



The Effect Of Astrology On Women's Buying Behaviour

Mehmet BAŞ

Gazi University
Faculty of Economics and Administrative
Sciences, Ankara, Turkey
mbas@gazi.edu.tr

Yağmur KUBİLAY

Gazi University
Institute of Social Science
Ankara, Turkey
ykubilay191@gmail.com

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

Introduction

The doctrine of consumer behaviour, which reseaches how individuals make decisions to spend their available resources like time, money, effort on consumption of different products and services, has arrived a position where it impacts whole marketing actions. The marketers ought to know that what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it and understand what factors affect to consumers. On the process of analyzing consumers, just hearing of demografic characteristics is not enough. Moreover, psychological and personal factors that are perception, attitude, motivation and personality impress the

buying behavior. In present research, personality which is one of the personal factors has been investigated associated with Astrology from the point of women's buying behaviour.

Consumer Behaviour

Consumer behaviour is defined as activities as purchasing, consuming and disposal of products and services. (Blackwell et al. 2001)

The foundation of marketing thinking is that everything which the firms do should be consumer (or customer) centered. Therefore, it is so essential to understand why and how human beings make purchasing decisions (Blythe,2008) .

Knowledge of consumer behavior is an important part of Marketing Management. Comprehending consumer behaviour is crucial for the long-term success of every marketing programme.

It is the keystone of marketing concept which emphasises consumer wants and needs, targets market selection, integrating profits with the consumers' satisfaction (Khan,2006)

Consumer behaviour is also critical for non-profit and social organizations such as government agencies, religious organizations, universities and charitable organizations (Khan,2006)

Consumer behaviour is applied to government agencies to enhance their performances. For example, when the performance of Department of Transport is poor it is possible to improve it by knowing the needs and wants of the consumers by examining their likes or dislikes. In organizations like universities and charitable organizations similar practices may be implemented (Khan,2006).

Consumer behaviour is also essential in the marketing of the various scarce goods. Humans are aware that there is a shortage of natural resources like gas, fuel, water and they are scarce in. It would be useful to encourage consumers to minimize their consumption of these commodities (Khan,2006).

The investigation of their own behaviour is beneficial for the consumer. The more the consumer learns about the variables affecting his behaviour, the more informed he becomes about getting a better understanding of how to effect his own behaviour.

Stages in the buying process

1. Need Recognition
2. Search For Information
3. Product Evaluation
4. Product Choice and Purchase
5. Postpurchase Use and Evaluation
6. Disposal Of The Product

It is not necessary for consumers to be involved in all these buying stages when they're evaluating the product they have purchased. Sometimes the consumer may only be considering the number of the products he wants or needs but never goes further than that. At other times, a consumer considers dozens of products, comparing them and finally decides not to purchase any of them. The consumer may also skip stages 1, 2 and 3 and buy products guided by impulse. Purchasing a product without planning or

forethought is impulse buying. Impulse buying brings up a concept called the level of involvement which shows how personally important or interested you are in consuming a product. Low-involvement or convenience products are not necessarily purchased on impulse. Convenience goods, however, in case the buyer makes a wrong purchase decision carry low risks and have a low prices.

During the purchase of low-involvement products consumers are often involved in usual response behavior making automatic buying decisions with limited information which they have collected earlier. Contrary to this speciality goods have a higher risks to buyers if they fail. They also have a high price tags (Tanner & Raymond, 2011).

Factors influencing consumer behaviours;

I. Cultural factors

Culture: Culture is defined as a complex which includes knowledge, belief, art, law, morals and customs. Moreover, culture implies material and non-material values such as attitudes, values, religion, personality etc. (Hawkins et al,2001; Rice,1993; Kotler,2001; Tian,2000; Burgess,1998).

Subculture: Subcultures are inclined to transfer their belief and values from generation to generation. Different subcultures such as religions, nationalities, geographic regions, racial group have an impact on consumers in terms of style of knowledge, belief, art, law, morals and customs.(Burgess,1998)

Social class: Social class refers to the hierarchical arrangement of the society into divergent categories which indicate social status or standing. Social class is a prominent determinant of consumer behavior which has an impact upon consumption patterns, lifestyle, media patterns, activities and interests of consumers (T.K.,2014)

II. Social factors

Social factors also impact the buying behavior of consumers. Important social factors are: reference groups, family, roles and status.

Reference Groups: Reference groups are used in order to guide our behavior and attitudes and help us to identify social norms. In other words, it is a group whose accepted perspectives or values are being used by an individual as the basis of his or her behavior. (Hawkins et al,2001; Sciffman & Kanuk,2001; Levy & Weitz,2001; Churchill & Peter,1998; Engel et al,1995). Groups are split into four categories, namely primary, secondary, dissociative and aspirational.

Family: Family is defined as a group of two or more people related via blood, marriage or adoption. Buying decision roles among family members classified as husband-dominant, wife-dominant, joint or individualized (Engel et al, 1995; Creighton, 1994; Witt, 1997; Hawkins, 2001).

Roles and Status: Everyone has different roles and statuses in society based on their groups, clubs, family, organization etc. Both social role and status strongly affects the consumer behavior and his purchasing decisions (T.K.,2014)

III. Personal Factors

Personal factors also have an influence on consumer behavior. Some of the crucial personal factors which impact buying behavior are lifestyle, economic situation, occupation, age, personality and self concept (T.K.,2014)

Age: Age, represents a human life-cycle and consumer buying behavior interrelates with it. Consumers might alter the purchase of goods and services with time.

Family life-cycle consists of different stages such as childhood, bachelorhood, newly married couple, parenthood etc. which help marketers to develop appropriate products for each stage (T.K.,2014)

Occupation: The occupation of a person has an essential impact on purchasing behavior. For instance, a marketing manager of an organization buys business suits, while a low level worker in the same organization buys work clothes (T.K.2014) In conclusion buying behaviour differs according to the circumstances of occupation.

Economic Situation: There is a significant relationship between a person's economic condition and product choice. Marketers chase up such trends as personal income, savings, and interest rates. If economic indicators point to recession, marketers can take steps to redesign, reposition and reprice their products closely (Kotler,2013)

Lifestyle: Lifestyle of customers is another important factor affecting consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc. and shapes his whole pattern of acting and interacting with the World (T.K.,2014)

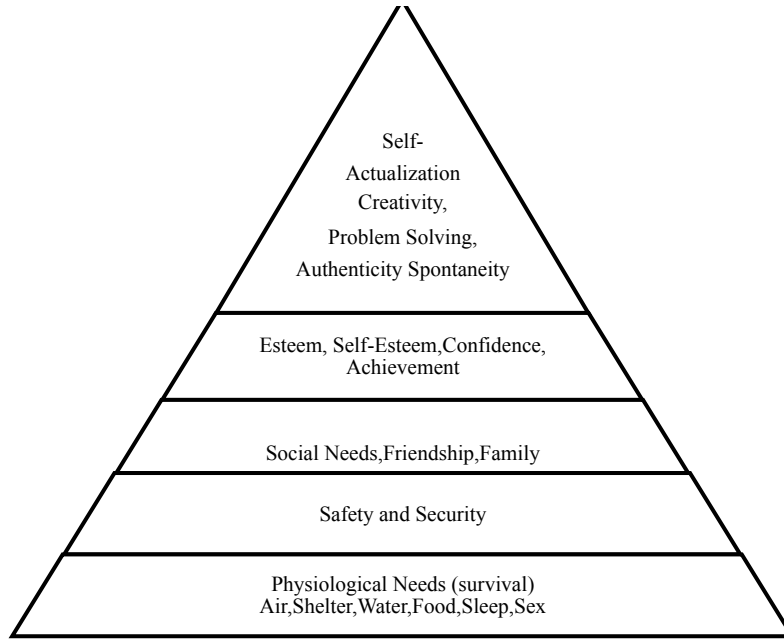
Personality: Personality is defined as a characteristic of human being that is seen by the others. It has different characteristics such as: dominance, aggressiveness, self-confidence etc. that influence consumer behavior and decisions for a particular product or service. The relationship between personality and purchasing decision is not clear; however, marketers are still researching it (Tanner & Raymond, 2011)

IV. Psychological factors

There are four main subheadings related to psychological factors affecting consumer buying behavior. They are motivation, perception, learning, beliefs and attitudes, respectively.

Motivation: The level of motivation also affects the buying behavior of customers. Every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs suggests that some of these needs are more pressing while others are less pressing. Therefore a need becomes a motive when it is more pressing, directing the person to seek satisfaction.

According to Maslow's Theory of Motivation which is developed in the mid-1900's, human beings carry out their basic necessities like food, water, sleep, before they could perform their higher-level requirements. While the food need is stable, necessities like shelter, clothing, safety have a tendency to be developed and other needs differ from one person to other. For example during grade school and high school, your social needs probably rose to the forefront. You wanted to have friends and get a date. It is likely to prompt you to purchase certain types of clothing or electronic devices. After high school, you started to think about how people would view you in your "station" in life, so you decided to pay for college and get a professional degree, thereby fulfilling your need for esteem (Kotler,2013) .



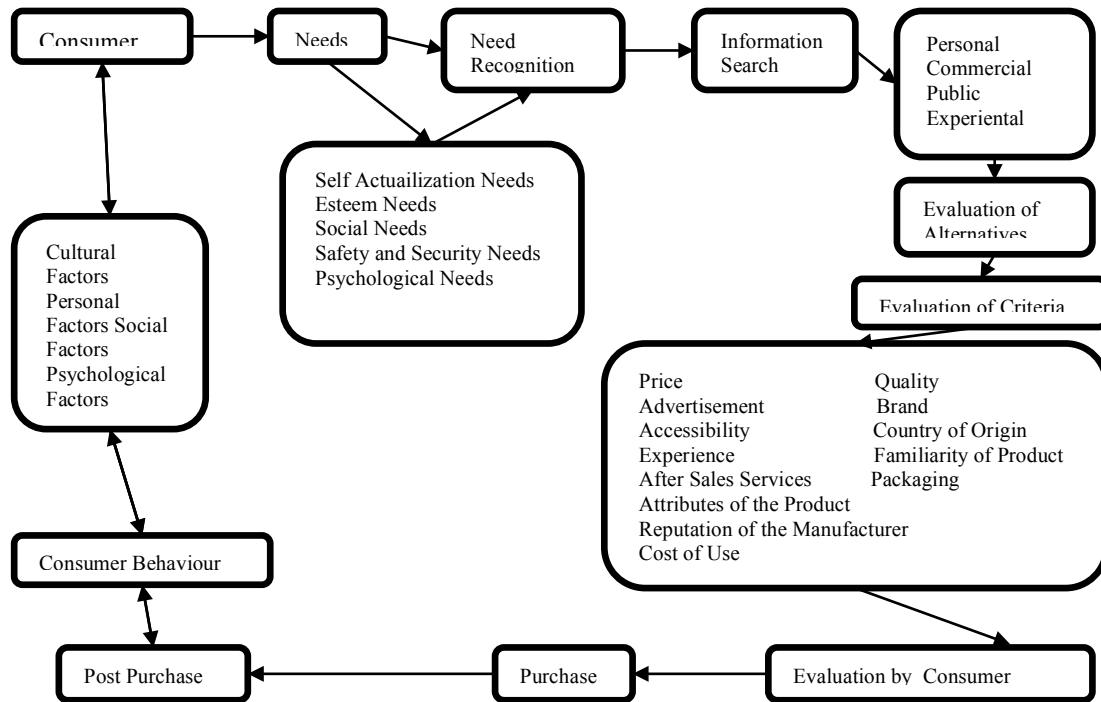
Perception: Perception includes our recognition and interpretation of sensory information and our respond to the information. Perception varies from one person another in terms of the same product.

Individuals who have the same needs might not be purchasing similar products because of differences in perceptions.

There are three different perceptual processes which are: selective attention, selective distortion and selective retention. Under selective attention, individuals are attentive to information that is useful for them or their family members. During selective distortion, consumers tend to perceive information according to their existing thoughts and beliefs. People generally fail to register much of the information to which they are exposed, but tend to remember good points only about a product they like. When people forget the information which is not quite relevant to them it is called selective retention. Often the information contradicts the person's beliefs (Kotler,2013) .

Beliefs and Attitudes: Attitudes tend to be persistent as they represent mankind's value and beliefs which are hard to change. Though,it is possible to shift consumer's beliefs and attitudes by making up special campaigns or brand images (T.K.,2014).

A Conceptual Model for Consumer Buying Decision Process & Consumer Behaviour (T.K.,2014)



This model explains consumers buying decision process and consumer behavior. The first step is to identify an unsatisfied need. This information can be searched from different sources like personal, commercial, public and experiential etc. After completing the search process the consumer will get a lot of alternative choices from which he will select the best one. The Consumer evaluates the available choices by using certain evaluation criteria. They are price, quality, advertisement, brand etc. After evaluation the actual purchase will take place. The last important stage is the post purchase decision. If the consumer is satisfied with the product he will continue purchasing it otherwise he will shift to another product. Consumer buying decision process is a continuous process (T.K.,2014).

Astrology

Astrology, which can be seen as a part of the wider sphere of cosmobiology, is described by Michel Gauquelin as “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” (Mitchell, 1995:48). Astrology has been defined as “The study that deals with the connections believed to exist between the positions of the planets at the moment of someone’s birth and that person’s character, development, profession, marriage and general life history.” (Eysenck & Nias, 1982). This description demonstrates that “astrology” really does exist. According to the study of Kwak et al. (2000), certain evidences suggest that the role of astrological personality traits of consumers also are seen at their purchasing decisions manners. Consequently, this evidence indicates that star signs are influential on the impulsive buying behaviors, though it is not effective on the compulsory buying behaviors.(Özkan & Benli & Kızılgın,2013). Astrology expresses the idea of meaningfulness of personality and destiny which are immutably foreshadowed by the position of the sun, moon, and planets at the moment of birth. As a result, an individual’s “sign” or “sun sign” is determined at the time of his/her birth by the position of the sun in the zodiac, a giant circle which surrounds the yearly path of the movement of the sun, moon and planets

(Pellegrint, 1973). The sun-signs form groups with various manners/behaviours. The four teams which demonstrate the nature of particular sun-signs are fire, earth, air and water (Mitchell, 1995:52). The label of fire comes from the related sun-signs' characteristics like as being enthusiastic, energetic and creative. Power and expression of the self come into prominence in this group. The sun-signs of the earth the trio; Taurus, Virgo and Capricorn have a steady and stable structure. Qualities such as practical ability and need of trust are momentous in this group. The Gemini, Libra and Aquarius, which are the most intellectual and communicative sun-signs, are identified as the air trio. Moreover, the acts of thinking and learning become apparent more intensely in this group.

The last trio, water includes Cancer, Scorpio and Pisces which have an emotional structure.(Gülmez & Kitapçı & Dörtüol, 2011) In this group, the inclination to understanding people might lead to the emotional contacts (Fletcher, 2009: 119). Besides, in comparison with the trio of sun-signs and other trio, the water trio is more emotional than others (Eyscenk, Mayo and White, 1978: 233). According to the recent empirical evidence, it is possible to suggest that the concept of date-of-birth has significant impact on buying behavior (Mitchell and Tate, 1998). The other effects of astrology on consumption and the psychology of consumer make it usable in the marketing area (Mitchell and Haggett, 1997:115). Therefore, it is a possibility to use sun-sign astrology in marketing (Mitchell, 1995:50-55; Mitchell and Haggett, 1997:120)

Astrological segmentation might be used as a psychographic tool. Because of data on person's date-of-birth may be easily acquired this segmentation method is less expensive or complicated. Specific marketing communications: different promotional messages for different sun-sign characteristics will have positive returns. As an example of this, a Taurus could be affected by messages that emphasize security because of its steady and home-loving characteristics. Moreover, a Capricorn may react positively toward price reductions. Astrological personality assessments can be used in indirect communication with target groups via the elements such as symbols, colors and voices.

Developing product species; the psychographic input in terms of astrology might be used to adapt products to the lifestyles of the target group.

The key features of ascendant varies according to the zodiac sign as follows: (Fenton,1989)

Ascendant fire signs

The fire signs of Aries, Leo and Sagittarius are known for their energy, enthusiasm and optimism. A fire sign or ascendant' characterises people as friendly, uncritical and non-hostile. Such people are great in public relations and are good mixers. They typically send out friendly but professionally competent signals which draw out a friendly and rather respectful response from others. Aries are well-organized, what makes them suitable for any kind of military or civil service organization. Leo rising has a dignified and rather formal manner which inspires confidence; while Sagittarius risers have a cheerful, pleasant and rather witty outer manner which suits all kinds of teaching, training and public speaking situations.

Ascendant earth signs

The earth signs of Taurus, Virgo and Capricorn are noted for their practicality and

security. When an earth sign is on the ascendant the outer manner is shy, serious and cautious. Taurus risers are the most sociable of the three and are often musical or artistic. Virgo risers look for mental stimulation in others, while Capricorn risers enjoy both work and social pursuits. People with these ascendants send out signals which are pleasant and tactful suggesting that they prefer to form part of a team - at least to begin with - than to push themselves immediately to the front.

Ascendant air signs

The air signs of Gemini, Libra and Aquarius are noted for their communication skills. When an air sign is on the ascendant the subject is friendly and sociable, but also independent and somewhat detached. The Gemini riser is constantly busy, fully engaged in a kind of juggling act, with at least a dozen activities on the go at any one time. The Libra riser occupies him or herself with business schemes which often need the aid of a more earthy partner to make them come to fruition. The Aquarius riser makes wonderful plans for himself and others and may even carry some of them out.

Ascendant water signs

The water signs of Cancer, Scorpio and Pisces are noted for their emotion, intuition and feeling. When a water sign is on the ascendant the subject will hide their true feelings and have a strong need to protect themselves from the world around them. What you see is often not what you get with water ascendants.

In other words, the signals they send out are consciously or unconsciously chosen for effect. Cancerians appear chatty and helpful and they do well in any situation that requires tact. Scorpio risers can use many different forms of camouflage with people they do not know, one of their favourites being offensiveness and an off-putting manner. Pisces risers appear soft, gentle, self-sacrificing and sometimes even helpless, but this is misleading, as they will fight strongly for what they think is right.

Each sign has a style of behaviour that is related to his buying behaviour. Each sign has his own likes and dislikes and areas of interest:

+positive sides

- negative sides

Aries (3/21 - 4/20)

+They are loners who are moving fast with powerful reasoning ability.

- Aries do not like to shop around, but they might pay more for the goods they really need.

Taurus (4/21 – 5/20)

+Taurus who always have a plan and stick to their budget are patient and practical. In addition, they incline to negotiation.

-They who set on finding a certain/particular goods are not flexible. This zodiac signs never buy unless getting a discount.

Gemini (5/21 - 6/20)

+They would rather socialize than shop and like to shop with a friend; however, they are phone/internet shoppers.

- Gemini either wander or get distracted. Besides, they spend more time talking than shopping.

Cancer (6/21 – 7/22)

+Sensitiveness predominates among other needs for this signs, what's more they would like to shop from home or with a family member.

-They purchase using their emotions and are likely to overpay; they must be in the mood to shop.

Leo (7/23 - 8/22)

+They love generous people and are generous themselves; in addition Leos would like to either have fun shopping or perceive/take it like a game.

-Leos think that everyone wants something fun or frivolous and make egocentric choices.

Virgo (8/23 – 9/22)

+Virgos look for excellent quality items, pay attention to details and appearance.

-They who are insecure about their choices are too picky, so it's hard for them to find the "perfect gift".

Libra (9/23 - 10/22)

+Libras listen well and puts themselves in the recipients' shoes; they who have a good taste are fair and equitable.

-They are indecisive and procrastinate. Libras do not like to shop alone. They have a long shopping list.

Scorpio (10/23 – 11/22)

+Scorpios are able to spy on recipients to determine good gifts like a sleuth. They can keep secrets.

-They are an extremists and do too much or too little; moreover Scorpios try to buy others via gifts.

Sagittarius (11/23 - 12/21)

+Sagittarius who are generous do not mind searching far and wide; furthermore they like catalogs and mail order.

- They think that funny gifts are suitable for everybody. Tarius who spend too much are unconcerned with cost.

Capricorn (12/22 – 1/21)

+Capricorns are organized. They stick to a plan or list and a budget; moreover they are very efficient and focused.

-They are too frugal, seeking for practical solutions to the troubles of others.

Aquarius (1/22 - 2/19)

+Aquarius shop on-line. They have a strong intuition and unique, unusual taste.

-They buy and give others weird stuff and assume that they want it without

asking; the most dominant characteristic feature of Aquarius is impulsiveness.

Pisces (2/20 – 3/20)

+Pisces have an intuition for the right store or right product, moreover, they take time for shopping and love gifts.

- They are confused and unsure and must be in the right mood to shop and do not stick to a shopping list.

Methodology

The face-to-face survey were the main mode of data collection. The questionnaire of this study is prepared taking great care that the questions are both clear, so as to prevent misunderstanding and short, in order to avoid boredom. In order that the results are not complicated and the questions are well structured, a pilot study of 20 units was designed, questionnaires were distributed among the participants, necessary corrections were done and the final version of survey was defined. The questions in the survey consist of two parts. In the first part, demographic data take part and the basis of statistic, frequency distributions and the results of survey has contributed to interpretation. In the second part, questions are asked in order to comprehend the relationship between horoscopes and women's buying behaviour.

The maximum value of variance can be $0,25$ ($s^2 = p.q = 0,5.0,5 = 0,25$) considered in positive and negative ways in the questionnaire. Calculations are measured at $0,95$ levels of reability and the number of survey which need to do the formula of $n = (s^2.z^2) / k^2$ is find out 384.400 surveys were made in study.

Table.1: Demographic Datas

		Frequency	Percentage Distribution
Age	18 And Over	20	5
	19-25	56	14
	26-35	104	26
	36-45	112	28
	46-55	32	8
	56-65	52	13
	66 And Over	24	6
Educational Status	High School	80	20
	Associate Degree	59	15
	Undergraduate	197	49
	Postgraduate	64	16
Marital Status	Married	132	33
	Single	197	49
	Married (Childless)	71	18

Findings And Discussion

Primarily, the validity of reliability analysis is made on behalf of scale variables which is used in the survey. In order to achieve the results of the validity of reability analysis **reability and validity** test was used. The Likert scale questionnaire consists of

questions designed to analyse the relationship between horoscopes and women's buying behaviour.

Table.2: Likert Scale Survey

WHAT IS YOUR HOROSCOPE?	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
Wandering stores is a waste of time.						
FIRE	15	14	9	27	19	84
EARTH	12	24	10	61	14	121
AIR	10	13	18	36	26	103
WATER	13	9	10	48	12	92
TOTAL	50	60	47	172	71	400
I plan what I'm going to buy.						
FIRE	31	30	7	7	9	84
EARTH	30	53	18	13	7	121
AIR	24	44	18	11	6	103
WATER	25	37	17	7	6	92
TOTAL	110	164	60	38	28	400
I take nothing without a shopping list.						
FIRE	9	9	35	16	15	84
EARTH	10	22	38	32	19	121
AIR	8	19	32	33	11	103
WATER	5	21	27	25	14	92
TOTAL	32	17	132	106	59	400
I shop without thinking.						
FIRE	10	11	21	22	20	84
EARTH	6	17	29	49	20	121
AIR	8	24	20	31	20	103
WATER	6	9	21	36	20	92
TOTAL	30	61	91	138	80	400
When I go shopping,I buy products which I do not plan to buy.						
FIRE	10	45	10	15	4	84
EARTH	25	56	17	16	7	121
AIR	17	57	7	15	7	103
WATER	14	52	11	9	6	92
TOTAL	66	210	45	55	24	400
I will buy goods from the place where they have more affordable prices.						
FIRE	33	22	15	4	10	84
EARTH	38	51	14	10	8	121
AIR	41	38	12	6	6	103
WATER	25	41	15	5	6	92
TOTAL	137	152	56	25	30	400
I frequently shop because I want to.						
FIRE	19	17	22	11	15	84
EARTH	14	55	11	33	8	121
AIR	13	25	14	43	8	103
WATER	6	46	15	18	7	92
TOTAL	52	143	62	105	38	400

	Shopping is a therapy for me.					
FIRE	23	20	24	9	8	84
EARTH	40	15	28	25	13	121
AIR	21	25	8	41	8	103
WATER	10	38	25	11	8	92
TOTAL	94	98	85	86	37	400
	Sometimes although I know that I have very little money left, I buy products I do not need.					
FIRE	22	18	9	18	17	84
EARTH	9	35	16	38	23	121
AIR	10	26	18	37	12	103
WATER	13	35	9	24	11	92
TOTAL	54	114	52	117	63	400
	I overspend due to the fact that I have a credit card.					
FIRE	20	10	7	23	24	84
EARTH	12	31	8	36	34	121
AIR	16	14	15	26	32	103
WATER	18	20	5	29	20	92
TOTAL	66	75	35	114	110	400
	I feel unhappy when I do not buy products which I want.					
FIRE	21	34	11	9	9	84
EARTH	23	43	28	16	11	121
AIR	24	24	28	19	8	103
WATER	18	26	15	22	11	92
TOTAL	86	127	82	66	39	400
	Shopping does not affect on my mood.					
FIRE	13	7	15	28	21	84
EARTH	13	16	14	64	14	121
AIR	14	15	22	28	24	103
WATER	8	17	24	31	12	92
TOTAL	48	55	75	151	71	400
	The sentence 'I get what I saw.' defines me.					
FIRE	6	6	9	38	25	84
EARTH	8	16	27	42	28	121
AIR	5	13	16	43	26	103
WATER	5	10	9	48	20	92
TOTAL	24	45	61	171	99	400
	Fashion is essential for me.					
FIRE	8	28	8	27	13	84
EARTH	13	30	20	37	21	121
AIR	9	33	29	25	7	103
WATER	7	17	21	33	14	92
TOTAL	37	108	78	132	55	400
	If I like a product I always buy the same brand.					
FIRE	17	29	7	24	7	84
EARTH	15	54	14	29	9	121
AIR	11	46	20	20	6	103
WATER	12	34	29	12	5	92
TOTAL	55	163	70	85	27	400

	After I buy an item which I do not need I feel guilty.					
FIRE	12	25	23	18	6	84
EARTH	16	41	38	19	7	121
AIR	22	44	16	15	6	103
WATER	19	31	9	25	8	92
TOTAL	69	141	86	77	27	400
	My standards and expectations are high for products that I buy.					
FIRE	15	21	20	24	4	84
EARTH	20	58	23	11	9	121
AIR	23	50	15	10	5	103
WATER	10	43	11	24	4	92
TOTAL	68	172	69	69	22	400
	I prefer to shop from shopping malls.					
FIRE	17	37	11	15	4	84
EARTH	13	60	24	16	8	121
AIR	15	48	24	12	4	103
WATER	19	44	15	9	5	92
TOTAL	64	189	74	52	21	400
	When I shop I prefer products which are best-sellers.					
FIRE	6	13	13	34	18	84
EARTH	7	11	16	57	30	121
AIR	4	16	28	47	8	103
WATER	4	19	24	26	19	92
TOTAL	21	59	81	164	75	400
	I renew my wardrobe according to changing fashions.					
FIRE	4	13	13	41	13	84
EARTH	7	15	16	52	31	121
AIR	7	16	19	49	12	103
WATER	3	5	26	31	27	92
TOTAL	21	49	74	173	83	400
	I have difficulty while deciding which store i will buy.					
FIRE	4	13	15	39	13	84
EARTH	7	11	33	61	9	121
AIR	4	14	28	51	6	103
WATER	4	14	20	37	14	92
TOTAL	22	52	96	188	42	400
	I always change the brands which I buy.					
FIRE	10	9	15	34	16	84
EARTH	8	12	31	63	7	121
AIR	6	22	16	53	6	103
WATER	9	20	15	36	12	92
TOTAL	33	63	77	186	41	400
	Before I shop, I budget according to the products that I'm going to buy.					
FIRE	7	46	8	16	7	84
EARTH	18	71	14	11	7	121
AIR	14	59	10	14	6	103
WATER	26	44	6	7	9	92
TOTAL	65	220	38	48	29	400
	After I buy products that I do not need, I always find excuses.					

FIRE	12	36	10	19	7	84
EARTH	29	39	27	18	8	121
AIR	18	34	19	26	6	103
WATER	14	32	20	15	11	92
TOTAL	73	141	76	78	32	400
The sentence "I shop before I think" defines me.						
FIRE	16	38	14	9	7	84
EARTH	15	62	13	23	8	121
AIR	7	67	17	9	3	103
WATER	5	50	19	12	6	92
TOTAL	43	217	63	53	24	400
Before I shop, I think a lot.						
FIRE	14	22	12	20	16	84
EARTH	20	46	24	23	8	121
AIR	12	37	18	22	7	103
WATER	19	35	23	19	3	92
TOTAL	65	140	77	84	34	400
The higher the price of the product, the higher it's quality.						
FIRE	8	14	13	26	23	84
EARTH	9	20	19	47	26	121
AIR	6	22	25	42	8	103
WATER	4	14	18	41	15	92
TOTAL	27	70	75	156	72	400

As is also understood from this table, for Fire group fashion is the thing that is benefit to oneself. They are both not a strict follower of fashion and do not prefer to wear according to current fashion. They first budget for shopping and then they tend to buy the thing that they really need. But, if they do not buy a product which they want, they feel sadness. For Earth group when they go shopping, they prefer to walk around to buy cheapest one. Their expectations for product which they bought are high and quality is in the forefront. But sometimes they have dealings although they do not required following they make excuses to feel relax. For Air group, shopping and fashion are substantial. They go shopping from specific brands. They are not in a quandary. They have a liking to shop thereby wandering and viewing products. This group that love to spend money for shopping, they do not plan before shopping. For Water group, either their emotions or feeling have an impact on shopping. Sometimes they can buy a product that they do not need. However; they always call the shots. On the sidelines of shopping, they do not make a list and they can straggle. For this group, shopping is like a therapy.

Following likert scale questionnaire seeks to analyse the relationship between ascendant signs and women's buying behaviour:

Table.3: Likert Scale Survey

WHAT IS YOUR ASCENDANT SIGN?	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
Wandering into stores to shop is a waste of time.						
FIRE	15	7	13	28	12	75
EARTH	11	18	22	54	21	126
AIR	14	19	9	42	19	103
WATER	10	16	3	48	19	96
TOTAL	50	60	47	172	71	400
I plan what I am going to buy.						
FIRE	24	22	12	14	3	75
EARTH	34	60	14	5	13	126
AIR	24	37	21	13	8	103
WATER	28	45	13	6	4	96
TOTAL	110	164	60	38	28	400
I take nothing without a shopping list.						
FIRE	8	19	21	14	13	75
EARTH	11	25	42	30	18	126
AIR	4	16	35	32	16	103
WATER	9	11	34	30	12	96
TOTAL	32	71	132	106	59	400
I'm a shopper without thinking.						
FIRE	11	6	17	21	20	75
EARTH	3	15	36	52	20	126
AIR	8	22	14	35	24	103
WATER	8	18	24	30	16	96
TOTAL	30	61	91	138	80	400
When I go shopping, I buy products which I do not plan to buy.						
FIRE	21	26	10	10	8	75
EARTH	12	62	14	27	11	126
AIR	20	66	5	9	3	103
WATER	13	56	16	9	2	96
TOTAL	66	210	45	55	24	400
I will buy goods from the place where they have more affordable prices						
FIRE	25	25	14	5	6	75
EARTH	46	45	14	11	10	126
AIR	33	40	12	9	9	103
WATER	33	42	16	0	5	96
TOTAL	137	152	56	25	30	400
I frequently shop because I want to.						
FIRE	12	21	12	19	11	75
EARTH	16	35	16	45	14	126
AIR	11	48	14	23	7	103
WATER	13	39	20	18	6	96
TOTAL	52	143	62	105	38	400
Shopping is a therapy for me.						

FIRE	21	7	19	10	18	75
EARTH	31	30	27	31	7	126
AIR	20	38	19	22	4	103
WATER	22	23	20	23	8	96
TOTAL	94	98	85	86	37	400
Although I know that I have very little money left sometimes I buy products I do not need.						
FIRE	18	25	2	18	12	75
EARTH	12	30	13	47	24	126
AIR	10	28	22	23	20	103
WATER	14	31	15	29	7	96
TOTAL	54	114	52	117	63	400
I overspend due to the fact that I have a credit card.						
FIRE	12	13	10	16	24	75
EARTH	10	22	6	44	44	126
AIR	22	22	11	26	22	103
WATER	22	18	8	28	20	96
TOTAL	66	75	35	114	110	400
I feel unhappy when I do not buy product which I want.						
FIRE	20	19	9	23	4	75
EARTH	23	43	25	18	17	126
AIR	19	35	26	15	8	103
WATER	24	30	22	10	10	96
TOTAL	86	127	82	66	39	400
Shopping does not affect on my mood.						
FIRE	9	4	17	27	18	75
EARTH	17	19	17	48	25	126
AIR	10	11	20	50	12	103
WATER	12	21	21	26	16	96
TOTAL	48	55	75	151	71	400
The sentence ‘ I get what I saw’ defines me.						
FIRE	6	8	9	32	20	75
EARTH	10	6	27	57	26	126
AIR	6	13	10	41	33	103
WATER	2	18	15	41	20	96
TOTAL	24	45	61	171	99	400
Fashion is essential for me.						
FIRE	14	18	10	14	19	75
EARTH	11	38	18	46	13	126
AIR	6	29	25	28	15	103
WATER	6	23	25	34	8	96
TOTAL	37	108	78	122	55	400
If I like a product, I will always buy this brand.						
FIRE	25	24	12	9	5	75
EARTH	8	51	25	35	7	126
AIR	18	46	14	16	9	103
WATER	4	42	19	25	6	96
TOTAL	55	163	70	85	27	400
After I buy an entity which I do not need, I feel guilty.						

FIRE	19	30	14	8	4	75
EARTH	17	43	21	39	6	126
AIR	25	20	36	14	8	103
WATER	8	48	15	16	9	96
TOTAL	69	141	86	77	27	400
My standards and expectations are high for products that I buy.						
FIRE	14	29	17	12	3	75
EARTH	21	59	20	20	6	126
AIR	26	32	19	18	8	103
WATER	7	52	13	19	5	96
TOTAL	68	172	69	69	22	400
I prefer to shop from shopping malls.						
FIRE	16	29	19	5	6	75
EARTH	10	63	25	21	7	126
AIR	26	50	11	13	3	103
WATER	12	47	19	13	5	96
TOTAL	64	189	74	52	21	400
When I shop, I like to buy products that are best-sellers.						
FIRE	1	14	13	24	23	75
EARTH	7	9	24	70	16	126
AIR	12	19	16	37	19	103
WATER	1	17	28	33	17	96
TOTAL	21	59	81	164	75	400
I renew my wardrobe according to fashion.						
FIRE	8	14	10	17	26	75
EARTH	5	14	17	72	18	126
AIR	6	14	18	51	14	103
WATER	2	7	29	33	25	96
TOTAL	21	49	74	173	83	400
I have trouble deciding which stores to buy from.						
FIRE	7	18	18	22	10	75
EARTH	4	14	35	64	9	126
AIR	4	8	19	62	10	103
WATER	7	12	24	40	13	96
TOTAL	22	52	96	188	42	400
I always change brands while shopping.						
FIRE	10	10	16	29	10	75
EARTH	14	18	29	55	10	126
AIR	2	15	16	57	13	103
WATER	7	20	16	45	8	96
TOTAL	33	63	77	186	41	400
Before I shop, I budget according to products that I'm going to buy.						
FIRE	14	42	9	5	5	75
EARTH	20	72	10	19	5	126
AIR	15	56	8	14	10	103
WATER	16	50	11	10	9	96
TOTAL	65	220	38	48	29	400
After I buy products that I do not need, I always find an excuse.						

FIRE	17	22	11	15	10	75
EARTH	18	48	20	33	7	126
AIR	24	36	16	12	15	103
WATER	14	35	29	18	0	96
TOTAL	73	141	76	78	32	400
The sentence "I shop before I think" defines me.						
FIRE	8	43	5	13	6	75
EARTH	16	65	17	17	11	126
AIR	15	59	15	11	3	103
WATER	4	50	26	12	4	96
TOTAL	43	217	63	53	24	400
I think a lot while I am shopping						
FIRE	12	8	22	23	10	75
EARTH	18	54	18	24	12	126
AIR	22	37	19	18	7	103
WATER	13	41	18	19	5	96
TOTAL	65	140	77	84	34	400
The higher the price of product the higher it's quality is.						
FIRE	6	15	8	28	18	75
EARTH	11	18	22	55	20	126
AIR	7	18	24	34	20	103
WATER	3	19	21	39	14	96
TOTAL	27	70	75	156	72	400

As it is seen from table, for Fire ascendant sign we act ponderingly. They either do not shop too often and skimp. The most important thing is buying product which is cheapest one. They do not buy a thing that they do not require. They do not keep up with the fashion. For Earth ascendant sign, They do not shop without control and during shopping they can buy products that they do not plan. Predominantly, they go shopping because of that they want. Their emotions have an essential effect on their desire of shopping. They follow the fashion. They both certain brands. For Air ascendant sign, they contemplate before shopping and they budget for things which they buy. Even though they sometimes buy a thing that they do not plan, in general they are controlled. For Water ascendant sign, they prefer to shop by wandering and researching of prices. They prefer to shop in shopping malls. In addition, they go for definite brands that they love. But fashion does not have importance for them.

Table.4: What is your horoscope?

	Frequency	Percent	Valid Percent	Cumulative Percent
Fire	84	20,9	21,0	21,0
Earth	121	30,6	30,2	51,2
Air	103	25,6	25,8	77,0
Water	92	22,9	23,0	100,0
Total	400	100,0	100,0	

The figure above indicates the percentage of horoscopes. As also understand from this chart, the most ratio is Earth than, Air, Water and Fire, respectively.

Table.5: What is ascendant sign?

	Frequency	Percent	Valid Percent	Cumulative Percent
Fire	75	18,7	18,8	18,8
Earth	126	31,8	31,4	50,2
Air	103	25,6	25,8	76,0
Water	96	23,9	24,0	100,0
Total	400	100,0	100,0	

The table above shows the ratio of ascendant signs. As figure out from this chart, the most ratio is Earth than, Air, Water and Fire, respectively.

Table.6: What is the most important spending factor?

		Clothing	Shoe	Accessory	Personal Care	Home Decoration	Others	Total
What is your horoscope?	Fire	38	7	8	18	6	7	84
	Earth	51	22	7	15	9	17	121
	Air	49	14	8	14	7	11	103
	Water	35	11	7	11	13	15	92
Total		173	54	30	58	35	50	400

The table reveals that the most important spending factors like clothing, shoes, accessories, personal care, home decoration and others in terms of horoscopes.

Table.7: Where do you prefer to shop most?

		Shopping Malls	Boutiques	Outlets	Internet	Total
What is your horoscope?	Fire	49	16	11	8	84
	Earth	71	27	15	8	121
	Air	50	14	28	11	103
	Water	58	11	12	11	92
Total		228	68	66	38	400

The table above indicates shopping locations like malls, boutiques, outlets and internet with regard to horoscopes preferred in terms of ascendant signs.

Table.8: What is the most important spending factor?

		Clothing	Shoe	Accessory	Personal Care	Home Decoration	Others	Total
What is your ascendant sign?	Fire	22	6	9	15	10	13	75
	Earth	64	14	12	21	7	8	126
	Air	45	21	6	10	11	10	103
	Watter	42	13	3	12	7	19	96
Total		173	54	30	58	35	50	400

The table above indicates the most important spending factors like clothing, shoes, accessories, personal care, home decoration and others in terms of ascendant signs.

Table.7: Where do you prefer to shop most?

		Shopping Malls	Boutiques	Outlets	Internet	Total
What is your ascendant sign?	Fire	41	21	6	7	75
	Earth	75	23	19	9	126
	Air	63	13	27	0	103
	Watter	49	11	14	22	96
Total		228	68	66	38	400

The table above indicates shopping locations preferred in terms of ascendant signs.

Results And Suggestions

The main purpose of the consumer behaviour discipline is to examine consumers in detail. To comprehend both consumers and their wishes is a major goal for marketers. In this process, not only demographic factors but also psychological factors such as motivation, perception, learning, beliefs and attitudes should be carefully analyzed.

In this existing research, a relationship between horoscopes and women's buying behaviour was examined. Analyses are done depending on horoscopes and ascendant signs. In the first part of this study, demographic factors are identified such as age, educational and marital status.

According to the tables, key shopping elements and the place in which shopping is performed show an alteration in terms of horoscopes and ascendant signs. Moreover, considering likert scale questionnaire characteristics related to the shopping are different. Questionnaires show that the answers examined in terms of the groups of horoscopes and ascendant signs of the participants of this study are not the same.

In conclusion, this study indicates that date of birth may have an impact on women's buying behaviours in certain market situations. In the light of this data and

investigation, women are more prone to the effects of astrology. Therefore, when marketers segment the markets related to women, they should take into consideration both horoscopes and ascendant signs.

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