

The Effect Of Astrology On Women's Buying Behaviour

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Abstract

Consumer buying behaviour is the total sum of attitudes, preferences, intentions and decisions of consumers regarding the consumer's behavior in the marketplace when purchasing a product or service. Knowledge of consumer behaviour helps to understand how consumers think, feel and select from alternatives among products, brands etc. and how the consumers are influenced by their environment, reference groups, family, and salespeople etc. Consumer buying behaviour is influenced by cultural, social, personal and psychological factors. Psychological factors such as perception, attitude, personality and motivation need to be investigated. Astrology, which is one of the personal factors related to consumer buying behaviour, is the art or science of describing the character or destiny of a person by observing the position of the stars at the moment of the person's birth. There is a significant relationship between horoscopes and women's buying behaviour. Individuals make decisions to spend their available resources such as time, money, effort on the consumption of different products and services and horoscopes impact all marketing actions. The marketers have to understand which factors affect consumers by knowing what consumers buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. Just analyzing the demographic characteristics is not enough in the process of analyzing consumers because of the various psychological and personal factors such as perception, attitude, motivation and personality, affecting the buying behaviour. In the present research, personality which is one of the personal factors has been investigated alongside astrology from the point of women's buying behaviour.

Keywords: Buying behaviour, Consumer Behaviour, Marketing, Astrology, Signs