity of astrology.

French, Peers, McCarthy, & Fowler (1991) observed strong endorsement of the Barnum Effect in their study. The Barnum profile emerged as the most perceived accurate and personally applicable, gaining considerable support as evidence for the Barnum Effect in astrology. Participants struggled to differentiate between genuine and false horoscopes, highlighting the prevalence of the Barnum effect as the predominant factor in astrology belief in the examined sample.

2.10 Factors Influencing Consumer Behavior

Comprehending consumer behavior is pivotal for businesses striving to tailor their offerings to specific consumer groups effectively. This chapter delves into the consumer behavior patterns of individuals who invest in astrology-related products and services. Astrology, functioning as both a belief system and a cultural phenomenon, profoundly influences the purchasing choices of a dedicated community of consumers in pursuit of astrological guidance, personalized readings, and related services.

Astrology enthusiasts represent a distinctive consumer segment characterized by unique traits and motivations. Scrutinizing consumer behavior gives businesses insights into their preferences, requirements, and decision-making mechanisms. Such insights empower marketers to formulate targeted strategies and customized offerings that deeply resonate with astrology enthusiasts, fostering enduring connections and cultivating lasting customer relationships.

2.11 Astrology as a New Age Phenomenon

"New Age" encompasses diverse beliefs, practices, and movements that defy easy categorization (Lewis, 1992). Emerging during the 1970s and 1980s, the New Age movement amalgamated elements from diverse religious and spiritual traditions heavily influenced by Eastern religions. Melton (1992) characterizes the movement as a revivalist impulse embracing esoteric, metaphysical,

and Eastern groups, along with the mystical aspects of various religions. The movement accentuates personal transformation through multiple practices, such as channeling, crystal usage, adherence to natural diets, engagement with astrology, bodywork, and diverse healing modalities. Astrology, holding a prominent place within the range of activities associated with the New Age movement, signifies its significance and popularity among individuals seeking spiritual growth and self-realization.

Considering the interconnected nature of the New Age movement and astrology within the broader spiritual and metaphysical landscape, the factors influencing individuals' purchases of New Age materials may also impact their expenditure on astrology. The shared emphasis on personal transformation, esoteric knowledge, and alternative spiritual experiences overlaps these two domains. Thus, exploring the factors motivating individuals to engage with New Age materials may offer valuable insights into the motivations and influences driving their financial investment in astrology. This exploration of shared characteristics contributes to a more comprehensive understanding of consumer behavior within the context of astrology and related metaphysical practices.

During this research, insights from the study conducted by Mears and Ellison (2000) have been thoughtfully incorporated, enhancing the depth of our investigation into the determinants of consumer behavior within astrology. Although the primary focus of Mears and Ellison's research lies beyond astrology, their study provides valuable insights into New Age materials' consumption patterns and correlates, encompassing a diverse array of products and services associated with spirituality, self-improvement, and alternative beliefs. Their exploration delves into factors such as sociodemographic characteristics, social networks, and contextual influences related to our inquiry into astrology expenditure. By skillfully leveraging and adapting these insights to our research context, we aim to broaden our understanding of the specific determinants influencing astrology consumption.

By aligning the findings from Mears and Ellison's study with our research objectives, we anticipate illuminating the intricate factors that underpin spending behavior within the astrology market. Moreover, this approach allows us to forge connections between related domains, contributing to a comprehensive understanding of consumer behavior in astrology.

2.12 Factors Affecting Consumption of Astrology-Related Products and Services

2.12.1 Socio-economic Status

A notable gap exists in the current literature regarding the specific relationship between socioeconomic status and expenditure on astrological products and services. While scholars like Brown (1992), Lewis (1992), and Lewis and Melton (1992) have touched upon the topic concerning New Age phenomena, a comprehensive and well-defined theoretical framework explicitly addressing this association is still lacking.

This gap in the literature highlights the need for further exploration and empirical research to understand better the intricate connections between socioeconomic status and consumer behavior within astrology. By addressing this gap, our study aims to contribute to a more comprehensive and nuanced understanding of the motivations and influences driving individuals' spending patterns on astrological products and services. However, previous discussions by scholars such as Lewis and Melton (1992) provide some indications of a potential association between socioeconomic status and New Age phenomena.

One perspective suggests that individuals with higher levels of education, potentially belonging to the "knowledge class" or cultural producers, may find the pursuit of alternative and unconventional forms of spirituality attractive and fashionable. New Age beliefs and materials might resonate more strongly with this population segment. Additionally, those more affluent, with more resources and leisure time, may have a higher propensity for engaging in religious or spiritual exploration, including consuming New Age materials (Lewis, 1992).

However, alternative viewpoints put forth by scholars like Albanese (1990) challenge this notion and propose that New Age materials may have broader appeal among less affluent, less educated, or even un(der)employed individuals. These groups may perceive New Age materials as sources of insight and self-empowerment, aligning with their aspirations for personal growth. The central objective of many New Age books, journals, and tapes is to facilitate individual transformation and self-improvement, which could indirectly contribute to upward mobility and enhanced life circumstances.

Considering the existing literature and the gaps identified, this study proposes the following hypotheses:

Hypothesis 1: Individuals with higher levels of education will be more likely to spend money on astrological products and services compared to those with lower levels of education. This hypothesis is based on the idea that the pursuit of alternative spirituality, such as astrology, is more attractive to individuals in the "knowledge class" or cultural producers.

Hypothesis 2: Individuals with higher income levels will spend more money on astrological products and services compared to those with lower income levels. This hypothesis is grounded in the belief that those who are more affluent and have more resources are more likely to engage in spiritual exploration, including consuming New Age materials.

2.12.2 Gender

Numerous studies have investigated the relationship between gender and New Age beliefs and practices, contributing valuable insights into various aspects of this association. Existing research consistently highlights that women tend to exhibit higher levels of religiosity across different metrics. Consequently, it is reasonable to hypothesize that women may demonstrate a greater affinity for New Age concepts and engage more actively in related practices. Moreover, New Age communities often provide women with opportunities for self-expression, allowing them to transcend traditional gender roles and challenge their marginalized position within conventional religious institutions and communities. Many of these groups reject hierarchical organizational structures and adopt alternative perspectives on spirituality and cognition, creating an inclusive environment (Bednarkowski, 1992).

In summary, research on gender and New Age participation consistently suggests that women, driven by various factors, are more likely than men to embrace New Age beliefs and actively participate in associated movements.

Hypothesis 3: Women are more likely than men to spend more portion of their income on astrology-related products and services due to their higher affinity for New Age beliefs and practices.

2.12.3 Age / Cohort

The profound influence of the baby boom generation on the development and growth of the New Age movement has been widely acknowledged. Scholars such as Brown (1992), Wuthnow (1976), and Melton (1986) argue that the experiences of the baby boomers during the social movements of the

1960s exposed them to Eastern religions and alternative spiritual practices, leading them to play a pivotal role in the emergence of New Age religion.

However, it is essential to consider the temporal context of these earlier studies, as they were conducted when the baby boomer generation was much younger. As time has passed, the baby boomers have aged, and their interests, beliefs, and consumption patterns may have evolved. Consequently, two potential arguments implicit in the literature warrant consideration.

The age effect posits that New Age consumption might be highest among younger adults, particularly those in their late teens and 20s, who are more inclined to embrace unconventional ideas about politics, spirituality, and social issues. This younger cohort may exhibit a heightened curiosity and openness to exploring the diverse and eclectic offerings of the New Age movement.

Given the evolving demographics and generational shifts, further exploration is necessary to understand the patterns of New Age consumption among different age groups and cohorts. Moreover, assessing the extent to which the baby boomers' influence continues to shape the New Age movement in contemporary society remains critical. By unraveling the dynamics between age, cohort, and New Age consumption, we can better understand how generational factors intersect with individual preferences, beliefs, and behaviors in alternative spirituality.

Hypothesis 4: Younger adults, particularly those in their late teens and 20s, are more likely to spend a significant portion of their income on astrology-related products and services compared to other age groups due to their heightened curiosity and openness to exploring the diverse offerings of the New Age movement.

2.12.4 Marital status

Marital status has historically had significant effects in mainstream religious cultures, with marriage being socially accepted and often viewed as a traditional norm (Calhoun, Light, & Keller, 1997). Therefore, those who reject the institution of marriage may display maladaptive tendencies in various aspects of their lives, including their religious or spiritual beliefs. People who have never been married may be more likely to adopt unorthodox or alternative forms of religion or spirituality, like astrology. However, societal attitudes and norms regarding marital status have evolved, and the importance of this factor in shaping religious or spiritual choices may have changed in contemporary

society. As societal views diversify and accept various relationship structures, marital status may have less influence on individual decisions.

The role of marital status warrants research when investigating factors that influence spending on astrology-related products and services. By examining the relationships between marital status and astrological consumption patterns, we aim to gain insights into whether marital status continues to play an essential role in shaping spending behaviors in astrology. Considering this aspect, we can better understand how societal changes affect individuals' financial commitments to astrology and related metaphysical practices.

Hypothesis 5: Married individuals are likely to spend less on astrology-related products and services compared to those who have never been married or are in non-traditional partnerships.

2.12.5 Social Networks

Multiple theoretical and empirical analyses have underscored the importance of interpersonal relationships in shaping the recruitment of individuals into mainstream religions, cults, and sects (Stark and Bainbridge, 1980; Sherkat and Wilson, 1995). These studies suggest that religious collectivities offer selective incentives, such as social activities and contacts, that extend beyond purely religious or spiritual benefits, thereby rewarding participation. Conversely, it should be noted that certain spiritual activities, such as "audience cults" (Stark and Bainbridge, 1996), may not be influenced by network ties. For example, Bainbridge and Stark's (1981) research among college students revealed a limited association between the composition of friendship circles and interest in the occult.

Two competing hypotheses arise from these divergent perspectives. If astrology participation within the New Age context resembles conventional religious pursuits, individuals whose friends or relatives embrace astrology are expected to be more inclined towards astrology-related purchases, such as acquiring astrology books, seeking horoscope readings, or consulting astrologers. Conversely, if astrology consumption aligns more closely with "audience cults," the link between network ties and astrology purchasing may be minimal or nonexistent. These hypotheses are the foundation for investigating the factors influencing spending behavior within the astrology domain. By exploring the relationship between network ties and astrology-related purchases, we aim to shed light on the

mechanisms driving individuals' financial commitments to astrology and better understand the dynamics of consumer behavior in this distinctive context.

Mears and Ellison (2000) conducted a study to investigate the socio-demographic, religious network, and contextual correlates of New Age consumption. Their findings shed light on the factors influencing the purchase of New Age materials. The most significant factor identified in their research was the presence of social ties with other individuals who engage in New Age consumption. The study revealed that individuals who have connections with others who purchase New Age materials are more likely to engage in such consumption themselves.

Interestingly, the research challenged prevailing assumptions regarding the social bases of New Age beliefs and practices. Contrary to expectations, the study found that New Age consumption is not significantly influenced by demographic factors such as gender, income, education levels, or membership in the "baby boom" generation. Moreover, the authors noted that the prevalence of New Age consumption was consistent across various religious affiliations and did not vary significantly based on individual or community-level religious factors. This suggests that New Age materials appeal equally to individuals from diverse backgrounds, regardless of their religious or socio-economic characteristics.

The findings further emphasized the importance of social networks in shaping New Age consumption patterns. Individuals with social or familial ties to others who purchase New Age materials are more likely to engage in this form of consumption. The study highlighted the significance of social embeddedness and the role of interpersonal relationships in influencing individuals' involvement in New Age practices.

Hypothesis 6: Individuals who have social ties (friends, relatives, or acquaintances) actively engaged in astrology-related practices and consumption are more likely to spend money on astrology-related products and services, reflecting the influence of interpersonal networks on astrology spending behavior.

2.12.6 Experience of Disappointments

According to Adorno (1994), astrology's resemblance to the opaqueness of the empirical world and its connection with disoriented agnosticism makes it appealing to supposedly skeptical and

disillusioned individuals. The replacement of the cult of God with the cult of facts and the hypostatization of science as an ultimate truth contribute to the transfiguration of astrology into quasi-metaphysical powers. Based on Adorno's viewpoint, it can be suggested that astrology's uncertain and ambiguous nature might attract those who have experienced disillusionment, leading to a potential inclination to spend money on astrological products and services.

Hypothesis 7: Individuals who have recently experienced significant disappointments in their lives are more inclined to allocate a higher portion of their expenditures towards astrology-related products and services.

2.12.7 Religiosity

Adorno (1994) stated the interplay between organized religion, religious beliefs, and astrological beliefs. He posits that astrology's allure lies in its formalization of the notion of a higher authority governing life events without the explicit constraints associated with formal religious adherence, such as regular church attendance. This aspect renders astrological belief compatible with capitalist individualism, sharing authoritarian personality traits with religious belief. Consequently, one might expect a correlation between beliefs about astrology and beliefs about God or spirits.

Hypothesis 8: There is a positive relationship between the strength of individuals' astrological beliefs and the strength of their beliefs in a higher authority, such as God or spirits, leading to a greater likelihood of spending more money on astrological products and services.

2.12.8 Positive – Negative Signs

In examining the factors influencing individuals' acceptance and incorporation of astrology-based personality descriptions into their self-image, several noteworthy observations emerge from the discussion. The favorableness of the proposed personality description plays a pivotal role in this process, as evidenced by previous studies (Collins, Dmitruk & Ranney, 1977; Glick et al., 1989). Contrary to the claim that astrological character sketches are universally flattering, a closer examination of popular astrology books suggests a more varied landscape, with Western astrology traditionally favoring certain zodiac signs over others (Carter, 1978; Hopper, 1938).

The results of this study indicate that individuals with moderate levels of belief in and knowledge about astrology tend to view contemporary personality descriptions of odd-numbered astrological Sun signs as more favorable. This aligns with the traditional division in Western astrology, where odd-numbered signs, perceived as masculine and fortunate, have historically been associated with more positive attributes (Hopper, p.101). Interestingly, individuals born under odd-numbered signs also express higher belief in astrology compared to their even-numbered counterparts. This suggests that individuals who find astrology's self-portraits appealing are more likely to believe in its validity.

Furthermore, these findings shed light on the lasting impact of the favorableness of astrological descriptions. Unlike previous studies that assessed belief change immediately following personality analysis, this research suggests that the effect of favorableness can endure over time. Participants in this study had likely encountered their Sun sign descriptions well before participating, implying that these effects may have long-lasting implications.

These insights also provide a potential explanation for perplexing experimental outcomes. For instance, Van Rooij (1994) replicated Mayo et al.'s (1978) findings that individuals with positive Sun signs tend to attribute more extraverted characteristics to themselves, particularly when informed that a study is astrological. However, this effect was most pronounced in individuals with positive Sun signs. The current research suggests that this difference in responsiveness may be attributed to varying levels of belief in astrology between positive and negative Sun sign natives.

Lastly, this study contributes to our understanding of the prevalence of astrology belief within contemporary American society. Previous research (Shaughnessy et al., 1990; Hamilton, 1995) found a majority of respondents expressing some degree of belief in astrology. This study's replication of such results, even in a Midwestern, non-urban sample, hints at the widespread openness to astrology within American society, inviting further investigation into the determinants and consequences of this belief.

Hypothesis 9: Individuals born under zodiac signs traditionally considered more favorable, i.e., those falling under the category of positive or odd-numbered signs, are more likely to believe in astrology and its validity.

2.12.9 Personality Traits

Chang et al. (2015) identified agreeableness as the most influential trait among the Big Five in predicting existential spirituality, exemplified by perspectives such as viewing life as a journey towards fulfillment. Similarly, Furnham and Buchanan (2005) observed that individuals who self-rated higher in "spiritual intelligence," reflecting a belief in their ability to exert spiritual influence on others, tended to exhibit higher levels of agreeableness. Moreover, belief in astrology has been associated with religious convictions (Allum, 2011; Bauer & Durant, 1997). This suggests that individuals with high levels of agreeableness, particularly those with religious inclinations, might find compatibility between their worldview and beliefs in astrology.

Andersson et al. (2022) explored factors influencing belief in astrology, revealing that individuals endorsing astrology tend to exhibit higher levels of agreeableness. The study noted a positive association between agreeableness and belief in astrology, aligning with prior research linking agreeableness to spiritual and religious inclinations. The study concluded that individuals may gravitate toward astrology for diverse reasons, leading to various subtypes of astrology believers. This nuanced understanding could be a promising avenue for future research (Andersson et al., 2022).

Hypothesis 10: Individuals with a higher level of agreeableness are more likely to believe in astrology, potentially influencing their consumer behavior, including a higher likelihood of spending money on astrological products and services.

2.13 Hypotheses:

- Higher education levels correlate with increased spending on astrology-related products and services, as the "knowledge class" may find alternative spirituality more appealing (H1).
- Individuals with higher incomes allocate more money to astrology-related products and services, as greater resources facilitate spiritual exploration (H2).
- Women are more likely than men to spend on astrology due to their affinity for New Age beliefs and practices (H3).
- Younger adults (late teens-20s) allocate a higher portion of income to astrology due to curiosity and openness to New Age offerings (H4).
- Married individuals spend less on astrology products than unmarried or in non-traditional partnerships. (H5)

- People with social ties engaged in astrology are more likely to spend, indicating the influence of interpersonal networks (H6).
- Those experiencing recent significant disappointments allocate more expenditures to astrology-related products and services (H7).
- Strong astrological belief is associated with greater religiosity, leading to increased spending on astrological products and services (H8).
- People with positive or odd-numbered zodiac signs are more inclined to believe in astrology (H9).
- Individuals displaying greater agreeableness may be more prone to astrological beliefs, impacting their consumer choices, potentially leading to increased spending on astrological products and services (H10).

3. METHODOLOGY

3.1 Research Design

This study adopts a mixed-methods research design to explore the common characteristics of individuals who spend money on astrology and to identify the target market for astrological products and services. By combining quantitative and qualitative approaches, this research aims to comprehensively understand consumer behavior within the astrology industry and shed light on the specific target market.

3.1.1 Qualitative Component

The study incorporated a qualitative component by integrating expert input from Dinçer Güner, a highly regarded astrologer with extensive knowledge and experience in the field. Including expert perspectives is crucial for gaining deeper insights into the multifaceted aspects of astrology and understanding its significance in the context of individuals who spend money on astrological products and services.

Semi-structured interviews were conducted with Dinçer Güner to explore a wide range of topics related to astrology. These interviews aimed to delve into the theoretical foundations of astrology, its practical applications, and its broader societal impact on individuals. By engaging in open and

meaningful discussions, valuable qualitative data was obtained, which complements the quantitative findings obtained from the questionnaire.

During the interviews, Dinçer Güner provided valuable insights into the characteristics and behaviors of individuals inclined to spend money on astrology. He shared his observations and experiences based on the statistics he gathered from various sources, including his social media accounts such as Instagram and YouTube, where he has a substantial following. Moreover, he provided the information he gained through his website, www.sorumgeldi.com, which connects astrologers with individuals seeking astrological products and services.

By incorporating Dinçer Güner's expertise and his access to statistical information from his online platforms and website, this study gains a comprehensive understanding of the target market of astrology. Combining quantitative data from the questionnaire and qualitative insights from the interviews contributes to a more holistic exploration of the factors influencing individuals' spending behavior. It sheds light on the dynamics between astrology practitioners and their audience. Overall, incorporating expert input and utilizing various sources of information enriches the research design by providing valuable perspectives and an in-depth understanding of the characteristics and preferences of individuals who spend money on astrology.

3.1.2 Quantitative Component

The quantitative component of this research design involves the administration of a questionnaire. The questionnaire was designed to capture various aspects of astrology and its influence on individuals. Survey items were carefully selected and formulated to gather relevant data on participants' beliefs, attitudes, and experiences.

The questionnaire is a valuable tool for collecting quantitative data from many participants. This approach allows for statistical analysis, enabling the identification of patterns, trends, and correlations within the data. By employing quantitative methods, this research design ensures a robust examination of the research objectives.

The questionnaire utilized in this study encompasses various aspects related to the typical characteristics of individuals who spend money on astrology. It consists of a 10-item adapted Turkish

version of the Five-Factor Personality Analysis scale, as well as questions regarding gender, age, education level, monthly income, marital status, belief, the amount of money spent on astrological products and services in the past year (as the dependent variable), perceptions of the tendency among close circles to spend money on astrology, zodiac sign, and experiences of recent disappointments. These carefully formulated questions aim to gather essential data that will contribute to a comprehensive understanding of the target market of astrology and the factors influencing individuals' spending behavior.

3.1.3 Integration of Methods

This research design's quantitative and qualitative components will be integrated to analyze the research topic comprehensively. The findings from the questionnaire will be statistically analyzed to identify trends and patterns among the participants. Simultaneously, the insights and perspectives gained from Dinçer Güner will be thematically analyzed to extract meaningful themes and enhance the interpretation of the quantitative data.

The integration of methods will provide a more holistic understanding of the target market of astrology, combining numerical data with expert perspectives. Triangulation of data sources will enable the validation and enrichment of findings, contributing to a robust and comprehensive analysis.

3.1.4 Advantages of the Research Design

The mixed-methods research design employed in this study offers numerous advantages that contribute to a comprehensive examination of the target market of astrology. By integrating both quantitative and qualitative approaches, this research design ensures a multi-dimensional exploration of the topic, capturing numerical data, rich narratives, and contextual insights.

One of the key benefits of employing a mixed-methods design is the enhanced validity and reliability of the findings. Combining quantitative data from the questionnaire with qualitative insights from the expert interview incorporates diverse perspectives and data sources. This approach enhances the overall robustness and depth of the research, comprehensively analyzing the factors influencing consumer behavior within the astrology industry. The convergence of evidence from different methods allows for a more comprehensive understanding of the research objectives, minimizing potential biases and increasing confidence in the findings.

Furthermore, the utilization of mixed methods enables a deeper exploration of the complex dynamics within the market of astrology. Quantitative data provides statistical analysis that identifies patterns, trends, and correlations, offering a broader overview of the target market and its characteristics. On the other hand, qualitative data derived from expert interview offers rich and detailed narratives that delve into the intricacies of individuals' motivations, preferences, and experiences regarding astrology. This qualitative component adds depth and context to the quantitative findings, shedding light on the underlying reasons and mechanisms behind consumers' spending behavior.

Moreover, integrating quantitative and qualitative methods facilitates a more nuanced target market analysis. While quantitative data allows for generalizations and statistical comparisons, qualitative data provides in-depth insights into the unique perspectives, beliefs, and attitudes of individuals who spend money on astrology. Combining these approaches allows for a more holistic understanding of the factors influencing consumers' decision-making processes and interactions within the astrology industry.

Overall, the mixed-methods research design employed in this study maximizes the strengths of both quantitative and qualitative approaches, enabling a comprehensive exploration of the target market of astrology. By incorporating multiple data sources and perspectives, this design enhances the validity, reliability, and richness of the findings while also providing a deeper understanding of the complexities inherent in the astrology industry and the behaviors of individuals who spend money on astrological products and services.

3.2 Sampling and Data Collection

For the qualitative phase of this study, a strategic and purposeful approach to participant selection was adopted, known as judgmental sampling. This method involved identifying and engaging with one of Turkey's foremost and highly regarded astrologers, renowned for their expertise and prominence in the field. The selection of this expert astrologer was paramount to ensure the qualitative data collection process was anchored in a deep and nuanced understanding of the subject matter. This approach allowed for in-depth interviews and discussions with a well-informed and influential figure within the astrology domain, enriching the qualitative data with expert insights.

In the quantitative phase, a comprehensive survey instrument was meticulously designed to investigate various aspects of astrology-related beliefs and practices. The survey was administered through collaboration with the aforementioned prominent astrologer to reach a diverse and sizable sample. Utilizing a convenience sampling method, the survey was disseminated to a broad audience, including individuals with varying degrees of familiarity with astrology. In the quantitative phase of this study, a judgmental sampling approach was employed to ensure a targeted and relevant participant pool. Recognizing the unique characteristics of individuals interested in astrological products and services, the research strategically leveraged the expansive reach of a renowned Turkish astrologer. By collaborating with this astrologer, the questionnaire was shared on his widely followed Instagram account, which predominantly consists of individuals who have a pre-existing interest in astrology. This intentional selection of participants aligns with judgmental sampling, allowing for a focused exploration of the spending behaviors within a community that is already engaged with astrological practices.

This study ensured a comprehensive and balanced exploration of the research topic by employing these distinct sampling strategies. Judgmental sampling in the qualitative segment facilitated expert insights, while convenience sampling in the quantitative phase enabled the collection of a robust dataset from a broad spectrum of respondents. This mixed-methods approach aimed to provide a holistic understanding of the intricate dynamics within the realm of astrology-related beliefs and practices.

3.2.1 Quantitative Data Collection: Questionnaire

A questionnaire was developed explicitly for this study to capture data. The questionnaire aims to gather information on the common characteristics of individuals who spend money on astrology and the target market of astrology. The survey items were carefully designed to explore various aspects related to astrology and its influence on individuals, including demographic factors, personal traits, marital status, belief systems, and the amount of money spent on astrological products and services.

A deliberate judgmental sampling strategy was employed to ensure a nuanced and relevant participant cohort. Acknowledging the distinctive traits of those intrigued by astrological products and services, the study strategically harnessed the influence of a prominent astrologer in Turkey. Collaborating with this figure, the questionnaire was disseminated via his extensively followed Instagram account, primarily catering to individuals with pre-existing interests in astrology. This purposive participant

selection reflects the essence of judgmental sampling, facilitating an in-depth examination of spending behaviors within a community already immersed in astrological practices.

The questionnaire was distributed electronically to a sample of potential participants. In order to enhance the reach and representativeness of the sample, efforts were made to promote the questionnaire through various channels. Notably, Dinçer Güner, a renowned astrologer with a significant following on social media platforms, shared the questionnaire with his Instagram followers, contributing to a broader reach and diverse participant pool.

Participants were informed about the purpose of the questionnaire, its anonymous nature, and the voluntary nature of their participation. Ethical considerations were considered, ensuring that the collected data would be treated with confidentiality and used solely for research purposes.

3.2.2 Qualitative Data Collection: Expert Interview

In addition to the questionnaire, an expert interview was conducted with Dinçer Güner, a renowned astrologer, to gain valuable insights into the target market of astrology and factors influencing individuals' spending behavior. The expert interview provided an opportunity to delve deeper into the intricacies of astrology and explore the motivations and preferences of individuals who spend their resources on astrological products and services.

The expert interview with Dinçer Güner was a one-time phone conversation conducted professionally and respectfully. During the interview, Dinçer Güner shared his extensive knowledge and experience in astrology, shedding light on the underlying principles and practical applications of astrology. He also provided valuable insights from the statistical information he gathered through his social media accounts, such as Instagram and YouTube, where he has a substantial following.

Additionally, Dinçer Güner offered insights from his website, www.sorumgeldi.com, which bridges astrologers and individuals seeking astrological guidance and services.

The semi-structured nature of the interview allowed for flexibility and spontaneous discussions, ensuring that essential topics and emerging themes related to the target market of astrology were explored in-depth. The interview covered a wide range of subjects, including the demographic characteristics of individuals who engage with astrology, their beliefs, motivations for seeking

astrological guidance, and the specific astrological products and services they are inclined to spend money on. Dinçer Güner's expert perspectives and firsthand observations provided valuable qualitative data that complemented the quantitative findings obtained through the questionnaire.

By incorporating the expert interview into the research design, this study aims to offer a comprehensive understanding of the target market of astrology. The insights shared by Dinçer Güner contribute to the rich tapestry of data collected, allowing for a more nuanced analysis and a deeper exploration of the factors influencing individuals' spending behavior within the astrology industry.

3.3 Questionnaire Design

During the questionnaire development, a comprehensive review of the existing literature was conducted to gain insights into the factors influencing individuals' expenditure on astrology-related products and services. The literature provided valuable information on various aspects of astrology and its appeal. However, the specific focus on the common characteristics of individuals engaging in financial transactions related to astrology was relatively scarce. Some studies centered on the attributes of astrology believers, while others explored spending behaviors within the broader realm of New Age products and services.

Pertinent findings and questionnaire items from these diverse studies were adapted to ensure a relevant and robust questionnaire. This approach enriched the questionnaire's development by leveraging insights from studies exploring similar phenomena within the broader spiritual landscape, capturing the nuances of astrology spending behavior more comprehensively.

The adapted questionnaire items underwent meticulous contextualization and refinement, aligning them with the focus on the factors influencing individuals' financial commitment to astrology. This rigorous adaptation process aimed to create a highly relevant and tailored instrument for exploring astrology spending behavior.

Furthermore, additional questionnaire items were generated based on the literature review to address aspects not fully covered, delving into previously unexplored dimensions of astrology expenditure. The thoughtfully composed questionnaire is a crucial tool to unravel the motivations and influences behind financial investments in astrology, providing a valuable and nuanced exploration of consumer behavior within this distinctive domain.

3.3.1 Five Factor Personality Traits

Developing a well-structured and comprehensive questionnaire is crucial for gaining meaningful insights into the factors influencing individuals' expenditure on astrology-related products and services. In this study, we employed a carefully curated set of questions to capture participants' spending behavior and pertinent demographic information. Additionally, to better understand the personality traits associated with astrology spending, we utilized the Turkish-adjusted version of the Five Factor Personality Scale (Horzum, Ayas, & Padir, 2017).

The Five Factor Personality Scale, based on the Five-Factor Model of personality, assesses an individual's personality across five primary dimensions: openness to experience, conscientiousness, extraversion, agreeableness, and emotional stability, as these personality traits can play a significant role in shaping consumer behavior and decision-making, integrating this assessment into the questionnaire provided valuable insights into the underlying motivations behind individuals' financial investments in astrology.

The Turkish-adjusted version of the Five Factor Personality Scale (Horzum et al., 2017) was deemed appropriate for our research, as it has been validated for use in Turkish-speaking populations, ensuring cultural appropriateness and linguistic accuracy. Participants responded to the personality assessment items on a Likert-type scale, reflecting the degree to which they agreed or disagreed with various statements relating to personality traits.

By incorporating the Five Factor Personality Scale into the questionnaire, we sought to explore the potential relationships between personality traits and astrology-related spending behavior. The data obtained from this assessment allowed us to analyze whether certain personality traits were more prevalent among individuals who engage in financial transactions related to astrology, offering insights into the psychological underpinnings of astrology consumption.

Including the Five Factor Personality Scale in the questionnaire strengthens the comprehensive nature of this study, as it provides a multi-dimensional approach to understanding the factors driving individuals' spending behavior in the astrology domain. Combining quantitative data from the

questionnaire with qualitative insights from expert interviews, this approach allowed us to gain a holistic view of consumer behavior within the astrology industry.

Extraversion: Extraversion represents the personality dimension related to an individual's sociability and friendliness. It encompasses warmth, assertiveness, sociability, excitement-seeking, and a tendency to experience positive emotions. Introverted individuals, on the other hand, are characterized by quiet and reserved behavior (Chamorro-Premuzic, 2007; Çivitci, & Arıcıoğlu, 2012). Individuals with high scores in extraversion are energetic, friendly, and open to forming new social relationships (Lounsbury & Gibson, 2009). Burger (2006) stated that extroverts tend to have more friends and spend more time in social settings than introverts. In short, extroverted individuals are fun-loving, talkative, humorous, social, and affectionate. On the other hand, introverted individuals are quiet, distant, shy, passive, and prefer solitude (McCrae & Costa, 2003).

Agreeableness: Agreeableness is a personality trait mostly related to interpersonal relationships. It represents an individual's participation in and approval of interpersonal cooperation. Agreeable individuals tend to be friendly, warm, social, reliable, and trustworthy, while less agreeable individuals tend to be less pleasant, argumentative, cooperative, and aggressive (Glass, Prichard, Lafortune, & Schwab, 2013).

Conscientiousness: Conscientiousness is the personality dimension that reflects an individual's planning, attention, and self-control level. Conscientious individuals possess self-control over impulses, are diligent, devoted to their work, organized, and goal oriented. On the other hand, low conscientious individuals tend to engage in impulsive behaviors, are disorganized, and procrastinate (John, Naumann, & Soto, 2008; Glass, et al., 2013). Individuals with high conscientiousness are often described as determined, ambitious, and achievement oriented. In contrast, those with low conscientiousness are perceived as unplanned, procrastinating, and lacking a sense of duty and discipline (Costa & McCrae, 1995).

Neuroticism: Neuroticism reflects an individual's emotional stability. It refers to a tendency to experience negative emotions such as anxiety, depression, and anger. Neurotic individuals are characterized by a higher inclination to experience anxiety. Conversely, emotionally stable individuals are calm and composed (Chamorro-Premuzic, 2007; Çivitci, & Arıcıoğlu, 2012). Individuals with higher levels of neuroticism often feel anxious, restless, and sad and tend to have weak coping mechanisms in dealing with stress. Those with lower levels of neuroticism are described

as balanced, calm, and possessing good stress management skills (Glass et al., 2013; Lounsbury & Gibson, 2009).

Openness to Experience: Openness to experience represents an individual's tendency to engage in intellectual activities and be open to new emotions and thoughts. It is associated with intellectual curiosity, aesthetic sensitivity, imagination, flexibility, and non-conventional attitudes. Individuals high in openness to experience are not inclined to be conservative (Chamorro-Premuzic, 2007, Çivitci, & Arıcıoğlu, 2012). People with high openness to experience generally prefer diversity and new experiences and are intellectually curious. Individuals with low openness to experience are typically conservative, preferring uniformity, and are less interested in intellectual pursuits (Glass et al., 2013).

3.4 Ethical Considerations

Ethical considerations were taken into account in this study to protect the rights of the participants. While efforts were made to ensure informed consent, it should be noted that the participants were provided with basic information about the research objectives and their involvement. Due to the nature of the online questionnaire and the limited contact with participants, comprehensive information about the research procedures, potential risks, and benefits was not provided upfront. However, participants were assured that their participation was voluntary and that they could withdraw from the study without facing any consequences. Anonymity and confidentiality were maintained, with all collected data treated strictly. Measures were taken to secure the data and restrict access to authorized researchers. Despite the limitations, ethical principles were upheld to the best extent possible within the constraints of the study design.

3.5 Data Analysis

Data analysis in this study involves using SPSS (Statistical Package for the Social Sciences) software to examine the collected data comprehensively. Quantitative data from the questionnaire, including personal characteristics and spending behavior related to astrology, will be subjected to various statistical analyses to gain insights into the common characteristics of individuals who spend money on astrology and identify the target market.

The primary data analysis techniques include linear regression analysis and T-tests. Linear regression analysis allows us to explore the relationship between the dependent variable, the amount of money spent on astrological products and services, and the independent variables, such as demographic factors, personal traits, and beliefs. This analysis provides a quantitative method for assessing the strength and significance of these relationships, enabling us to identify the personality traits that contribute to spending behavior in the target market of astrology.

A Turkish-adjusted questionnaire version of the Five-Factor Model of Personality Analysis (Horzum, Ayas, & Padir, 2017) is used to measure personality traits. By applying linear regression analysis to the personality traits derived from the questionnaire, we aimed to examine how these traits influence individuals' financial commitments to astrology.

Additionally, T-tests will be conducted to explore potential differences in spending patterns between different subgroups within the target market. T-tests are used to compare the means of two groups and determine if there is a significant difference between them. Specifically, T-tests will be employed to explore variations in spending behavior based on factors such as gender, age, education level, and marital status. This analysis will provide insights into individuals' diverse characteristics and preferences within the astrology market.

The integration of linear regression analysis, factor analysis for personality traits, and T-tests in the data analysis process ensures a robust examination of the research objectives. By employing these statistical techniques within the SPSS software, we will derive meaningful conclusions and make informed interpretations of the data. This comprehensive approach will contribute to a deeper understanding of the common characteristics of individuals who spend money on astrology and shed light on the target market of the astrology industry.

In summary, the combination of linear regression analysis, factor analysis for personality traits, and T-tests strengthens the validity and reliability of this study. These analyses, conducted using SPSS, will uncover significant relationships, patterns, and differences within the data, leading to valuable insights into the target market of astrology and the factors influencing spending behavior.

4. FINDINGS

4.1 Qualitative Research Findings: Expert Insights on Consumer Behavior in the Astrology Industry: A Perspective from Astrologer Dinçer Güner

Dinçer Güner is a highly regarded astrologer based in Turkey, known for his expertise in the field of astrology. With a strong presence on various platforms, including renowned newspaper Hürriyet, astrology education services, and consultations, Güner has established himself as a prominent figure in the astrology community.

With a substantial following of 588K on Instagram, Güner has successfully captivated the attention of a broad audience, attracting individuals seeking astrological guidance and insights. His dedication to sharing astrological knowledge and providing personalized consultations has garnered him a reputation for reliability and trustworthiness.

In addition to his contributions through media outlets and personal consultations, Güner also operates a website where individuals can submit their birth data and receive answers from experienced astrologers. This platform is a valuable resource for those seeking astrological interpretations and advice.

Güner's extensive experience and comprehensive understanding of astrology enable him to navigate the complexities of astrological principles and their application to individual lives. Through his expertise, he helps individuals explore and understand the influences of celestial bodies and their impact on various aspects of life.

In this expert opinion section, we will delve into Dinçer Güner's insights, drawing upon his vast knowledge and experience in astrology. By incorporating his perspective, we aim to shed light on the consumer behavior of individuals who engage with astrology-related products and services.

By exploring Güner's expert opinion, we will uncover valuable insights into the motivations, preferences, and decision-making processes of individuals who invest their time and resources in astrology-related activities. These findings will contribute to a deeper understanding of consumer behavior within the astrology industry and provide meaningful implications for marketers and practitioners in this field.

By examining the unique perspective of Dinçer Güner, we can gain valuable insights into the relationship between astrology and consumer behavior, shedding light on the factors that drive individuals to seek astrological guidance and engage with astrology-related products and services.

When asked about the reasons behind people's willingness to spend money on astrological products and services, Dinçer Güner, a prominent astrologer and expert in the field, provided valuable insights. According to Güner, individuals turn to astrology when grappling with questions or uncertainties. It is a natural inclination for people to seek guidance and answers from astrology, as it offers a framework that can provide insights and a sense of direction.

Dinçer Güner further elaborated on the evolving perception of astrology among individuals, emphasizing the significant influence of societal factors on people's views. He highlighted that the level of astrological development in a given society shapes the way astrology is perceived. Astrology is often seen as a mere source of entertainment or curiosity in regions where it is less developed. However, in societies where astrology has made significant strides, it is viewed as an information system that can shed light on one's life path, offering guidance and insights beyond traditional notions of fortune-telling or divination.

Güner specifically mentioned the transformation in the perception of astrology in Turkey in recent years. He observed a significant shift, where people now utilize astrology as a tool for self-discovery and personal growth. It has become a means for individuals to gain deeper insights into themselves and navigate their personal development journey. This shift reflects a broader trend of embracing astrology as a valuable resource for self-knowledge and a pathway to personal enlightenment.

When asked about the predominant types of questions he receives as an astrologer, Dinçer Güner noted a notable shift in recent years. He emphasized that the nature of inquiries has evolved in response to the prevailing political conditions within society. Güner highlighted that in the past, individuals sought astrology's insights primarily for personal matters, such as inquiries about marriage timing. However, in the present context, people's queries have shifted towards broader socio-political concerns, including the trajectory of the country's economy or the possibility of governmental changes.

According to Güner, this change in questioning patterns is closely linked to the astrologer's growing understanding of politics. As astrologers deepen their grasp of political dynamics and incorporate this

knowledge into their astrological interpretations, people's perspectives on astrology also transform. It reflects a shift in the perception of astrology as a personal tool, gaining insights into more significant societal issues and anticipating potential developments within the political landscape.

In response to whether women or men tend to seek astrological services more frequently, Dinçer Güner highlighted the evolving trends observed in YouTube and Instagram statistics over the past 6-7 years. He noted that there had been a significant shift in the gender composition of astrology enthusiasts. Previously, most individuals engaging with astrology were predominantly female, with a ratio of 92% female to 8% male. However, this distribution has become more balanced in recent years, with the current ratio standing at 82% female and 18% male.

While acknowledging the enduring interest of women in astrology, Güner predicted that the gender ratio would continue to approach parity in the next 15-20 years. This projection suggests a growing and diversifying interest in astrology among men, signifying a broader societal embrace of astrological practices beyond gender-specific preferences.

When discussing the age group that exhibits a greater interest in astrology, Dinçer Güner emphasized that the demographics can vary depending on the age of the astrologer and their target audience. He explained that different age groups are drawn to astrologers who can resonate with their specific generational experiences. For instance, a 45-50-year-old astrologer may struggle to connect with the younger Generation Z.

Güner observed that the interest in astrology extends to various age groups, noting that the younger generation has shown a particular affinity for astrology. He mentioned that engagement with astrology that encompasses a broader range of age groups. In his experience, he has found that adults between the ages of 20 and 55, encompassing a diverse range of life stages and experiences, generally seek his astrological guidance. This highlights the dynamic nature of astrological appeal across different age groups, indicating that astrology's reach extends beyond specific generational boundaries.

Regarding the educational background of individuals who engage with astrological products and services, Dinçer Güner highlighted that most had completed a high school education. Moreover, he emphasized that those who actively seek counseling services tend to have a higher level of education, with a significant portion being university graduates. While there may be varying educational levels

among the followers on social media platforms like Instagram and YouTube, it is observed that individuals who actively spend money on astrological services and seek personalized consultations generally possess a higher level of education.

This suggests that individuals actively participating in astrological services and seeking personalized guidance demonstrate a higher emphasis on education and intellectual pursuit. However, it is essential to note that astrology attracts diverse followers across different educational backgrounds, with individuals finding value and meaning in astrology regardless of their educational achievements.

In terms of the income level of clients, Dinçer Güner emphasized that astrology is considered a luxury service rather than a necessity. Consequently, it tends to attract individuals from middle-class backgrounds, particularly those employed in white-collar professions or individuals with a higher income level. He noted that astrology-related products and services are more commonly sought by individuals with the financial means to invest in such indulgences.

It is worth noting that astrology's appeal may be influenced by socioeconomic factors, as individuals with higher income levels may have more disposable income to allocate toward astrological products and services. However, it is essential to acknowledge that astrology can still captivate individuals from various income brackets, as interest in the subject transcends financial considerations.

When discussing the correlation between astrology and expenditure on new-age products, Dinçer Güner was presented with the findings of a research study suggesting that individuals who have never been married tend to spend more money on such products and services. In response, Güner challenged the notion that astrology is primarily associated with the new age movement, emphasizing its ancient roots as a knowledge system. He argued that throughout history, people sought astrological guidance for diverse reasons beyond inquiries about marriage.

Güner pointed out that the questions posed to astrology are intricately linked to the societal needs and context of the research. While he acknowledged receiving a significant number of astrology-related queries about relationships, he cautioned against simplistically associating this trend with marital status. He believed it to be misguided to limit individuals' primary needs to love and companionship solely within the context of marriage.

Regarding the research's findings, Güner shared that while he indeed serves a wide range of clients, including those who have never been married, it would be reductionist to conclude that astrology's

appeal is solely determined by marital status. He highlighted the significance of considering various factors, including individual circumstances, personal interests, and broader societal influences when exploring the motivations behind expenditure on new-age products and services.

This perspective encourages a nuanced understanding of astrology as a comprehensive tool addressing diverse human needs and interests. While relationships may be a prevalent topic, it is crucial to recognize that astrology encompasses a broader scope, providing insights into various aspects of life beyond marriage.

When provided with information regarding research studies suggesting that individuals born under positive sun signs are more inclined to believe in astrology due to the favorable characteristics attributed to their signs, Dinçer Güner expressed his complete disagreement. He emphasized that reducing astrology to solely sun signs is highly irrational. In astrology, several other critical elements within a birth chart hold significant importance, such as the positions of the moon and the ascendant. Additionally, the signs occupied by other planets, including Mercury, Venus, Mars, Jupiter, Saturn, Uranus, and Neptune, as well as the presence of other asteroids and Arabic points, contribute to the complexity of the birth chart. Furthermore, the arrangement of houses and the angles formed between the planets play a crucial role in astrology's comprehensive interpretation.

When inquired about the religious orientation of individuals who seek astrological services, Dinçer Güner indicated the absence of specific data on this matter. However, he shared his perspective that individuals who engage with astrology incorporate it into their lives based on their own belief systems. He further suggested that individuals who do not hold solid religious beliefs often seek scientific explanations for various phenomena and endeavor to contextualize astrology within a scientific framework. How individuals perceive life often parallels their perspective on astrology, and it is not logical to generalize this.

Following Adorno's assertion, there is a claim that individuals who hold beliefs in astrology exhibit a higher likelihood of displaying obedience toward authority. To explore this matter further, we sought the perspective of Dinçer Güner, who indicated a divergence of opinion. According to Güner, individuals seeking astrological counseling are driven to assert control over their own lives. When clients pose inquiries about embarking on personal ventures, disentangling from family dynamics, or pursuing divorce, they actively seek to navigate their paths rather than adhere to authority. Notably, astrology itself is viewed as a journey of self-discovery, encouraging individual agency and personal empowerment.

4.2 Quantitative Research Findings

4.2.1 Demographic Characteristics of Participants

This study includes a sample of 1811 participants, with 1729 (95.5%) female and 82 (4.5%) male. The majority of the participants (58.3%, n=1,055) fall within the age range of 35-50, and the majority (56.2%, n=1,017) are university graduates. In terms of monthly income, 422 participants (23.3%) earn 10,000 TL or less, 738 participants (40.8%) earn between 10,001 and 25,000 TL, 390 participants (21.5%) earn between 25,001 and 50,000 TL, and 261 participants (14.4%) earn above 50,000 TL. Among the participants, 527 (29.1%) are single, while 1,284 (70.9%) are married/divorced/widowed. 93 participants (5.1%) indicate that they do not believe in any power, while 1,718 participants (94.9%) express belief in a power/creator, namely God. The majority of participants (68.7%, n=1,244) state that individuals in their close circle have a low tendency to spend money on astrological products and services. 1,458 participants (80.5%) report experiencing a disappointing event in the past year, while 353 participants (19.5%) state that they did not experience such an event. The findings are presented in Table 1.

Table 1: Findings of the Questionnaire

Variables		n	%
Gender	Female	1729	95.5
	Male	82	4.5
Age	18-25	55	3.0
	26-34	355	19.6
	35-50	1055	58.3
	50 and above	346	19.1
Education level	High school graduate	448	24.7
	University graduate	1017	56.2
	Master and above graduate	346	19.1

Monthly Income	0 - 10000 TL	422	23.3	The
	10001 - 25000 TL	738	40.8	
	25001 - 50000 TL	390	21.5	
	50001 TL and above	261	14.4	
Marital Status	Single	527	29.1	
	Married / Divorced / Widow	1284	70.9	
Belief	I don't believe in any divine power	93	5.1	
	I believe in something / I believe in God	1718	94.9	
Disappointment in the last year	No	353	19.5	
	Yes	1458	80.5	
The tendencies of the close circle to spend money on astrological products and services	A little	1244	68.7	
	Average	374	20.7	
	Too much	193	10.7	

distribution rates of participants according to zodiac signs are similar, with 929 participants (51.3%) having a negative sign and 882 participants (48.7%) having a positive sign. The findings are presented in Table 2.

Table 2: Positive - Negative Signs

Signs	n	%
Akrep (Scorpio)	179	9.9
Aslan (Leo)	161	8.9
Balık (Pisces)	144	8.0
Başak (Virgo)	137	7.6
Boğa (Taurus)	165	9.1
İkizler (Gemini)	140	7.7
Koç (Aries)	145	8.0
Kova (Aquarius)	152	8.4

Oğlak (Capricorn)	141	7.8
Terazi (Libra)	147	8.1
Yay (Sagittarius)	137	7.6
Yengeç (Cancer)	163	9.0
Negative	929	51.3
Pozitive	882	48.7
Total	1811	100.0

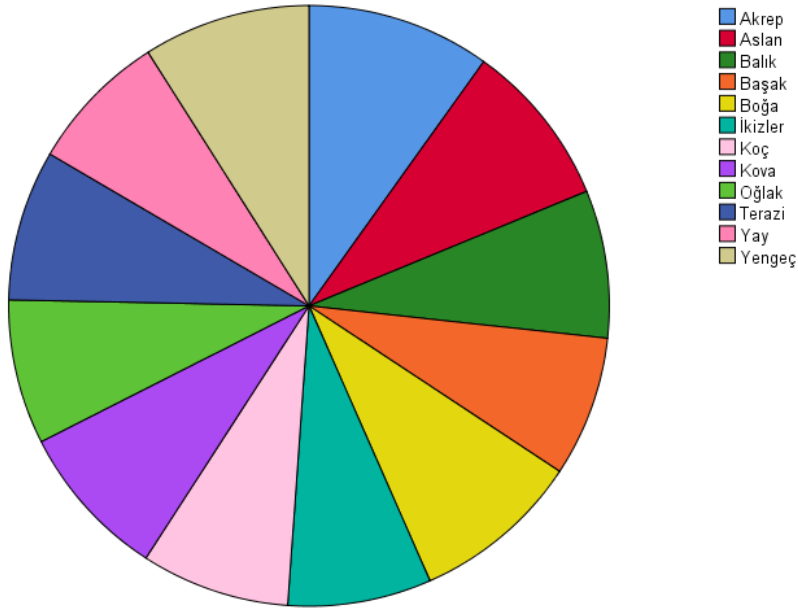


Figure 1. Distribution of Participants According to Zodiac Signs

4.2.2 Analysis of Expenditure on Astrological Products and Services

A series of analyses were conducted to examine whether the average amount of money participants spent on astrological products and services (such as books, counseling sessions, or training) in the past year differed across demographic variables. The obtained results are presented below.

Hypothesis 4 proposed that young adults in their late teens to twenties are more likely to dedicate a greater percentage of their income to astrology, influenced by their curiosity and receptiveness to New Age offerings. However, the findings of our investigation did not yield statistically significant associations between age cohorts and expenditures on astrological products and services. Despite initial expectations that age might substantially shape consumer behaviors within the astrology market, our empirical analysis did not establish a significant link between age and spending patterns. This outcome emphasizes the need for a nuanced perspective when exploring the multifaceted factors influencing consumer decisions within the astrology industry.

This research underscores the complexity of consumer behavior in the context of astrology-related products and services, highlighting that age alone may not be the primary determinant of spending habits. Future inquiries into this domain may benefit from exploring additional variables and contextual factors that can provide a more comprehensive understanding of the dynamics governing expenditure patterns within the astrology market.

To investigate whether the average expenditure on astrological products and services differs by gender, independent samples t-tests were conducted. The results indicate no significant difference between groups ($p > .05$). The analysis aimed to examine whether there was a significant difference in the average expenditure on astrological products and services between genders. However, the results, when compared with Hypothesis 3, which posited that women are more inclined to spend on astrology due to their affinity for New Age beliefs and practices, did not align with the hypothesis.

One noteworthy observation is that the majority of participants in the study were women. This gender imbalance within the sample might have impacted the ability to draw conclusive gender-specific

conclusions regarding astrology spending behavior. Therefore, it is challenging to provide strong evidence to support or refute Hypothesis 3, as the dataset lacked a balanced representation of both genders.

Future research could seek to address this limitation by ensuring a more balanced and representative sample, allowing for a more robust investigation into the potential differences in astrology-related spending between men and women.

A one-way ANOVA was conducted to examine whether the average expenditure on astrological products and services differs by educational status. The results show no significant difference among the groups ($p > .05$).

The analysis aimed to investigate whether there were significant variations in the average expenditure on astrological products and services based on participants' educational statuses. However, when comparing these results with Hypothesis 1, which posited that higher education levels would correlate with increased spending on astrology-related products and services, specifically among the "knowledge class," the findings indicated no statistically significant differences among the educational status groups.

It's crucial to recognize that while higher education can be associated with a deeper understanding of various subjects, spending behavior related to astrology may be influenced by a multitude of factors beyond educational attainment. Income, personal beliefs, social networks, and other variables might also significantly contribute to individuals' financial commitments to astrology-related products and services.

In summary, the outcomes did not provide substantial support for Hypothesis 1. Future research could explore additional dimensions of education and its potential links to astrology-related spending to gain a more comprehensive perspective on this relationship.

A one-way ANOVA was conducted to assess whether the average expenditure on astrological products and services differs by monthly income. The results indicate significant differences among the groups ($F(3,1708) = 6.268, p < .001$). Tukey's multiple comparison analysis was performed to explore the source of this difference. The results indicate that participants with a monthly income above 50,000 TL spend significantly more on astrological products and services than those with an income below 10,000 TL and those with incomes between 10,001 and 25,000 TL. Additionally, participants with an income between 10,001 and 25,000 TL spend more on astrological products and services than those who have income levels below 10,000 TL.

The outcomes of the post hoc analysis showed that participants with a monthly income exceeding 50,000 TL allocated significantly more funds toward astrological products and services than those with incomes falling below 10,000 TL and those with incomes ranging between 10,001 and 25,000 TL. Furthermore, individuals with incomes between 10,001 and 25,000 TL also exhibited higher spending on astrological products and services compared to those with income levels below 10,000 TL.

This aligns with Hypothesis 2, which postulated that individuals with higher incomes would dedicate a more substantial portion of their resources to astrology-related products and services, given that greater financial means might facilitate their exploration of spiritual and metaphysical domains. The analysis supported this hypothesis, indicating that higher income levels indeed correlated with increased spending on astrological offerings.

These findings suggest that financial resources play a significant role in shaping consumer behavior within the astrology industry, emphasizing the impact of income on individuals' financial commitments to astrological products and services.

To investigate whether the average expenditure on astrological products and services differs by marital status, independent samples t-tests were conducted. The results indicate no significant difference between groups ($p > .05$).

This outcome provides insights into Hypothesis 5, which postulated that married individuals spend less on astrology products than those who are not married or in non-traditional relationships. However, the data did not support this hypothesis, suggesting that marital status did not appear to be a significant factor influencing spending behavior on astrology-related products and services in the studied sample.

To examine whether the average expenditure on astrological products and services differs by participants' beliefs, independent samples t-tests were conducted. The results indicate no significant difference between groups ($p > .05$).

These findings provide valuable insights into the spending behavior of individuals with different beliefs in astrology. Contrary to our initial hypothesis (H8), which suggested that strong astrological beliefs might be associated with greater religiosity and, in turn, lead to increased spending on astrological products and services, the analysis did not reveal any significant differences in expenditure based on participants' beliefs. This suggests that while astrology and traditional religious beliefs may coexist for many individuals, they do not necessarily influence their financial

commitments in the same way. It is important to note that the absence of a significant difference does not negate the value of either belief system but rather highlights the complexity of individuals' spiritual and financial choices. Further research could delve deeper into the intricate interplay between astrology, religiosity, and consumer behavior to unravel the underlying motivations that drive spending patterns in this domain.

Independent samples t-tests were conducted to examine whether there is a difference in the average expenditure on astrological products and services in the past year based on experiencing a disappointing event. The results indicate no significant difference between groups ($p > .05$).

Despite the hypothesis positing that individuals who have recently experienced significant disappointments would allocate more of their expenditures to astrology-related products and services (H7), our analysis did not yield significant differences in spending behavior between those who had faced disappointments and those who had not. This finding suggests that the experience of disappointment in itself may not be a significant predictor of increased spending on astrology-related items. It raises intriguing questions about the complex interplay between personal life events and consumer behavior within the context of astrology. Further exploration and potentially more nuanced measures of disappointment and its impact on consumer choices may shed light on this intricate relationship.

To assess whether the average expenditure on astrological products and services differs based on the tendency of individuals' close circle to spend on astrological products and services, a one-way ANOVA was conducted. The results indicate significant differences among the groups ($F(3,1708) = 76.150, p < .001$). Tukey's multiple comparison analysis was performed to investigate the source of this difference. The results indicate that participants who perceive their close circle's spending on

astrological products and services as high also tend to spend more on such products and services compared to other participants. Additionally, participants who perceive their close circle's spending as average spend more than those who perceive their close circle's spending as low. All of the research findings listed above have been presented in Table 3.

Table 3: Distribution of Participants' Average Expenditure on Astrological Products and Services in the Past Year by Demographic Variables

Variables		Avrg.	S	Test	p
Gender	Female	1575.48	4874.173	1.245	.213
	Male	900.61	2664.333		
Age	18-25	703.82	1882.233	.723	.538
	26-34	1687.41	4935.149		
	35-50	1571.81	4295.707		
	50 and above	1450.43	6220.807		
Education level	High school graduate	1185.69	3621.994	2.535	.080
	University graduate	1563.48	4932.410		
	Master and above graduate	1955.49	5637.655		
Monthly Income	0 - 10000 TL	1010.61	3442.474	6.268	.000
	10001 - 25000 TL	1338.79	3571.393		
	25001 - 50000 TL	1880.31	5181.663		
	50001 TL	2490.50	7942.272		
Marital status	Single	1822.18	6244.282	1.576	.115
	Married / Divorced / Widow	1431.12	4055.085		
Belief	I don't believe in any divine power	1003.76	4442.582	1.327	.185

		I believe in something / I believe in God	1574.21	4815.722		
Disappointment in the last year	No		1553.48	4959.668	.037	.970
	Yes		1542.85	4759.493		
The tendencies of the close circle to spend money on astrological products and services	A little		788.95	2544.210	76.150	.000
	Average		2265.78	5074.644		
	Too much		5020.73	10402.152		

The results from our analysis strongly support the hypothesis (H6) that individuals with social ties actively engaged in astrology are more likely to allocate a higher portion of their expenditures to astrology-related products and services. The significant differences observed in spending behavior among participants who perceive their close circle's spending on astrological items as high, average, or low underscore the pivotal role of interpersonal networks in shaping consumer choices within the astrology domain. This finding aligns with prior research emphasizing the influence of social connections on New Age consumption patterns (Mears & Ellison, 2000). It highlights the significance of social embeddedness and the role of interpersonal relationships in driving individuals' involvement in astrology practices and expenditure. Our study adds valuable insights to the understanding of consumer behavior within the astrology industry, shedding light on the mechanisms through which interpersonal networks impact spending decisions. A one-way ANOVA was conducted to examine whether the average expenditure on astrological products and services in the past year differed based on zodiac signs. The results indicate no significant difference among the groups ($p > .05$).

To investigate whether there is a difference in the average expenditure on astrological products and services in the past year based on zodiac signs (negative-positive), independent samples t-tests were

conducted. The results show no significant difference between the groups ($p > .05$). The findings are presented in Table 4 and Figure 2.

Table 4. Distribution of Participants' Average Expenditure on Astrological Products and Services in the Past Year by Zodiac Signs

Burçlar	Avrg	S	Test	<i>p</i>
Akrep (Scorpio)	1542,74	4694,364	,796	,644
Aslan (Leo)	1324,53	3586,294		
Balık (Pisces)	1977,78	5409,648		
Başak (Virgo)	1270,51	3877,099		
Boğa (Taurus)	1531,69	4057,624		
İkizler (Gemini)	1544,79	3684,994		
Koç (Aries)	2378,97	9481,551		
Kova (Aquarius)	1513,22	5110,531		
Oğlak (Capricorn)	1816,38	4468,205		
Terazi (Libra)	1280,95	2919,264		
Yay (Sagittarius)	1180,66	3388,759		
Yengeç (Cancer)	1223,74	3663,553		
Negative	1553,63	4390,148	,079	,937
Positive	1535,75	5195,154		
Total	1544,92	4797,774		

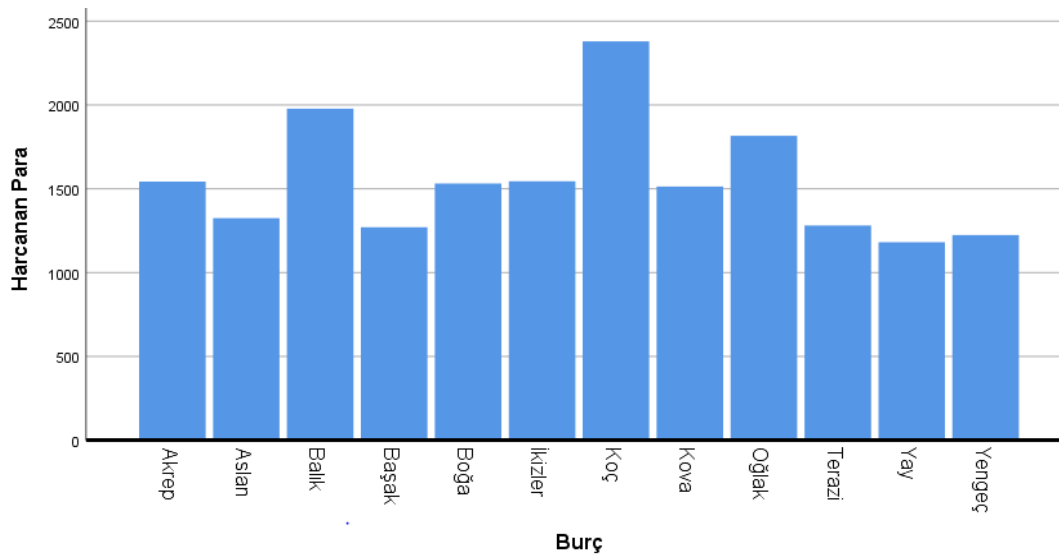


Figure 2. Amount of Money Spent by Zodiac Signs

The analysis conducted in this study leads to the conclusion that Hypothesis 9, which posited that people with positive or odd-numbered zodiac signs are more inclined to believe in astrology, is not supported by the findings. The examination of average expenditures on astrological products and services across negative and positive zodiac signs revealed no significant difference between the two groups, with all p-values exceeding the conventional significance threshold of .05. These results indicate that zodiac signs, whether traditionally deemed favorable or unfavorable, did not exert a discernible influence on participants' beliefs in astrology.

Values related to participants' personality traits were examined. The results show that the average score for agreeableness is 4.01 ± 0.84 , conscientiousness is 7.96 ± 0.91 , emotional stability is 3.04 ± 1.03 , extraversion is 3.73 ± 1.03 , and openness to experience is 3.58 ± 1.01 . The results are presented in Table 5.

Table 5: Personality Traits

Variables	Lowest	Highest	Avrg.	S
Agreeableness	1	5	4.01	0.84
Conscientiousness	1	5	3.98	0.91
Emotional Stability	1	5	3.04	1.03
Extraversion	1	5	3.73	1.03
Openness to Experience	1	5	3.58	1.01

Multiple linear regression analysis was employed to investigate whether participants' personality traits could predict the average spending on astrological products and services over the past year, encompassing items like books, counseling sessions, or education. The outcomes revealed that extraversion and openness to experience significantly and positively predicted the amount of money spent ($\beta = .062$, $p < .05$, $\beta = .112$, $p < .001$). Hypothesis 10 asserting that individuals with higher agreeableness may exhibit a greater inclination toward astrological beliefs, influencing their consumer decisions and potentially resulting in increased expenditures on astrological products and services, was supported. Moreover, an unexpected observation surfaced during the analyses, revealing a substantial correlation between openness to experience and expenditure on astrological products and services. This finding extends beyond the scope of our initial hypotheses. Refer to Table 6 for a detailed presentation of the findings.

Table 6. The Impact of Participants' Personality Traits on Expenditure on Astrological Products and Services in the Past Year.

Variables	R	R ²	B	Std. Deviation	Beta	t	p
Fixed	.132	.017	1.176	.112		10.463	.000
Agreeableness			-.013	.010	-.032	-1.314	.189
Conscientiousness			-.005	.009	-.013	-.548	.584
Emotional Stability			-.006	.008	-.017	-.696	.487
Extraversion			.020	.008	.062	2.505	.012
Openness to Experience			.038	.008	.112	4.718	.000

Dependent Variable: Money spent on astrological products and services in the last 1 year.

5. DISCUSSION OF THE FINDINGS

The discussion of the findings aims to provide a deeper understanding of the results obtained from the study. This section interprets the findings in light of existing literature and explores the implications and potential reasons behind the observed relationships. The following paragraphs discuss each finding in detail.

Firstly, there is a relationship between extraversion and openness to experience traits and the amount of money spent. The findings indicate that individuals who score higher on extraversion and openness to experience tend to spend more on astrology-related products and services. The positive correlation between extraversion, openness to experience, and expenditure on astrology may reflect the

inclination of these individuals to seek self-discovery, personal growth, and spiritual exploration through astrological practices.

Another finding relates to monthly income. Participants with a monthly income between 25,001 TL and 50,000 TL and those with an income above 50,001 TL tend to spend more money than those with less income than 25,001 TL. This finding suggests that higher-income individuals have a greater financial capacity to invest in astrology-related products and services. Astrology has become a popular trend across various socio-economic backgrounds, and individuals with higher incomes may be more willing to allocate a portion of their disposable income to pursue their interests and hobbies, including astrology. Additionally, individuals with higher incomes may perceive astrology-related expenditures as a form of self-care or entertainment, thus increasing their willingness to spend more.

Thirdly, the findings reveal a notable association between the spending behavior of individuals within one's close circle and one's spending tendencies. This finding underscores the significant influence of social factors on individual spending behavior within the context of astrology-related expenditures. The observation that individuals with friends or acquaintances who demonstrate a propensity for spending on astrology-related products and services are more likely to exhibit similar spending patterns emphasizes the impact of social norms, peer influence, and the power of personal networks in shaping individual preferences and consumption choices. This social influence suggests that personal characteristics do not solely determine individuals' decisions to allocate their financial resources towards astrology-related activities but are also influenced by social interactions and the desire for social acceptance and conformity. This phenomenon highlights the need to consider the broader social context and interpersonal dynamics when examining consumer behavior in astrological products and services.

It is worth noting that no other significant findings were observed regarding the remaining variables examined in this study. However, it is vital to acknowledge the study's limitations, including the predominantly female participant sample, which limited the analysis of gender-related effects. Future research could explore the role of gender in relation to spending behavior in the context of astrology and further investigate additional factors that may influence individuals' expenditure on astrology-related products and services, such as education level, belief systems, and media exposure.

In conclusion, the findings of this study shed light on the factors influencing individuals' spending on astrology-related products and services. Personality traits, specifically extraversion, and openness to experience, were found to positively influence expenditure, indicating a greater inclination for self-exploration and spiritual exploration among individuals with these traits. Monthly income emerged as another significant factor, with higher-income individuals more willing to invest in astrology. Social factors, particularly the spending behavior of individuals in one's close circle, also impact individual spending tendencies. These findings provide valuable insights for marketers, astrologers and researchers aiming to understand and cater to consumer behavior within the astrology industry and individuals seeking to understand their spending choices in this domain.

5.1 Discussion Related to Socio- Economic Status

While previous scholarship by Brown (1992), Lewis (1992), and Lewis and Melton (1992) has acknowledged the topic of New Age phenomena and its potential association with socioeconomic status, a significant gap remains in the existing literature when it comes to a detailed exploration of the explicit relationship between socioeconomic status and spending on astrological products and services. This void underscores the necessity for further investigation and empirical inquiry to unravel the intricate interplay between socioeconomic status and consumer behavior in astrology.

Addressing this gap, our study aspires to contribute a more comprehensive and nuanced comprehension of the motivations and influences guiding individuals' financial decisions within astrological consumption. The existing discussions, as presented by scholars like Lewis and Melton (1992), allude to a probable link between socioeconomic status and New Age phenomena. However, a comprehensive theoretical framework dedicated to this association has to be established.

Our research provides new insights, suggesting a correlation between higher income levels and increased expenditures on astrological products and services. This finding corresponds with the viewpoint presented by scholars such as Lewis (1992), who indicate that those with more significant financial resources may be more inclined to engage in spiritual exploration, including the consumption of New Age materials. This is particularly pertinent to our study's context as it suggests that individuals with higher income levels are more likely to allocate some of their resources to astrology-related pursuits.

While alternative perspectives proposed by scholars like Albanese (1990) propose a more inclusive appeal of New Age materials among individuals of varying socioeconomic backgrounds, our research's alignment with the viewpoint of Lewis (1992) provides empirical support to the notion that individuals with higher income levels tend to invest more in astrological products and services. This underscores the influence of socioeconomic status on consumer behavior within the astrology industry and contributes a fresh dimension to the existing discourse.

5.2 Discussion Related to Social Networks

Numerous theoretical and empirical analyses have underscored the impact of interpersonal relationships on people's engagement with diverse belief systems, ranging from mainstream religions to cults and sects (Stark and Bainbridge, 1980; Sherkat and Wilson, 1995). These studies propose that the presence of social networks and collective activities associated with these belief systems can offer incentives beyond spiritual aspects, essentially serving as rewards for active involvement. However, it is worth noting that certain spiritual practices, such as what Stark and Bainbridge (1996) termed "audience cults," might not be as profoundly shaped by social connections. For instance, the work of Bainbridge and Stark (1981) revealed limited links between friendship circles and interest in the occult among college students.

Drawing insights from these varied viewpoints, this study delves into the influence of interpersonal relationships within the New Age context specifically related to astrology-related consumption. We investigate two contrasting hypotheses, both rooted in the existing literature.

If people who are interested in astrology are also likely to be interested in traditional spiritual practices, then we expect that individuals who have friends or family members interested in astrology would also be more likely to buy astrology-related things, like books about astrology, horoscope readings, or sessions with astrologers. On the other hand, if astrology is more like a unique interest that does not rely on social connections, then the link between having friends or family interested in astrology and actually buying astrology-related things might not be very strong or might not exist at all.

Guided by these theoretical considerations, our study enriches the literature by probing into the socio-demographic, religious network, and contextual aspects influencing astrology-related consumption. While the primary focus of Mears and Ellison's (2000) research lay in the realm of New Age consumption, their findings on the significance of social ties in shaping the purchase of New Age

materials provide a valuable framework for our inquiry. Expanding on their groundwork, we investigate whether individuals connected to those who engage in astrology-related practices are more predisposed to partake in similar activities.

Our findings echo the outcomes of Mears and Ellison's study, revealing that social ties play a substantial role in driving astrology-related consumption. The presence of friends or relatives engaging in astrology-related purchases positively influences individuals' spending behavior in this realm. These outcomes further affirm that social networks and interpersonal relationships significantly impact consumer behavior within the astrology domain. By establishing this nexus, our study enhances existing literature and offers more profound insights into the social dynamics that underlie individuals' financial choices concerning astrology.

5.3 Discussion Related to Personality Traits

Building upon the comprehensive exploration of literature, this study not only enhances our understanding of the intricate relationship between personality traits, particularly agreeableness, and belief systems but also validates the proposed hypotheses. The investigation into existential spirituality by Chang et al. (2015) and the connection between self-rated "spiritual intelligence" and agreeableness, as observed by Furnham and Buchanan (2005), provide the theoretical groundwork for Hypothesis 10. This hypothesis, suggesting that individuals with a higher level of agreeableness are more likely to believe in astrology, is substantiated by the findings of this research.

Moreover, the association between belief in astrology and religious convictions, as discussed by Allum (2011) and Bauer and Durant (1997), highlights the multifaceted dynamics involved. Individuals with elevated levels of agreeableness, especially those with strong religious orientations,

are likely to find congruence between their broader belief systems and astrological perspectives. The validation of Hypothesis 10 underscores the significance of agreeableness in shaping not only belief systems but also influencing consumer behavior, specifically spending patterns on astrological products and services.

In addition to confirming Hypothesis 10, this study unearthed another intriguing insight. Individuals with the trait of openness to experience also demonstrated a propensity to spend money on astrological products and services. This finding, not originally hypothesized, adds a layer of complexity to our understanding of how personality traits influence consumer choices in the realm of astrology. The inclusivity of openness to experience as a predictor of spending behavior on astrological products and services expands the scope of this research and suggests avenues for further exploration into the nuanced interplay between personality traits and consumer preferences in the context of astrology.

In summary, this research contributes to the existing body of knowledge by not only validating the proposed hypothesis regarding agreeableness but also uncovering an additional dimension related to the trait of openness to experience. These insights collectively enrich our understanding of the complex dynamics between personality traits, belief systems, and consumer behavior in the domain of astrology.

5.4 Academic, Social and Practical Implications

The findings of this study hold significant implications for marketers and researchers in the astrology industry. Understanding the factors that influence individuals' expenditure on astrology-related products and services can provide valuable insights for marketers seeking to target this niche market.

The study's findings offer marketers an opportunity to refine their marketing strategies and develop more targeted approaches. By recognizing the positive relationship between extraversion and openness to experience traits and spending behavior, marketers can tailor their messaging and advertising campaigns to resonate with individuals who possess these personality characteristics. Furthermore, understanding the influence of social networks on spending decisions can help marketers leverage the power of word-of-mouth marketing and social proof to drive consumer engagement and increase sales.

Moreover, the research sheds light on the underlying motivations and drivers behind individuals' financial investment in astrology. This knowledge can inform the development of innovative products and services that cater to astrology enthusiasts' specific needs and desires. Marketers can leverage these insights to create personalized experiences, such as customized horoscope readings or astrology-themed merchandise, to enhance consumer engagement and satisfaction.

For researchers, this study contributes to understanding consumer behavior within the astrology industry. The identified factors influencing individuals' spending behavior provide a foundation for further exploration and investigation. Future research can delve deeper into the psychological, social, and cultural aspects that shape consumer decision-making in the context of astrology. Longitudinal studies can also provide insights into the long-term effects of astrology consumption on individuals' attitudes, behaviors, and overall well-being.

By bridging the gap between consumer behavior and the astrology industry, this research opens up avenues for collaboration and dialogue between marketers and researchers. The findings enhance our understanding of consumer motivations in this specific domain and contribute to the broader field of

consumer psychology. This research can inspire new avenues of inquiry and foster a deeper understanding of the intersection between pseudoscientific practices, consumer behavior, and societal influences.

In summary, the implications of this study provide valuable insights for marketers operating in the astrology industry. Marketers can refine their strategies and enhance their targeting efforts by understanding the factors that drive individuals' expenditure on astrology-related products and services. Furthermore, the findings contribute to the existing body of research on consumer behavior and offer opportunities for further exploration and collaboration among researchers in understanding the complexities of consumer decision-making in the context of astrology.

5.5 Limitations of the Study

This study aims to offer insights into the factors influencing contemporary individuals' expenditures on astrology-related products and services. While the findings contribute valuable knowledge, it is imperative to acknowledge certain limitations that affect the interpretation and generalizability of the results within the context of this thesis.

Firstly, the study's sample representation poses a significant limitation. The survey instrument primarily targeted individuals residing in urban areas with easy access to smartphones and the internet. Unfortunately, this approach may have inadvertently excluded individuals residing in rural or remote regions. Given that spending habits and perspectives may markedly differ between these populations, the study's findings might not fully capture the broader population's behaviors. Moreover, the voluntary nature of participation in the study introduces a self-selection bias,

potentially skewing the sample towards individuals who already possess a keen interest in astrology. Consequently, this limitation could restrict the generalizability of the findings to a wider population.

Secondly, an inherent limitation in this study is the potential presence of social desirability bias in the data. Respondents may have adjusted their reported spending on astrology-related products and services to align with societal expectations or to avoid perceived judgments. This bias could lead to an underestimation or distortion of the actual extent of expenditure on astrology, potentially impacting the overall accuracy of the study's findings.

Additionally, the study's reliance on self-reported data collected through surveys introduces measurement limitations. Participants' varied interpretations of spending on astrology, coupled with potential recall bias or memory limitations, might introduce discrepancies or inaccuracies in the responses. Researchers should exercise caution when interpreting the data, keeping these potential measurement errors in mind.

Furthermore, the study design, which employs a cross-sectional approach, captures data at a specific moment in time. While this approach facilitates the examination of spending behavior within a defined timeframe, it inherently limits the establishment of causal relationships or the tracking of changes in spending patterns over time. A longitudinal analysis would provide a more comprehensive understanding of the dynamics and trends in people's spending on astrology, but this was beyond the scope of the current study.

Generalizability is another aspect that deserves attention. The research focused on a specific geographical and cultural context. Cultural factors, including beliefs, attitudes, and social norms, play a significant role in influencing consumer behavior. As a result, extending these findings to other

regions or cultural settings should be undertaken with caution. To ensure a more comprehensive understanding, replication of this research in diverse cultural contexts is essential.

Lastly, the study primarily concentrated on individual factors influencing astrology-related spending behavior. External factors, such as marketing strategies, market competition, and the broader socio-economic environment, were not extensively explored. Future research endeavors could delve into these external factors to provide a more holistic understanding of consumer spending in the astrology industry.

5.6 Further Research

Several areas warrant further investigation to enhance our understanding of consumer behavior to astrology-related products and services. Firstly, conducting longitudinal studies would allow for examining spending behavior and motivations over an extended period. By tracking individuals' spending patterns and changes in their attitudes and beliefs towards astrology, researchers can gain insights into the stability and dynamics of consumer behavior in this domain. Longitudinal research would provide a deeper understanding of how spending tendencies evolve and the factors that drive these changes over time.

Another area for future research is comparative analysis, which involves comparing consumer behavior in astrology with other pseudoscientific or alternative belief systems. This comparative approach can offer valuable insights into expenditure's unique motivations and determinants. Exploration of spending patterns differs across various belief systems, and pseudosciences can shed light on the underlying psychological and sociocultural factors specific to astrology.

Additionally, investigating the influence of cultural factors on astrology-related spending behavior is an area that merits attention. Culture plays a significant role in shaping individuals' beliefs, attitudes, and consumption patterns. Examining how cultural dimensions, such as collectivism versus individualism or traditionalism versus modernity, impact astrology-related expenditure can provide a more nuanced understanding of consumer behavior in different cultural contexts.

Expanding research beyond individual-level factors to include market analysis would be valuable. Moreover, investigating market competition and the role of pricing strategies in influencing consumer behavior could provide insights into the broader market dynamics.

Given the increasing prevalence of digital platforms and social media in consumer decision-making, exploring the influence of online platforms on astrology-related spending behavior is essential. Investigating the role of social media influencers, online communities, and digital marketing strategies in shaping consumer attitudes and purchase decisions could uncover new insights into the drivers of astrology-related expenditure in the digital era.

Lastly, conducting cross-cultural studies would allow for comparing astrology-related consumer behavior across different countries or regions. Examining how cultural variations influence spending patterns, motivations, and beliefs related to astrology could provide a broader perspective on consumer behavior in this domain and contribute to a more comprehensive understanding of the cultural nuances at play.

Addressing these areas for future research can deepen our knowledge of consumer behavior in the context of astrology-related products and services. These research directions would expand our understanding of the psychological, social, and cultural factors influencing individuals' expenditure

on astrology and contribute to developing targeted marketing strategies and consumer education initiatives.

6. CONCLUSION

This study explored the factors influencing individuals' expenditure on astrology-related products and services, providing valuable insights into consumer behavior within the astrology industry. The findings revealed the significance of psychological traits, income levels, and social networks in shaping individuals' financial decisions in this domain.

The analysis demonstrated a positive relationship between individuals' extraversion and openness to experience traits and their expenditure on astrology-related products and services. This suggests that individuals with these personality traits are more likely to engage in astrology-related consumption. Additionally, the study identified a notable correlation between monthly income levels and spending behavior, indicating that higher-income individuals tend to allocate a more significant portion of their financial resources toward astrology-related activities.

Furthermore, the influence of social networks on spending behavior was evident, indicating that individuals with peers with a high propensity for spending money are more likely to exhibit similar spending tendencies in astrology. This finding emphasizes the role of social influence and peer behavior in shaping consumer choices within the astrology domain.

The implications of this research are relevant for marketers and researchers. Marketers can leverage the insights gained from this study to develop targeted marketing strategies tailored to individuals

with specific personality traits or income levels. Understanding the factors that drive consumer behavior in astrology can help marketers effectively reach and engage their target audience.

From a research perspective, this study contributes to the existing literature on consumer behavior by focusing on factors influencing individuals' spending on astrology-related products and services. It expands our understanding of the psychological, social, and demographic drivers of consumer behavior within astrology.

While this study provides valuable insights, it is essential to acknowledge its limitations. The research was conducted within a specific geographic area and with a limited sample size, which may limit the generalizability of the findings. Additionally, the study relied on self-reported data subject to biases and memory recall issues. Future research should consider conducting larger-scale studies with diverse populations to validate and extend the findings of this study.

In conclusion, this study enhances our understanding of consumer behavior in the context of astrology-related products and services. By identifying the factors that influence individuals' expenditure in this domain, this research contributes to the broader body of knowledge on consumer behavior. It provides practical implications for marketers and researchers aiming to navigate the complexities of the astrology industry.

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APPENDIX A: TURKISH QUESTIONNAIRE

1- Kendimi içine kapanık biri olarak görüyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kısmen katılıyorum
- Katılıyorum
- Kesinlikle katılıyorum

2- Kendimi genellikle güvenilir biri olarak görüyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kısmen katılıyorum
- Katılıyorum
- Kesinlikle katılıyorum

3- Kendimi yavaş hareket etme eğiliminde olan biri olarak görüyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kısmen katılıyorum

- Katılıyorum
- Kesinlikle katılıyorum

4- Kendimi rahat ve stresle başa çıkabilen biri olarak görüyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kısmen katılıyorum
- Katılıyorum
- Kesinlikle katılıyorum

5- Kendimi çok az sanatsal ilgisi olan biri olarak görüyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kısmen katılıyorum
- Katılıyorum
- Kesinlikle katılıyorum

6- Kendimi dışa dönük, sosyal biri olarak görüyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum

- Kısmen katılıyorum
- Katılıyorum
- Kesinlikle katılıyorum

7- Kendimi başkalarının hatasını bulma eğiliminde biri olarak görüyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kısmen katılıyorum
- Katılıyorum
- Kesinlikle katılıyorum

8- Kendimi bir işi tam yapacak biri olarak görüyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kısmen katılıyorum
- Katılıyorum
- Kesinlikle katılıyorum

9- Kendimi kolay sinirlenen biri olarak görüyorum.

- Kesinlikle katılmıyorum

- Katılmıyorum
- Kısmen katılıyorum
- Katılıyorum
- Kesinlikle katılıyorum

10- Kendimi yaratıcı biri olarak görüyorum.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kısmen katılıyorum
- Katılıyorum
- Kesinlikle katılıyorum

11- Cinsiyetiniz?

- Kadın
- Erkek

12- Yaşınız?

- 18 - 25
- 26 - 34

- 35 - 50
- 50 ve üstü

13- Eğitim durumunuz?

- İlköğretim mezunu
- Lise mezunu
- Üniversite mezunu
- Yüksek Lisans mezunu ve üstü

14- Ortalama aylık kazancınız?

- 0 - 10000 tl
- 10001 - 25000 tl
- 25001 - 50000 tl
- 50001 tl ve üzeri

15- Medeni durumunuz?

- Bekar
- Evli
- Boşanmış / Dul

16- İnancınızı nasıl tanımlarsınız?

- Yaratıcıya / Allah'a inanıyorum
- Bir güce inanıyorum
- Herhangi bir güce inanmıyorum

17- Son bir yıl içerisinde astrolojik ürün ve hizmetlere (kitap, danışmanlık seansı veya eğitim gibi) ortalama ne kadar para harcadınız?

-

18- Yakın çevrenizin astrolojik ürün ve hizmetlere para harcama eğilimleri sizce nasıldır?

-

19- Burcunuz nedir?

- Koç
- Boğa
- İkizler
- Yengeç
- Aslan
- Başak
- Terazi

- Akrep
- Yay
- Oğlak
- Kova
- Balık

20- Geçtiğimiz bir yıl içinde sizi hayal kırıklığına uğratan bir olay yaşadınız mı?

- Evet
- Hayır



APPENDIX B: ENGLISH QUESTIONNAIRE

1- I consider myself an introverted person.

- Strongly Disagree
- Disagree
- Neutral
- * Agree
- Strongly Agree

2- I consider myself a trustworthy person.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

3- I consider myself a person who tends to move slowly.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

4- I consider myself a person who can cope with stress and relax easily.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

5- I consider myself a person with very little interest in the arts.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

6- I consider myself an extroverted, social person.

- Strongly Disagree
- Disagree
- Neutral
- Agree

- Strongly Agree

7- I consider myself a person with a tendency to find others' mistakes.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

8- I consider myself a person who will complete a task thoroughly.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

9- I consider myself a person who gets easily irritated.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

10- I consider myself a creative person.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

11- Gender?

- Female
- Male

12- Age?

- 18 – 25
- 26 – 34
- 35 – 50
- 50 and above

13- Education level?

- Primary school graduate
- High school graduate
- University graduate
- Postgraduate and above

14- Average monthly income?

- 0 - 10000 TL
- 10001 - 25000 TL
- 25001 - 50000 TL
- 50001 TL and above

15- Marital status?

- Single
- Married
- Divorced / Widowed

16- How would you describe your belief?

- I believe in a Creator / God
- I believe in some higher power
- I do not believe in any higher power

17- In the past year, how much money did you spend on astrological products and services (books, consultation sessions, or education)?

-

18- How do you perceive the spending tendencies of your close circle towards astrological products and services?

-

19- What is your zodiac sign?

-Aries

-Taurus

-Gemini

-Cancer

-Leo

-Virgo

-Libra

-Scorpio

-Sagittarius

-Capricorn

-Aquarius

-Pisces

20- Have you experienced any disappointing event in the past year?

- Yes

- No